

# InterCom

Fall 2014

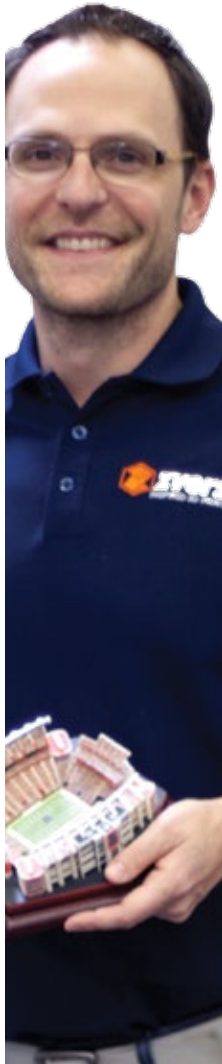
*Don't be fooled by this cover...  
SEE INSIDE page 26*

our first  
**GREEN**  
issue  
printed on recycled paper





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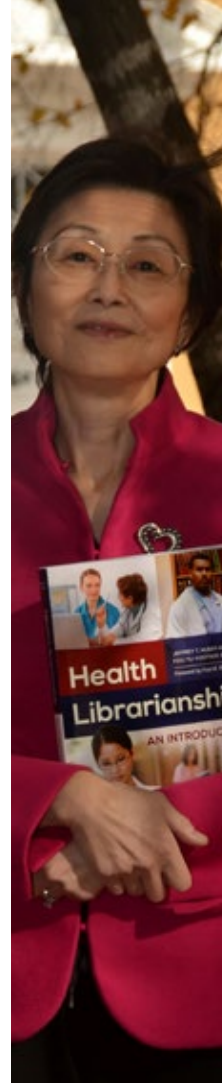
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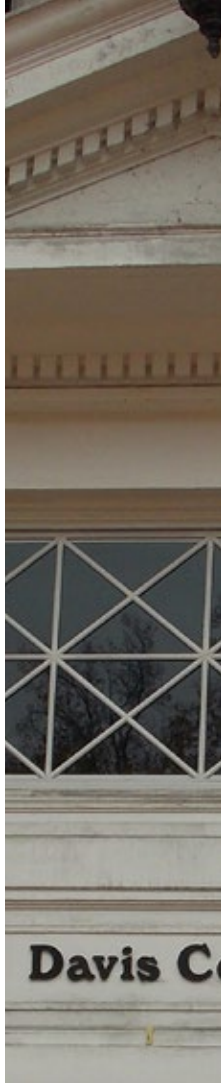
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*Don't be fooled by the cover.*

That is not our new building, but those are our students!

To keep up with the new journalism building's progress visit:

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*\*this magazine fueled by coffee*

# InterCom

Fall 2014



## From the Dean's Desk

### *Palpable Excitement*

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•  
•  
• **G**enerally, I'm not a guy who  
• gets excited by bricks,  
• mortar, rebar, insulation,  
• drywall or paint. But I can't help  
• myself every time I go through  
• the building under construction  
• for our School of Journalism and  
• Mass Communications. It's in a  
• continuous metamorphosis from  
• its drab former existence to its  
• bright future.

• Each visit requires a  
• reorientation. This is new. That's  
• different. There wasn't a wall  
• there yesterday. Can I get to the  
• dean's office this way?

• I had two or three other  
• topics in mind for this issue's  
• column. But I really want to tell  
• you about the progress we are  
• seeing. You deserve it. You've  
• been hearing the promise of a  
• new home for the journalism  
• school for how many years?

• I'm awed — and I'm not  
• easily awed — by the amount  
• of detail and effort that goes  
• into the process. The architects,  
• consultants, contractor,  
• subcontractors, project manager  
• have been excellent partners. I'm  
• both fascinated by the process  
• and relieved that I'm never going  
• to do this again.

• We remain on schedule to  
• open the building for Fall 2015  
• classes, just eight months from  
• when you are receiving this issue  
• of *InterCom*. The excitement is  
• palpable. We've begun taking  
• donors on hard-hat tours. They  
• love what they've seen.

Faculty members have checked out the view from their future offices. Yes, a view. The workmen on the job are enthusiastic about what they are creating for us.

You can continue to follow all this on our building web page and its timeline: <http://uofscjournalismbuilding.com/> We've just put the Greenhouse Studio project out for construction bid. We're selecting furnishings. The critical audio/visual technology package will go out for bid late in 2014.

But our excitement is not confined to one building. You can read in this issue about the restoration work on Davis College for our School of Library and Information Science. It's looking spiffy. And you will see how Dr. Brooke McKeever's Public Relations Campaigns class is planning the opening event for the My Carolina Alumni Association's new building also opening next year.

I'll have an update for you about the journalism school's building in the spring issue of *InterCom*. You can count on it. I'd like to think you're excited, too.

A handwritten signature in black ink that reads "Charles Bierbauer".



# 3-D Printing in GAMECOCK NATION

John Carrington sees the world in three dimensions. And now Gamecock football fans can share his vision, with his 3-D replicas of Williams-Brice Stadium.

Carrington has grown his Columbia 3-D printing company Zverse from small-time to one of the leading businesses in 3-D printing for college memorabilia. He credits the University of South Carolina as the company's saving grace.

"Presenting and pitching—that's something I definitely remember from the J-school," said Carrington. "The power of the pitch and grabbing attention really quickly is a skill I use all the time, whether I'm persuading myself that starting a business is a good idea or pitching to business partners and investors."

Carrington is a 2003 School of Journalism and Mass Communications alumnus with a major in advertising. He left school in his junior year in 1998, during the dot-com boom, to create his own company, pagebuilder.com. It is a predecessor to Wordpress. He returned to the J-school in 2002 to complete his bachelor's degree.

Carrington worked in eCommerce for eight years after graduation. He started researching 3-D printing and analyzing the

trends and demands for three-dimensional products. Carrington noticed a huge gap of opportunity between the type and quality of 3-D products that created his market in the category of high-quality memorabilia.

"The biggest take-away I got from the J-school was why content and substance matter and how making a good product is like making a good story. It was through this that I saw the gap in 3-D printing," he said.

"There were no quality consumer products out there; it was mostly plastic tchotchke junk," said Carrington. "For us content is key; nobody is going to buy it because it's 3-D printed. It's about having some kind of attachment or interest to it."

Carrington added, "We've been able to combine this really cool technology with a healthy dose of creativity, design and a passion for college athletics and where it goes from here will take us in a lot of different directions."

Jadeveon Clowney's famous tackle in the 2013 Outback Bowl gave Carrington the inspiration to open Zverse. He printed a 3-D photograph of the tackle, and it sits on his desk today to give him continued motivation.

When the business began production, its concentration was



John Carrington and his 3-D printed Williams-Brice Stadium.



This 3-D printed photo of Jadeveon Clowney's tackle inspired Carrington to open Zverse.

*“The licensing deal with Carolina gave us content that we could build our business around. Without that license, I don’t know if we would be in business today.”*

in developing 3-D replicas of children’s artwork.

In spring 2013, Zverse was picked up by Octagon Sports Marketing, which creates marketing content for companies such as Lowe’s and the NFL. By summertime Zverse had a license with USC and was creating products for ESPN.

“The licensing deal with Carolina gave us content that we could build our business around. Without that license, I don’t know if we would be in business today,” said Carrington.

USC’s athletics marketing department contacted Carrington in fall 2013 and asked if he could make a unique gift to be presented to veterans on military appreciation day. This is when the stadium idea came about. Within two weeks, Zverse created the model. USC Athletics Director Ray Tanner and President Harris Pastides presented the veterans the first-ever 3-D stadium replicas at halftime of the Coastal Carolina game.

“The picture of the president handing out our product midfield gave us significant credibility in what we’re doing,” said Carrington.

Zverse also created the bronze Cocky statue for Medal of Honor recipient retired Marine Cpl. Kyle Carpenter, and USC then became the link that led to Zverse’s second collegiate license at the University of Oregon, a highly exclusive license to obtain.

“Certain people directly or indirectly related to USC played a role in our ability to grow, which is vital for start-ups. USC and that license is the greatest support system,” said Carrington.

Zverse has 30 university licenses, works with

many recognized brands, and has been covered in sports and business magazines.

The company is producing mini-replicas of a full-size bronze Cocky statue. Proceeds from the sales will help fund the statue on the USC campus.

Carrington is anticipating its first two NFL licenses in January 2015.

“I did always envision being here in some way, shape or form, but I didn’t expect to be doing something where I would be having this much fun.”



*Mini-replica of bronze Cocky statue*



# Mentor + Match

It was already September of my senior year and I would be graduating in December, only three months away. One question that everyone kept asking me caused more anxiety than anything else. “What are you going to do after graduation?”

While I have a job that I love right now, I want to go farther when I have my degree. But how do I do that? I decided to sign up for a Mentor Match, hoping that a successful mentor could give me the words of wisdom I need to

advance in my career.



*I’ve had great mentors in my life*

*-Chrysti Shain*

The College of Mass Communications and Information Studies holds its annual Mentor Match event every fall. I had the wonderful opportunity to participate along with about 25 other students from the college.

The college’s Alumni Society started Mentor Match for all majors in both the School of Journalism and Mass Communications and the School of Library and Information Science. Each student spends an evening talking briefly with college alumni who wish to pay it forward.

