

InterCom

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

- INSIDE • New SJMC Director
- Living the Sweet "Second Life"



DR. CAROL PARDUN

mentor

(n)- a wise and trusted counselor or teacher



The Alumni Society

College of Mass Communications and Information Studies



Alumni mentor Van Newman gets checked in at the launch event.



Alumni volunteer Sara Pepinski and Cocky greet alumni and students as they arrive.



Katherine Swartz and Amanda Stone are co-chairs of the mentor program.

What is the mentor program?

Mentoring is a developmental partnership through which one person shares knowledge, skills, information and perspective to foster the personal and professional growth of someone else. The power of mentoring is that it creates a one-of-a-kind opportunity for collaboration, goal achievement and problem-solving.

The College of Mass Communications and Information Studies aims to develop, promote and facilitate an effective formal mentoring program between alumni and current students. We will provide a supportive forum for students to gain knowledge about career paths, learn through the experience and expertise of alumni, and develop personal and professional goals.

Mentor Benefits:

- Offer insight and share the wisdom of experience with others
- Enhance coaching, communication and relationship-building skills
- Reconnect to the College of Mass Communications and Information Studies on a personal level
- Enrich your commitment to your profession
- Take pride in the fact that you are helping students make important decisions about their future as they explore their personal, academic and career interests and as they prepare for life after graduation

<http://www.sc.edu/cmccis/alumni/index.html>