“I’ve had great mentors in my life,” says Chrysti Shain, an alumna of the J-school who graduated in 1989 with a degree in journalism. Shain made the program into what it is today. Mentors can help students work on their resumes, provide job-shadowing opportunities and even help open doors. Mentor Match is “a great

way for alumni to give back,” says Shain.

The 2014 event started off with a networking presentation by Georgia Holmes Doran, the Director

of Career Management at the Moore School of Business. Doran explained the importance of starting to build our networks now and creating LinkedIn accounts. “All of business is done via relationships,” says Doran.

I took these words to heart because being partnered with a mentor was another step in building my network.

My match is Kelly Davis, who earned her MMC in 1998. She has been a mentor several times and is full of great advice on resumes, networking, opportunities and

more. In our first meeting, she gave me tips on revising my resume,

something I was really struggling with. Next, she gave me networking advice, such as attending the SCPRSA Annual

Professional Development Conference in November so I can start making connections in the area. My plan next is to start networking so I can go back to her and ask for interview advice.

Many students are really enjoying their Mentor Match experiences. Brenna Andersen is a junior majoring in public relations with a focus in sports. She has been matched with alumna Kodi Churchill. Churchill majored in public relations while at the J-school and graduated in 2007. She has had several internships in the field and now works for Golf Channel. Since distance is keeping Churchill and Andersen apart, the two have started off with a phone conversation. “We talked about my ambitions, her line of work, her plans to help me, internships and classes,” says Andersen. In addition to phone calls, Andersen maintains email contact with Churchill for help with resume editing, networking and conferences.

The benefits of Mentor Match are priceless. Because of alumni mentors like you, students are given the confidence to move forward and meet success.

**Interested in becoming a mentor?**

Contact

Annie Lambert at [lambert@sc.edu](mailto:lambert@sc.edu)



*Junior Jenna Payesko talks to Chrysti Shain during Mentor Match Night*





Gamecock license plates are certainly a familiar sight on the roads of South Carolina. North Carolina, Texas, Maryland and Georgia also offer USC plates. But Gamecock drivers in Virginia have long awaited their chance to show their Gamecock pride.

Enter the School of Journalism and Mass Communications student public relations and advertising agency, whose students created the successful #RideWithPride campaign.

Florida, Auburn, East Carolina and Clemson all have collegiate license plates available in Virginia. University of South Carolina President Harris Pastides noticed this on his visits to the Old Dominion and wondered why he never saw his institution represented.

“As we become more than the best and biggest institution in the state ... I think it’s an opportunity for people to express their pride and support,” said President Pastides.

For almost a decade, various groups worked to get the Fighting Gamecock license plates in Virginia, but only collected 175 applications out of the required 350. Then Steve Beckham, USC’s man in Washington, asked Dean Charles Bierbauer for ideas. The dean suggested giving the task to the Carolina Agency, the School of Journalism and Mass Communications’ student agency. From there advisor Jeffrey Ranta and his students planned and executed the award-winning #RideWithPride campaign.

“We decided that we needed a Virginia license plate. It was the right thing to do to represent the Gamecocks in the state of Virginia,” said Ranta. “So we embarked of this campaign and called it Ride With Pride.”

USC lobbyist Steve Beckham worked diligently with the Carolina Agency and President Pastides to accomplish this goal. Their hard work paid off not only in the success of the campaign, but the agency

earned the coveted Public Relations Student Society of America Best Campaign award and also the Campaign of the Year award at the PRSSA International Conference.

“The state of Virginia is unique,” said Beckham. “Where most states just say, ‘pay your money,’ Virginia says you need to pay your money but you also have to get 350 completed applications.”

What proved to be the successful parts of the campaign were the modified approach and the expansion of the target audience suggested by the campaign’s account executive, alumna Paula Novacki. At the time of the campaign, Novacki was a public relations major about to graduate in May 2014. Even following graduation, she continued to work with the Carolina Agency, Beckham and President Pastides on the campaign.

“From the beginning I knew I was going to get this goal accomplished, because I’m from Virginia. When I first got accepted to the university, I always wanted a USC license plate,” Novacki said. “So when I started researching I noticed that previously they had all been exclusively focusing on alumni groups. That’s when I suggested focusing more on current students and their families.”

There are currently 1,064 Virginia residents enrolled at the university and almost 7,500 USC alumni reside in Virginia, so one may think getting 350 applications would be no big deal. Unfortunately

it wasn’t that easy.

There’s a lot that goes in getting a collegiate plate and the Carolina Agency

“...It’s an opportunity for people to express their pride and support

had to be creative.

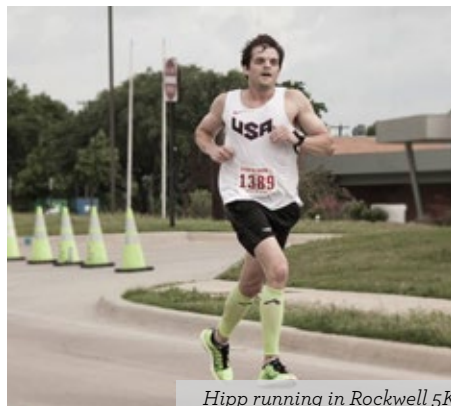
Planning, collaboration and coordination all took five months and implementation took the next four months. With backing from the Office of the President, they received widespread support from many of the university’s outlets including the Creative Services Department, MyCarolina Alumni Association, USC Parking Services and the Educational Foundation.

An anonymous donation of \$10,000 through the Educational Foundation funded the price of the license plates for the first 350 applicants. The donation also funded additional marketing efforts. Students incorporated this generous support when producing their tactics and marketing material, including direct mail, informational fliers, email marketing, media relations and event marketing.

In nine months the Carolina Agency achieved and exceeded its goal of 350 with a total of 391 applications and \$9,775 successfully submitted to the Virginia DMV. You can expect to see the Fighting Gamecock license plate on Virginia highways and byways starting in Spring 2015.

“For a modest annual fee, to be able to have your car show who you are and what you believe in, I think is powerful and wonderful,” said Dr. Pastides.

# Life on the Run



Hipp running in Rockwell 5K

It's August 2010, a regular sticky morning in Columbia, South Carolina as the last few partygoers file home from Five Points. School of Journalism and Mass Communications graduate student Calhoun Hipp prefers to start his mornings off a little differently, beginning with a run before a long day of classes and work.

Flash forward to present day and Hipp, now the assistant commissioner of communications for the Southland Conference in Dallas, Texas, is still starting his day off with that early morning run to beat the heat. Of course Hipp is not up early just to run. His week ahead will be filled with football recaps, media guides, conference calls and weekend game prepping.

This seven-day-a-week job keeps Hipp running and has really tested his time management skills. His Master of Mass Communication degree comes in handy because his job requires him to communicate with and for the 13 schools in the conference. Hipp says his biggest struggle has been trying to juggle what's going on with each sport in every conference and not getting lost in the process.

After graduating from Rhodes College in 2005 with a business

degree, Hipp thought he'd be doing financial work. He originally came to the University of South Carolina to earn his master's in accounting, but after much consideration he decided on mass communications. Hipp went on to finish his practicum, an "internship on steroids," he says, for the media staff of the Charlotte Bobcats. From there he moved on to the media relations assistant at the Southern Conference, headquartered in Spartanburg, where he handled all the media relations efforts for men's and women's cross country, indoor and outdoor track, volleyball, women's basketball and softball.



Hipp started working for Southland in 2011 as the assistant director of communications and has since worked his way up. Hipp says he's really enjoying his job at Southland and looks forward to growing in the media relations industry.

As someone who is around college athletics all the time, you'd think it'd be hard for Hipp to pinpoint a favorite sport, but Hipp says without a second of hesitation that college football will always be his favorite. So how does Southland compare to the SEC? Hipp says Southland is much smaller and includes Division I teams, but they still host a lot of sports in the area and compete in

## Southland Breakdown

- Began in 1963 in Dallas
- Southland is home to 13 schools:
  - Abilene Christian
  - Central Arkansas
  - Houston Baptist
  - UIW
  - Lamar
  - McNeese State
  - New Orleans
  - Nichollis
  - Northwestern State
  - Sam Houston
  - Southeastern LA
  - Stephen F. Austin
  - A&M Corpus Christi
- Sponsors 17 championship sports at the NCAA Division I level
- Hosts NCAA Division I football championship Game in Frisco, Texas

major NCAA tournaments.

Just the way Hipp has worked his way up at Southland, he's done the same with those morning jogs. Hipp recently finished his ninth marathon, the Chicago Marathon. His finishing time has qualified him for the Boston Marathon in 2016, something that he's trained for since he started running races in graduate school.



# A Mover and Shaker



*Discovering my library's e-book collection helped me reconnect with the power of the library card I felt when I was young.*

Geoffrey Fowler,  
*Wall Street Journal*

The e-book collection has expanded so much that *Wall Street Journal* writer Geoffrey Fowler, a Richland County native, commented on the powerful effect of Richland Library's e-book collection in an August article.

The annual Mover and Shaker edition of *Library Journal*, released in March, features 50 librarians who are passionate about what libraries can do to improve people's lives. She was commended for "cultivating a

**A**rmed with only a laptop and one remarkable vision, Susan Lyon led the digital information movement at Richland Library into the 21st Century.

As learning engagement manager at the Richland Library in Columbia, it's her job to create learning opportunities that engage staff and customers in innovative ways.

Charged with such a task, she's forced to get creative.

That's exactly what she did when in an effort to create community buzz about the library's digital information and e-book offerings, she began taking the library to customers.

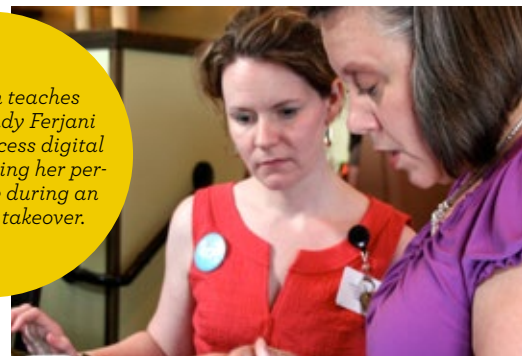
It's work that recently earned this 2006 School of Library and Information Science alumna an international honor as a Mover and Shaker in the library industry from *Library Journal*, the profession's lead trade publication.

"It means stopping and being thankful for the awesome situation that I have," Lyon said. "I could not have dreamed for a better scenario."

Her project started with "eReady takeovers" in 2011, which still happen today. She and Richland Library volunteers and staff stage one-hour takeovers of local cafes and restaurants to teach customers how to access the library's digital information, including e-books, e-magazines and downloadable music.

They even teach customers how to use personal devices. Lyon says that it is the library's job to prove its relevance in this

*Susan Lyon teaches customer Cindy Ferjani how to access digital materials using her personal device during an eReady takeover.*



culture of experimentation" for Richland Library. Lyon says she does not take the international recognition for granted.

She says that she is especially grateful for her education and her classes at SLIS, which prepared her for the challenges and library transformations she has tackled. "I think it is really about gratitude for my colleagues, the place that I work and then, of course, the experiences that have been made available to me through my time at SLIS," Lyon said. From SLIS, she learned the most important lesson of all: "the philosophy of being willing to learn new things and remaining open in times of change."

# Student Spotlight: Anna Mathias



Many students struggle with juggling coursework and extracurricular activities, but Anna Mathias seems to have perfected this balancing act with her public relations studies and musical endeavors.

Mathias, who has been playing cello since she was 6, has already toured with Trans-Siberian Orchestra and Grammy winner Michael Bublé. In November she joined Trans-Siberian Orchestra for six tour dates.

Mathias, a senior public relations major, also puts her skills to work writing and updating a Trans-Siberian Orchestra musician's website. Roddy Chang is a violinist. "It's been great to merge my two passions into one," she says.

Story by Rachael Grimes

Mathias credits her School of Journalism and Mass Communications writing classes for teaching her the strict attention to detail necessary for her work outside the classroom.

Reflecting on her tours with the Trans-Siberian Orchestra, Mathias notes, "It's the hardest music I've ever played, for sure." Mathias says she didn't get to see the music she played until just before the show, adding that they've completely changed the show since she played with them two years ago.

Mathias also put her public relations skills to work this past summer, balancing two internships in New York, where she worked for Karla Otto, an international public relations and brand strategy agency, and College Fashionista, a

*Basically my entire family is in music. It's just kind of a requirement to play.*

fashion blog that she continues to write for.

Still, Mathias manages to find time for her family. "Basically my entire family is in music. It's just kind of a requirement to play," she says. "I also play weddings with my mom and my grandma.

That's really easy music. It's relaxing for me because I have it memorized."

Mathias doesn't quite have it all figured out yet, though. She wants to continue playing music, but is aiming for a career in the field of communications. "I thought I wanted to work in a fashion PR firm... but then I got to New York and just realized there are tons of jobs. The more I learn, the more unsure I am because there are just so many opportunities out there."

## About Third Generation Music



Mathias joins her mother, Julie Mathias, and grandmother, Suzanne Hyman, to form Third Generation Music. The trio plays classical music ranging from Bach to Beethoven as well as traditional Celtic songs.

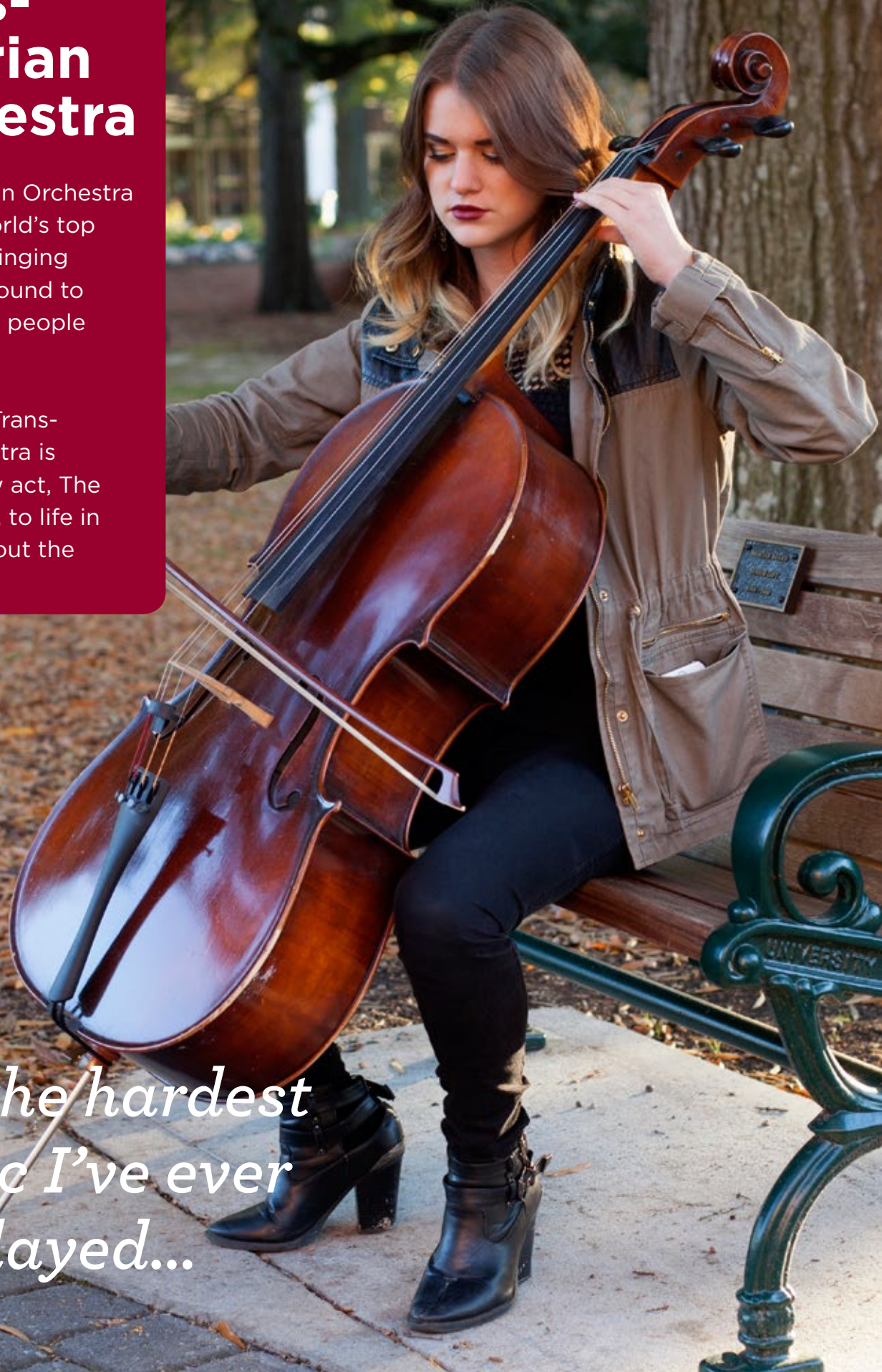


About

# Trans-Siberian Orchestra

Trans-Siberian Orchestra is one of the world's top musical acts, bringing its rock opera sound to over 100 million people worldwide.

This winter, Trans-Siberian Orchestra is bringing its new act, The Christmas Attic, to life in arenas throughout the nation.



*“It’s the hardest music I’ve ever played...”*



# Up All Night To Do Good

Seventeen years ago, Cathy Monetti and Teresa Coles would have never guessed that the idea they shared over a Diet Coke would turn into an international movement. Three women closely connected to the School of Journalism and Mass Communications have spearheaded the most meaningful all-nighter of all, CreateAthon.

Monetti is the founder of Riggs Partners, a creative marketing consulting firm in Columbia, South Carolina, and a former adjunct instructor at the J-school. She and Riggs partner Coles founded CreateAthon in 1998. The idea was to give up an entire consecutive 24 hours to help nonprofits with their marketing needs. Neither founder knew this organization would one day have more than 99 partner organizations that have delivered \$16 million worth of *pro bono* marketing and advertising to more than 1,300 nonprofits internationally.

After years of helping nonprofits, CreateAthon morphed into one itself. Today's CreateAthon national nonprofit is a network of partners all dedicated to helping nonprofits. This transformation was possible with the help of a few key players.

Julie Turner, who has a

bachelor's degree in public relations and advertising, graduated from the J-school in 1992, and is a freelance copywriter and content strategist at Riggs. Turner has contributed her writing skills to create content for CreateAthon to encourage more partners to join the network.

*I can go off of the feeling of that 24 hours for the other 364 days of the year. It is soul filling and inspiring, and helps you in your day-to-day work.*

*Julie Turner*



*The first CreateAthon team in 1998.*

She has worked with others to help with content strategy for CreateAthon's national effort. Turner was influential in getting CreateAthon started on a national level by helping tell the story of

skills-based volunteering and the CreateAthon organization through blog posts and other shareable content.

"It is just going to grow and that is the best thing that can happen. Many people are going to be touched, more nonprofits will be touched, and that can only mean more communities will be touched. That is the greatest thing it can do, because it keeps happening every single year," Turner said.

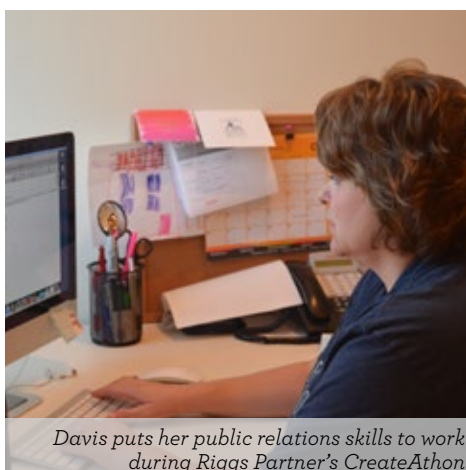
Turner has participated in almost every Riggs Partners CreateAthon since it began in 1998. Turner said, "I can go off of the feeling of that 24 hours for the other 364 days of the year. It is soul filling and inspiring, and helps you in your day-to-day work."

Kelly Davis, Riggs Partners' public relations director, earned her master's degree from the J-school in 1998 and is an adjunct instructor at the school. Davis recently participated in CreateAthon for the third year. Davis said, "This is what we do for a living, but sometimes you don't think twice about it. You are sitting next to the people from the nonprofits and you can see it in their eyes, all the things they can do now. This is stuff we take for granted."



*Monetti listens to volunteers present their work at Midnight Check-In during her 17th CreateAthon.*

**Story by Mary Cate Duffy**



*Davis puts her public relations skills to work during Riggs Partner's CreateAthon.*



*Turner writes out a content strategy for her nonprofit during 2014 CreateAthon.*



# Life and Times of the Coliseum

*For 45 years, the Carolina Coliseum has been the cornerstone of the journalism program, but soon the new home of the School of Journalism and Mass Communications will be at the heart of the University of South Carolina's campus. As students, faculty and staff prepare for this long awaited move, a few alumni reminisce on their fondest memories of the Coliseum and what it meant to them.*

"The eventual loss of the safest building on campus is conflicting to me. (Hurricane? Tornado? Nuclear explosion?) You would never know from inside the coliseum, where there's little contact with the outside world and no windows. I'm excited for future J-schoolers and admittedly a little jealous that I didn't have a fancy new J-school. I can't imagine a J-school with windows, let alone one with a greenhouse studio. I also met two loves of my life in that building. The first was journalism itself, which started as a random elective before I took it on as my major. Then there's the lovely Jamie Hoffman Brooks, who I met in the dungeon. Without a doubt, that's the best thing that has ever happened to me."

**-Drew Brooks, BA, 2007**

"I remember going to journalism camp there in high school and spending half the time in a dark room. A dark room in a building that already gets no sunlight. It was still a life-changing experience."

**-Liz McCarthy, BA, 2008**

"I am not going to miss the dungeon with no cell services. It's tough to pick one memory because there are a lot of good things. I will always remember Dr. Collins coming to class with two 24-oz. diet Pepsis."

**-Calhoun Hipp, MMC, 2010**

"So sad! Those were awesome days. A bit dark and dingy, but awesome."

**-Kalyn Palmer Caballero, BA, 2007**

"I'll never forget having a final job interview on the steps of one of the side entrances because, you guessed it, I needed a cell phone signal! I also remember never knowing the dungeon had a snack bar until senior semester. How did I miss that? I guess it really is an endless abyss."

**-Kelly (Cavanaugh) Lessard, BA, 2007**

"The eccentric scent of maple and newspaper stacks that was ever-present in the Coliseum's catacombs will likely not waft its way into the new facility — although the strange aroma was always a sensory reminder of outstanding teaching, research and excellent group and individual learning going on within the hidden labs and labyrinths like a strange perfume of periodicals. Perhaps it was the early scent of innovation about to inspire a breathtaking new sense of self on the Horseshoe where printing transforms to pixels, broadcast to interactive, copy to content, mass media to social media, hyper local to global — but where the craft still has a bouquet of creativity and credibility as notes of an authentic vintage!"

**-Stephen Michael Brown, BA, 1995**

"I will never forget the lessons learned on waiting to the last minute to sign up for the radio lab to work on a radio broadcast assignment. In my case — I had a 10:00pm lab time on a Thursday night-the same night that a major rock concert was happening in the Carolina Coliseum. Although it has been some 30 years now, I still remember the challenge trying to cut an audio track — in between the drumbeats and crowd roars. It took me until after midnight to finalize my 30-second spot. I don't recall the grade I received, but I am fortunate to still be working in the television news industry as news director for Raycom Media station WTVM/WXTX in Columbus, GA."

**-Darryl R. Huger, BA, 1982**

"I remember working in the lab during a whole flash flood storm and not knowing it till I was trying to leave and the entrances were flooded. Also, no cell phone reception!"

**-Julia Anderson, BA, 2009**

*Different times, different moments, one united memory. What are you going to miss the most about "The Dungeon"? Let us know! Write to Annie Lambert at [lambert@sc.edu](mailto:lambert@sc.edu) and we may print your memory in the next issue of InterCom.*



# Conservation on the Coast

*Journalism professor Denise McGill documents Gullah culture on the coast*





*Carolyn Durance, left, and Zariah Green work together to plant seedling kale during the after-school program at Marshview Community Organic Farm.  
photo by Denise McGill*



Denise McGill, right, interviews Walter Mack, executive director of the Penn Center National Historic Landmark. One hundred years ago, Penn was one of the few places in Beaufort County where African-Americans could get an education.  
Photo by Kelly Nash

It's a cool, breezy South Carolina morning on St. Helena Island. The smell of thick marsh mud fills the air as the tide slowly ripples away from the Spartina grass. Breathing in, you can taste the salt as you stand at the edge of the water. Denise McGill, an assistant professor in the School of Journalism and Mass Communications, is preparing for a day of documentation and preservation. She's working on her latest documentary, *The Gullah Project*, which focuses on the endangered Gullah culture on St. Helena Island.

McGill became interested in the Gullah culture while working on a series of conservation documentaries about minority farmers in 2011. She was intrigued with the extraordinary culture and

experience and learn how much work goes into this entire process. Michael Tolbert is the social media project manager; Ski Dauphiney and Ali O'Hara have both contributed to video and production for *The Gullah Project*.

The *Gullah Project* is McGill's fourth funded research project. As a photojournalist, McGill focuses on migration, faith and multicultural issues. After *The Gullah Project* McGill says she could extend her research even farther due to the many important conservation issues and cross-cultural issues on the coast. In the future, McGill would like to return to Greece and Turkey, where she has been doing research over the years about sacred places and places of the Bible.

McGill says, "A camera is my ticket to ask people all kinds of questions and to go places where I normally wouldn't get to go. I get to go behind the police tape. I get to go to the media area by the band. I can walk up to strangers and say, 'Hey, I just took a picture of you! You look really interesting. Who are you?'"

The *Gullah Project* will premiere on [thegullahproject.org](http://thegullahproject.org) in spring 2015. Don't miss your chance to learn more about these unique Gullah families and their traditional ways of farming and fishing. McGill hopes to get the documentary to play on PBS and enter it in festivals all over the country.

This location and these people are really trying to maintain a way of life that is quickly vanishing and I think it's worth preserving. And the first step to that is to make everyone else fall in love with them, too.

lifestyle and wanted to learn more about their diminishing culture. McGill says the Gullah have become recognized as an endangered people group, which is why she has been tirelessly working on educating others about them.

"I fell in love with the people there. It is an absolute treasure we have here in South Carolina. This location and these people are really trying to maintain a way of life that is quickly vanishing and I think it's worth preserving. And the first step to that is to make everyone else fall in love with them, too."

A few of McGill's current and former students were intrigued with her documentary. While the extra help benefits her, her students are able to

**Story by Katy Metzger**

James Bradley Jr., right, captain of "Bradley's Pride" shrimp boat, ends a successful day at sea. After docking, Bradley and his assistant Bron Singleton sort their catch, clean the boat and put the shrimp on ice.  
Photo by Denise McGill © 2013





# Prescription for SUCCESS

Dr. Feili Tu-Keefner is addressing the increasing need for health and science information with a new textbook. To prepare students, she has collaborated with a colleague to publish a textbook for library and information science courses.

A School of Library and Information Science associate professor, Dr. Tu-Keefner specializes in teaching health science librarianship courses. She says the idea for *Health Librarianship: An Introduction* began with a discussion with long-time colleague Dr. Jeffrey Huber, director and professor at the School of Library and Information Science at the University of Kentucky.

“Our vision was to create a textbook that makes sure the entry level student can function as an expert when they walk out of the educational program. We also wanted to produce a book that is current enough and also can help librarians with their professional development and continuing education,” Dr. Tu-Keefner says.

She says it is important for students who want to work in libraries at hospitals and healthcare facilities to be readily able to help the public with healthcare research and information. She adds that knowledge about health advancements and resources is important for every type of librarian, whether he or she works for a school, government agency, hospital or business.

Dr. Tu-Keefner says the plan for the textbook started from a conversation with Dr. Huber three years ago. They had kept in touch after meeting at Texas Women’s University where she was getting her Ph.D. and was his graduate assistant. She says the book project was time-consuming with months of brainstorming and editing. Topics include health environment, public services, health librarian management and administration, special populations, government, technical and outreach services.

Dr. Tu-Keefner will be teaching from her book in a new course, Health Science Library Services, in the spring semester, and wants eventually to have it adopted by other universities’ library science programs.

Dr. Tu-Keefner has developed several health librarianship-related courses, including a class in information retrieval in an electronic environment.

She also created an internship class for students to get experience in specific areas in their career interests. Patrick McLaughlin, MLIS ‘08, interned in the libraries for Men’s Health magazine and the

Centers for Disease Control and Prevention, and was a National Library of Medicine Associate Fellow at the National Institute of Health, the world’s largest medical library. He is now a technical information specialist at the National Library. Julie Gaines, MLIS ‘03, was also a National Library of Medicine Associate Fellow and now is the head of the Medical Partnership Campus Library at the University of Georgia.

***Health Librarianship:  
An Introduction***  
was published in August 2014

Available online at  
Amazon.com  
and  
www.abc-clio.com





SJMC student April Sundell plays defense with teammates to block the opposing team's jammer from scoring.

# Sugar & Spice

Communications and Information Studies.

"It's a sport where women are setting the precedents," said April Sundell, a School of Journalism and Mass Communications broadcast journalism student who is known as Betty Ford Cynic on the rink.

For many of the women, the team has turned into a family. They have "derby wives" who they consider to be their derby "soul mates." Eva Foussat, a 2009 journalism alumna who is known as Eva Las Vegas, recalls holding her derby wife's hand as she gave birth to her first son.

"It was one of the most moving

experiences of my life," said Foussat. "To me that's what derby is about. I joined the

sport on a whim and ended up making lifelong connections that go far beyond the track."

Many of the women are using the knowledge they gained while at USC to their advantage as they work to promote the team. Annie Lambert, known as Pink Slam-Pain and a 2008 visual communications alumna, is the

marketing director for the QuadSquad. Lambert is the college's alumni relations and development coordinator.

The QuadSquad is making an impact in Columbia outside the rink. Crystal Metts, known as ComBUST A. Move in her derby life, was the first alumna to join the QuadSquad and has since retired from the team. Metts graduated from SJMC in 2007 with a major in public relations and now works as a research director at WIS-TV in Columbia. She applied what she learned in college to help the team move forward in its charity work.

"I used my knowledge of marketing and public relations to help get publicity for the team and develop relationships with local charities," said Metts.

The QuadSquad is involved with multiple charities in the Midlands, including St. Baldrick's, the American Red Cross, Transitions, the Girl Scouts and Share Our Suzy.

The women of the Columbia QuadSquad are also learning more about themselves.

Jennifer Bodiford, who goes by Red, is a 2013 graduate of the School of Library and Information Science. She has broken her collarbone, foot and ankle playing roller derby, but that is not enough to keep her off the rink. She gets her motivation from the women around her, who encourage her to get up and keep playing.

"You'll find a strength you never thought possible because of the women pushing you along to succeed," said Bodiford.

**TWO TEAMS**  
play in short matches called jams

**FIVE PLAYERS**  
from each team play in each jam

**ONE JAMMER**  
on each team scores points by lapping the opposing team

Fluorescent lights buzz as the Columbia QuadSquad Rollergirls giggle while putting on their padding and skates. The air is light and friendly as the women warm up by taking laps around the rink. They put on their helmets, take their marks and at the sound of the whistle, they transform.

The QuadSquad push and shove each other in an attempt to win a bout. The friendliest players on the team have suddenly become someone you wouldn't want to look in the eye. And as soon as the bout is over, they are back to being best friends.

*I joined the sport on a whim and ended up making lifelong connections that go far beyond the track.*

Dripping in red and black and not afraid to hit hard, the QuadSquad is talking contact sports to the next level. These women are proving that you can be feminine and be tough.

Since its birth in 2007, three current players and two retirees of the QuadSquad have represented the College of Mass

Story by Caroline Hafer



# Meet ISSA

*new undergraduate association comes to SLIS*

Undergraduate students in the School of Library and Information Science have new ways to connect with their peers. The Information Science Student Association centers on developing professional skills while also focusing on academia and trying to raise awareness of the young undergraduate program.

Sierra Defoor, information science sophomore, is the president of ISSA. She says the group tries to get undergraduate students to better understand their major and what career opportunities there are. It is a great way for undergraduates who are part of the program to get together.

Students in ISSA discuss and debate emerging topics such as net neutrality. In addition

to conversation and analysis, ISSA members participate in community service because they believe it is important to be out in the community. They work closely with Cocky's Reading Express™ and other literacy initiatives.

"There is so much emphasis on children's literacy that sometimes adults don't get the attention they need," says Defoor. That is why ISSA members plan to volunteer in the adult literacy program at

*I'm drawn to being a librarian because of its Jane-off-all-trades nature.*

*-Michelle Sprague*

Richland Library where they can communicate with adults and help them practice literacy and communications.

Sophomore Michelle

Sprague, ISSA secretary, maintains a relationship with LISSA, the partner organization for graduate students in the program. "We hope to present the undergraduates an opportunity to network with the graduate students and forge relationships within SLIS," says Sprague.

Many information science students plan to go into the library field. Defoor wants to be a librarian at an academic institution and help college students with research, while junior Amanda Bracken wants to be a librarian and teach people how to use the technology.

"I'm drawn to being a librarian because of its Jane-of-all-trades nature," says Sprague. She is interested in becoming a children's librarian at a public library.

Not all SLIS students want to become librarians, as information science goes far beyond the library doors. It can be applied to knowledge management and any sort of records, such as in the medical and law fields. Junior Michael Rose has a passion for legal policy and analysis.

ISSA students believe that SLIS's information science program gives them a competitive edge. "It gives you a skill set that no one else has in this market," says Bracken.

This undergraduate program may be small and new, but ISSA members believe that by increasing awareness of the up and coming field, the program is sure to grow.



Secretary Michelle Sprague, Treasurer Michael Rose, President Sierra Defoor and VP Amber Sanders



Dr. S. Mo Jang analyzes Twitter data in Fire Host.

# Training Communications Superheroes

Research plays an integral part of student learning as technology continues to boom in the digital age we live in. From three-dimensional printing to analyzing all the tweets in the world, students in the College of Mass Communications and Information Studies are learning the research skills they need to enter the workforce at a higher level.

Students in both the School of Journalism and Mass Communications and the School of Library and Information Science are required to take research methods classes taught by highly qualified individuals who apply research in their own lives, while equipping students with the tools they need.

Dr. August Grant, the J. Rion McKissick Professor of Journalism, specializes in new media technologies and research methods. Dr. Grant says, "For a communications professional, having a full range of research tools gives you power. I'd like to think that what we're doing is training superheroes. Communications superheroes."

Students are learning experimentation, policy analysis, case studies, interpretative, content and network analysis. Dr. Grant's goal is to develop well-rounded graduates who are ready to lead their organizations in their careers. "The person who knows

and executes research will go in at a higher level."

Dr. Samantha Hastings, SLIS director, says, "The whole idea of value added and public good drives us as a mission." Dr. Hastings does intensive quality assurance data research and strategic planning to make sure every student at SLIS will leave the school with the skill set needed for success.

Dr. Hastings is currently scanning Catawba

pottery in three-dimensional printers with the end goal of placing these printers into elementary schools to increase interactivity.

This is "not to replace

the field trip experience, but supplement that experience with a touchable one for schools not able to have museum trips."

Dr. Elise Lewis, assistant professor in SLIS, is teaching research interactively with her information literacy classes. Her classes will train children in bicycle safety practices this spring. These SLIS students will complete intensive research and programming about bicycle safety. "A formal research paper is presented differently than this type of research project, which will be presented to children." This project will force students to present research projects to various audiences.

*I'd like to think that what we're doing is training superheroes. Communications superheroes.*



New to the college this fall is Dr. S. Mo. Jang, an assistant professor in the J-school. Dr. Jang's latest projects use big data, an emerging component of modern research. Dr. Jang has access to all the Twitter data in the world as a subscriber to a program called Fire Host, a third-party vendor. His research focuses on social and political implications of digital media and social media analysis.

Dr. Jang says, "People are curious about big data opportunities in the media. Big data sessions

are always full in conferences but not much research has been done about it." Dr. Jang allows students to conduct and collect evidence using big data and to form hypotheses based on the data provided.

Dr. Ran Wei is researching mobile media convergence and exploring how personalized content and the inherent networked nature of mobile phones lead to positive externalities in social progress in Asian Societies. Dr. Wei says, "Mobile media research

and smartphones will provide momentum in the convergence shift."

Dr. Wei is the Gonzales Brothers Professor of Journalism in the J-school, as well as the editor-in-chief of *Mass Communication & Society*. Dr. Wei's research will be published in Springer's January 2016 book *Mobile Communication in Asia: Local Insights, Global Implications*.

Story by Courtney Fleming

## Gamecocks on Greene

College of Mass Communications and Information Studies alumni kicked off homecoming weekend celebrating with faculty, staff, friends and former classmates—and of course, Cocky—at Gamecocks on the Green. This Gamecock tradition keeps bringing alumni back to the University of South Carolina every year to reconnect with former classmates and professors over delicious refreshments and music.

Clay Owen, a 1982 broadcast journalism graduate, looks forward to the event each year and travels from his home in Atlanta, Georgia, to visit the

campus and see familiar faces. "I come to



Gamecocks on the Green every year because it's a great way to get together with old friends and professors while enjoying the fall weather and getting into the Gamecock spirit" said Owen.

This year's reception was held on Oct. 21 in a

new location off Greene Street. Around 100 guests gathered on Davis Field, which is located directly across from the new location of the School of Journalism and Mass Communications opening in fall 2015.

Cocky was there to celebrate the 10th year of Cocky's Reading Express™. Christine Shelek, program coordinator, honored him with a new jersey with the number "10" instead of his usual "01" to represent the 10th year of Cocky Reads. School of Library and Information Science students read children's books while Cocky danced about, demonstrating what the organization does for underprivileged elementary schools all across South Carolina.

Join the  
Conversation

Visit:

[www.sc.edu/  
MCIS](http://www.sc.edu/MCIS)

for all the  
sights and  
sounds from  
Gamecocks on  
the Green 2014



Story by Stephanie Tew

# Maymester class

## a *HOME RUN* for students and SEC

**B**roadcast students in the School of Journalism and Mass Communications spent three weeks during the summer producing broadcasts of America's favorite pastime, baseball, during a Maymester sports production class. With the arrival of the Southeastern Conference (SEC) Network, the University of South Carolina needed people to record and produce sporting programs for broadcast on the network. Thus, the SEC sports production course was created.

All of the schools in the SEC agreed to record at least 40 sporting events throughout the year, but USC Athletic Director Ray Tanner challenged the university by agreeing to produce more than 120 events for the network. Because ESPN, the umbrella network of the SEC channel, does not typically hire producers for sports other than football, Gamecock Productions was left to produce the 120 events on its own.

Gamecock Productions, USC's sports production office, desperately needed more people who were trained to cover the sporting

events across campus. More nimbly than you can draw X's and O's on a blackboard, senior associate athletics director Charles Bloom, a journalism alumnus, and broadcast faculty Harvie Nachlinger and Sid Bedingfield crafted the Maymester sports production course.

Students jumped at the opportunity to learn sports production. With a limit of 15 students, the class filled up quickly.

"Sports is one of the most wonderful things culturally across the globe," said senior broadcast major Jenny Iler. "It brings a lot of people together, makes people feel really passionate and alive in a way and I always wanted to be a part of that." Naturally, Iler jumped at the opportunity to enroll in a class that helped connect her schoolwork with her passion.

The Maymester course balanced conceptual coursework and skill development. The students met in the Williams-Brice Stadium control room for class, learning everything from the placement of switchers on the audio board to film and package techniques for any sporting event. For the final exam, students had a real life sports production scenario where they set up the announcing booth, took directions during a baseball game and packaged



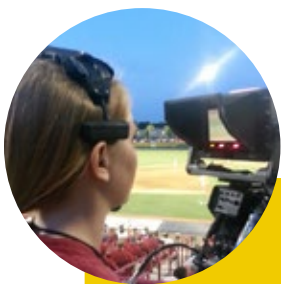
### Charles Bloom

Charles Bloom graduated from the School of Journalism and Mass Communications with a public relations major in 1985. He worked as sports information director for three schools across the Southeastern Conference. After 10 years, Bloom began working in the communications department of the SEC office. In 2012 Bloom returned home to Carolina when he was named the Senior Associate Athletic Director of External Affairs.

the entire event to be aired on the SEC network.

Gamecock Productions hired Iler as a student employee following the Maymester course. She recognizes that she's lucky to get paid, but she enjoys the job so much that she would do it for free. "During the Maymester I realized this is what I wanted in a career, and this is where I was supposed to be," she said. "And now I have the opportunity to get there."

The course will be offered again in spring 2015, and Nachlinger said he hopes that more rising sophomores and juniors will enroll in the class so that they can work on SEC sporting events after completing the class.



*Jenny Iler, senior broadcast journalism student, films a USC baseball game during the Maymester Sports Production course to be aired on the SEC Network.*





# Building<sup>a</sup> FUTURE

*J-school students plan grand opening of new USC Alumni Center*





*Front Row: Brittaney Collins, Savanna Stevens, Hannah Rozek, Kimberly Stover, Sara Betenbaugh, Sarah Pickard, Sarah Simmons  
Second Row: Meredith Jaggard, Abby Plant, Kathryn Arden, Lashae Brown, Nicole Turano  
Third Row: Jack Claypoole, Kayla Alexander, Celesia Patterson, Martha Weisiger, Callie Allen, Dr. Brooke McKeever, Emily-Kate McGeady, Haley Rabic*

The loud sounds of a construction site welcomed Dr. Brooke McKeever's class to the partially built University of South Carolina Alumni Association Center. The senior public relations students donned USC hard hats and grins as they listened to Executive Director Jack Claypoole, who was excited to share his vision for the new building and eager to create a home for alumni coming back to USC's campus. The class received a behind-the-scenes tour because the students are planning the grand opening of the new My Carolina Alumni Association Center during Homecoming 2015.

The School of Journalism and Mass Communications class was split into four groups; two groups focused on seniors and soon-to-be alumni, and two groups focused on alumni. Each group spent half of the semester creating a research strategy, and then they executed the research to learn more about their target publics and propose implementation of their ideas.

At the end of the semester, each group presented its campaign to the Alumni Association, and the organization will implement a campaign as it sees fit—whether they choose one full campaign or pieces of each campaign. Students presented ideas that would draw alumni from across the country.

Claypoole particularly enjoyed suggestions that would continue to engage alumni and students after the initial grand opening celebration, such as job fairs and membership drives. Everyone involved is counting down the days until Homecoming 2015, and they're eagerly awaiting My Carolina's announcement of events.

The students were excited about the experience

but also loved how engaging and enjoyable the class was. "My favorite part is working with my group members," said student Lashae Brown. "It's always interesting to see how several different minds can come together to create something new and innovative."

During the research presentations, one group suggested an alumni reception exclusively for graduating seniors and alumni to celebrate the university and their time as students. The annual event would be a great opportunity to blend students and alumni far into the future.

"Everyone comes in with different levels of experience," said Dr. McKeever. "Some have had a lot of internships and experience, and some have had none."





“It’s interesting to see everyone who grew throughout the course of the semester, but especially the ones who haven’t had a lot of experience,” Dr. McKeever said.

Claypoole, a 1987 J-school alumnus, said that My Carolina is looking over the horizon to learn how to engage students now so that the organization can provide value for them in the future.

The students researched what would create those feelings of homecoming, and they look forward to the day of the grand opening. “I’m excited about the moment when the doors open



“*As a journalism school alumnus, I can’t imagine a better place for us to get better intelligence.*”

He believes it is imperative to involve students in the process and have them lead the way.

“The whole purpose of the Alumni Association is to be a space where we blend students and alumni,” said Claypoole. He wants to provide students with learning and networking opportunities.

The Alumni Association wants to focus more on the feelings that will embody this new center rather than the actual building, and the My Carolina staff are also eager to have alumni and students engaged year round at the center. The campaigns class and the Alumni Association worked to find the balance of perspective.

“We can’t expect students to understand what it feels like to come back to Carolina for your 50th class reunion,” said Claypoole. “Those of us who graduated 30 or 40 years ago can’t understand what it feels like to be on campus today.” He wants to create a sense of returning home when alumni step through the doors of the new center.

and our event takes place ... the moment when I see people’s reactions and smiles with all of our hard work,” said Abby Plant, a senior public relations student.

Claypoole talked very fondly of the Coliseum and how well the journalism school prepared students for success. “As a journalism school alumnus, I can’t imagine a better place for us to get better intelligence,” said Claypoole.

Claypoole is excited to engage students because he believes it is a challenge as well as opportunity to be a part of the grand opening of this new building.

“Students get to be a part of something that no group of students or alumni before us has ever done and probably won’t do again for years and years to come,” said Claypoole.

This experience is building a home, building career opportunities and building lifelong connections between alumni and students.

## Jack Claypoole

Jack Claypoole is the 2007 SJMC Distinguished Alumnus, and he graduated with a major in public relations in 1987.

Before taking the executive director position at My Carolina, Claypoole was the Associate Deputy Director for the White House Office of National Drug Control Policy.

He attributes each of his jobs to a Gamecock connection, and he is excited to be back in Columbia to help build connections for the current and future My Carolina members.



## Coming Home

Like many daughters, Leeza Gibbons always hoped that one day she could be like her mother and grandmother. She said she considered both women “touchstones” in her life, and both suffered from Alzheimer’s disease. Gibbons knew she needed a way to tell their stories. That was the promise she had made to her mother, Jean Gibbons, and that’s exactly what she did. Now, 11 years later, she is bringing a center for caregivers to her hometown.

After about a decade of being one of her mother’s primary caregivers alongside her father Carlos Gibbons, she began to see the heavy toll that this role can take. Coping with the heartache and adjusting to her new reality, she realized the need to help other caregivers. She wanted to create a place that she wished she and her father could have had: a community dedicated to caregivers.

Because she knew that caregivers are at a greater risk of unraveling and that she can’t change the outcome of Alzheimer’s, Gibbons saw the need for a place dedicated to the health and well-being of those caregivers.

Leeza’s Place, now known as **Story by Gabrielle Bezilla**

Leeza’s Care Connection, was born from that need. Now, with the success of her centers in California, Gibbons will establish one of her Care Connection centers in the Columbia area.

“We believe that caregivers must nourish themselves in mind, body, soul and spirit to take care of their loved ones.”

Gibbons spent her childhood in the Columbia area. She then came to the School of Journalism and Mass Communications and earned her bachelor’s degree in broadcast journalism in 1978. After moving away and becoming a successful television personality with three daytime Emmy Awards, Gibbons still reminisces of her time in South Carolina. So when it came time to find a location for her next Care Connection Center, she knew her former hometown would be the perfect place to honor her mother’s legacy.

Gibbons traveled to Columbia in summer 2014 in search of the new location, and she reached out to Stewart Mungo for assistance. Mungo’s late father, Michael, was a University of South Carolina trustee and long-time Midlands philanthropist. He left his home to Stewart, who decided to honor his late father by renting the house to Gibbons for just one dollar a year.

“This center brings together

things I hold precious and dear to fulfill the promise I made to my mother,” Gibbons said of the Columbia area center. It will provide valuable programs and support to those in the areas who seek it.

The Columbia center will offer “Pop’s Poetry Corner.” Carlos Gibbons emerged from the caregiving process having found an important outlet in poetry while caring for his late wife. Self-expression and art therapy are very important ways that caregivers can find an outlet and that is what Gibbons hopes to give with her father’s help.

Gibbons also has gained support from the J-school. Dean Charles Bierbauer of the College of Mass Communications and Information Studies hopes to collaborate on the Memories Matter program. Gibbons said, “The tremendous support the dean has offered is truly heart warming and reminds me why I hold this school so near to my heart.”

Dr. Andrea Tanner, SJMC associate professor, will spearhead the project. She leads the college’s health and science initiatives.

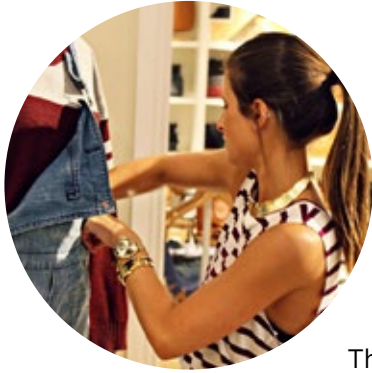
Students will tape interviews with Alzheimer’s patients and



others, as their memory loss becomes a reality. The idea is to bring students from SJMC to the center to help with the video archiving process.

Gibbons said the partnership will not only be an opportunity for students to give back to the community, but also a chance for her to give back to the J-school.





# blogging <sup>the</sup> Bright(on) way

**A** year after starting her fashion blog To Be Bright,

Tilden Brighton was invited by *Lucky Magazine* to attend New York Fashion Week.

The then public relations senior emailed her professors to let them know she would not be in class the rest of the week.

In New York, *Lucky* editor-in-chief Eva Chen told Brighton and the other invitees they were “the top 15 most influential bloggers.” Stars rise swiftly in the blogosphere.

Brighton, a May 2014 graduate, started her blog in 2013 to showcase her writing, design and social media skills in a single platform. She is the writer, stylist, model, publicist and photographer of her fashion blog. With a budget-friendly style in mind, Brighton posted daily blogs featuring multipurpose outfits. Her inspiration was “how to look good for an interview without spending too much money.”

Using Google Analytics, Brighton determined which posts received the most page views and which posts were least popular. To Be Bright is currently ranked No. 2 in Teen Vogue’s Today’s Top 100 bloggers. It has 7,900 Instagram followers, 3,300 Facebook followers and 3,200 Twitter followers.

Brighton launched a Blog Consulting Guide last summer to help new bloggers grow and professionalize their personal brand. The 18-page guide is for sale on her website and outlines the do’s and don’ts of blogging. She offers services in strategic planning, photography, event organization and advertising.

A strong social media presence plays a big role in advertising revenue. Brighton uses a hosting site called Reward Style for side bar ads on her blog. The company owns the licenses to advertisements for brands and reward members, like Brighton, pay a fee to have the advertisements on their websites. Brighton earns a commission every time someone purchases something from the brand by clicking through the advertisement found on her blog.

Individual brands will reach out to Brighton personally and ask her to feature their products. Companies send Brighton free merchandise and she writes blog posts about how to incorporate them into your daily style. Brighton charges companies based on her social media following. She says large companies, like Macy’s, are well aware of the expected monetary compensation for bloggers. Smaller brands are often unaware of the advertising process of blogging and unwilling to pay for it.

Brighton’s substantial social media following has

allowed her to become more selective about what products and which companies she will work with. She makes the most money blogging for individual brands but she won’t promote a product that she wouldn’t wear every day.

Blogging begins at 7:30 a.m. when she wakes up and checks readership from the day before and ends with answering emails around 6 p.m. Just as she blogged while a student, Brighton plans to continue blogging while working. “It will require me to be ahead of the game, to be prepared, strategic and focused,” she says.

Brighton wants to have an industry job to gain confidence and make more connections before she considers blogging as a career. She admits, “I would love to solely blog. I hope to become one of those bloggers who people look to and are inspired by.”







# Davis College's *HISTORIC RESTORATION*

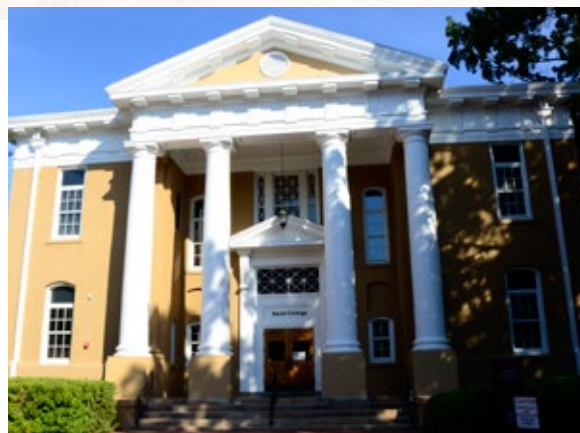
*Davis College in the 1920s*

Davis College, home of the School of Library and Information Science, has been undergoing major changes to its exterior over the past few months. The historic restoration of the building includes repairs to cracks in plaster work on the entrances and columns, scraping and repainting white sections on the building exterior and repairs of small accent components on the exterior.

The Davis College Stabilization and Exterior Renovation Project, which started last summer, had its completion date pushed back due to problems with the underground piping network that runs through Gibbes Green adjacent to Davis. "Stabilization" in the project refers to some strengthening and leveling of the columns and "restoration" involves replacement of missing architrave and pediment components, repainting and sealing of pediment horizontal cornice joints and removing rust and water stains from the exterior.

The SLIS faculty in Davis College think that the restoration has done a great job of preserving the past and looking toward the future at the same time.

*It has a good feel.  
It's a good  
place to be.*



"Davis College has kept its authenticity without compromising its usefulness to the current needs of the students, faculty and staff," said Nonie Price, the continuing education and alumni coordinator for SLIS. Price has been in Davis College since her undergraduate days as an English student when the Department of English was located in Davis College. "Thank goodness the university sees the importance of keeping the legacy of the old along with the challenge of the new."

At 105 years old, Davis College is one of the oldest buildings at the University of South Carolina. Its age and proximity to the Horseshoe and the original university

library, McKissick Museum, give it a charm that not many other buildings on campus have.

"It has a good feel. It's a good place to be," said Dr. Samantha Hastings, SLIS director. "Before all the construction, I would walk from my parking place and come up the ramp back here and just get this sense of joy. It's just opening the doors and coming into that beautiful hallway every morning and it's like 'Oh boy, what's today going to bring?'"

The project has identified the cause of rust and



Before: Water effects on pediment horizontal cornice.



Before: Water stains and rust on the soffit and its components.



paint peelings and the cause of hydrostatic pressure on the column bases of the building. Rust and old paint were scraped from the horizontal cornice and then all broken and bent sections were repaired and sealed.

The top of the building has 15 small pieces missing from the exterior fascia. The new pieces will be printed out of resin and added to the current pieces to fully complete the project.

The process for repainting the columns was more extensive. The first effort to remove the lead paint was unsuccessful, and the paint layers had to be chipped by hand from each column. The foundations of the columns were then restored, the cracks were filled in and the surfaces were

smoothed over. The back of the building received some restorative work, as well, which included various weight bearing issues.

Until 1968, Davis College was

*It is their home away from home.*

the home of the Department of English. The building has also been a facility for the departments of economics, math, modern languages and psychology. It was one of the several buildings designed by the university architect Charles C. Wilson. The building was named for Robert Means Davis, class of 1872, who was a professor of history and political economy.

Major internal changes to the building, including HVAC, wiring fixes, sprinkler systems and new ceiling tiles, were completed two years ago.

Both current and former SLIS students value and understand the significance of the historic restoration of Davis College. Faculty and staff are devoted to the building and know that when students graduate from SLIS, they will soon be back to relive and remember their experiences while in the school and in the building.

"It is their home away from home," said Price. "We are creating a family atmosphere here within the walls of Davis College. The support and friendliness is evident the minute one comes into the building."



After: Final results of the restoration on the fascia.

Story by Lauren Burner



After: Final results of the renovation and restoration.

photos provided by USC



## Alumni ACCOMPLISHMENTS Rewarded

Many School of Journalism and Mass Communications graduates may be aware of the annual Distinguished Alumni and Outstanding Young Alumni awards. But typically, those who win them are caught off guard.

“South Carolina puts out so many outstanding graduates that there is no way I thought I would ever be considered with them,” said Dr. Jennifer Adams.

One of the two 2014 Distinguished Alumni award winners, Dr. Adams earned her master’s degree at the J-school in 1999, and her Ph.D. in 2004. She is Director and Associate Professor in the School of Communication and Journalism at Auburn University.

Dr. Adams said, “It was a complete surprise when I received the letter.” She believes she may have earned the award for her collaboration with professional journalists in PACERS, a nonprofit association committed to sustaining Alabama’s rural communities and schools.

Boo Major, the other recipient of the Distinguished Alumni award, earned her bachelor’s degree in 1981 with a major in broadcast journalism. She is the head coach of the USC Equestrian team. Major

said she was surprised when she heard she was one of the winners.

“I knew of the award, but never thought I would be a recipient because I never went into a journalism profession,” she said.

“I think winning the SEC Championship twice in a row has certainly been very

*I am humbled. It’s such an honor to be recognized ...*

*Stefanie Caraviello*

positive, and winning two national championships in the past helped as well.” She cited the university, state and national exposure her team has received.

The school held its annual Alumni Awards dinner on Oct. 16. Distinguished Alumni awards are presented to those who have been out of school at least 10 years and whose careers represent significant professional achievement. Outstanding Young Alumni awards go to those who have graduated in the past 10 years and who have shown exemplary work early in their

careers.

Outstanding Young Alumna Stefanie Caraviello earned her bachelor’s degree in 2004 and is the Director of Marketing at Midlands Technical College. Caraviello believes she earned her SJMC award because of various other awards.

“I was an Edward R. Murrow scholarship recipient, an Emmy award nominee and a South Carolina Broadcasters Association award winner.”

“I am humbled. It’s such an honor to be recognized for my accomplishments from the school that provided me the foundation for such achievements.”

Justin Bajan graduated in 2005 with an advertising major and works at the Martin Agency in Richmond, Virginia.

Tom Benning graduated in 2009, earning a degree in journalism, and is a reporter for the *Dallas Morning News*. He was on his honeymoon, so SJMC Associate Professor Ernest Wiggins, his mentor and friend, accepted his award for him.

“He did tours of duty in student media, co-hosted a sports talk show on campus radio, served on the board of the campus chapter of SPJ, studied abroad and freelanced a bit.”



Dr. Jennifer Adams

Justin Bajan

Boo Major

Stefanie Caraviello



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# ALUMNI NOTES

## 1970s

**Cramer, Judy (Taylor),** BA, 1972, is director of multiplatform editing at the *Los Angeles Times*.

**Robin, Debbie (Bowdler),** MLIS, 1978, is enjoying retirement.

## 1980s

**Boykin, Mike,** BA, 1980, is a partner in a new sports marketing agency, Bespoke Sports & Entertainment. The agency is based in Charlotte and has a small team of experienced executives who will be involved in all areas from pitching new clients to servicing their business.

**Breen, Richard,** BA, 1988, has moved back to Columbia from Greenville, S.C., and is a freelance writer.

**Campbell, Reba,** BA, 1983, is director of the Municipal Association of South Carolina within the S.C. Economic Developers Association.

**Douglas, Bill,** BA, 1980, is a congressional correspondent for McClatchy in DC and has launched a hockey blog, "The Color of Hockey." The blog

combines two of his interests, minority journalists and ice hockey.

## 1990s

**McElveen, Preston,** BA, 1981, is the director of digital media at WBTV in Charlotte, N.C. He previously held the same position at WVEC in Norfolk, Va.

**Wright, Van Earl,** BA, 1984, is a reporter and play-by-play commentator at WSB-TV in Atlanta.

## 2000s

**Bradsher, Charles,** MLIS, 1992, is the chief of the technical services branch of the Pentagon Library. Bradsher is also Lieutenant Colonel in the US Army National Guard and was director of non-kinetic effects on his last combat tour.

**Dusenbury, Ashley,** BA, 1994, is assistant vice president of public relations at Palmetto Health Foundation.

**Penn, Matthew,** MLIS, 1997, celebrated three years as director of public health programs for the Centers for Disease Control and Prevention.

**Cranstoun, Denis (Fedulov),** MMC, 2004, is the senior advisor of x3East, a company that advises sports and entertainment properties on revenue diversification strategies, with a focus on technology.

**Kelowitz, Jared,** BA, 2002, was promoted to sports group manager at Jeff Dezen Public Relations in Greenville, S.C. He joined the team 12 years ago as assistant account executive.

**Luthren, Catherine,** BA, 2003, was named an Influential Woman in Business honoree in the category of Rising Star because of her demonstration of professional excellence and leadership in her career and community service.

**Perritt, Kelly,** MMC, 2007, joined Providence Hospitals as marketing and communications director. She coordinates all internal and external communications, including online strategies, marketing and promotions, and public relations efforts.

**Smith, P. Alan,** MLIS, 2007, is the director of the Florence Country Library System.

**Smith, Logan,** BA, 2009, is the communications director at Progress North Carolina.



**Lindenberg, Scott,** MMC, 2001, is the public information director for the South Carolina Office of State Treasurer. He oversees strategic communications for the office, including marketing and branding, media and public relations, publications, Web and social media, and internal communications. He was the director of student media at USC for the past 11 years, where he served as general manager for the daily newspaper, quarterly magazine, and television and radio stations. He also taught media writing courses at the School of Journalism and Mass Communications.

**Stapleton, Shana (Till),** BA, 2006, started a new job as senior producer of the Melissa Harris-Perry Show on MSNBC in May 2014, and in June 2014 she married Patrick Stapleton, the promotions producer for WABC-TV in New York.





**Young, Priscilla (Suggs)**, BA, 2008, is director of development for Palmetto Health Children's Hospital.

## 2010s

**Joyce, Kara**, BA, 2014, is an assistant account executive in the global public relations firm, Weber Shandwick, in its Baltimore office.

**Eckel, Jenna**, BA, 2011, is the public relations specialist at Penn State Brandywine in Media, Pa. Eckel worked in both the provost's and president's offices at USC and for SIPA/SCSPA before accepting the position at Penn State.

**Faria, Elena**, BA, 2013, was recognized in the Virginia Law Review for her excellent academic performance and writing abilities.

**Hill, Stephanie**, MMC, 2014, is a reporter for *The Panola Watchman* in Texas, covering meetings, reporting on school events

and photographing what's happening in the community.

**Horst, Simone (Sommers)**, MLIS, 2014, is the special collections librarian at Eastern Mennonite University's Hartzler Library in Virginia.

**Karlis, Jack**, Ph.D., 2013, is an assistant professor at Buffalo State University.

**Lanier, Jennifer**, MLIS, 2010, is the secondary media specialist representative in Richland School

District Two. She received a grant from the Richland Two Innovation Incubator to create a Maker Space in the Summit Parkway Middle School Media Center.

**Lopez, Maria Castillo**, BA, 2011, has completed her master's degree in public health from San Diego State University and is a research associate in the Department of Pediatrics in the David Geffen School of Medicine at the University of California, Los Angeles.

**Riley, Alex**, BA, 2008, received a first prize award in the best sports story category at the National Newspaper Association's Better Newspaper Editorial Contest for his story on the shutdown of the Cheyenne Warriors indoor football team. The story also won first at a state competition (Wyoming Press Association) and a regional competition (Top of the Rockies).

**Sutton, Patrick**, BA, 2013, is associate vice president of Paragon Public Relations in New Jersey.

**Sturino, Erika**, BA, 2010, is the senior marketing manager and SEO of the Lending Tree in Charlotte, N.C.

**West, Alison**, BA, 2013, is a freelance photographer and designer in Columbia, S.C., as AWest Photo and Design.

**Westbury, Anna**, BA, 2012, has launched a full-time freelance career in Charleston, S.C., as feather + fern.



**Stewart, Clanitra**, MLIS, 2013, has joined the library faculty at Northern Illinois University College of Law as a reference and instructional services librarian and assistant professor. She provides legal reference assistance to faculty, students and other library users and also teaches a legal research class. Prior to joining NIU law, she practiced at the South Carolina Applesseed Justice Center and was an attorney at the Georgia Legal Services Program. "I am excited for the opportunities available to me at NIU law, combining reference instruction with teaching a legal research class," said Stewart.

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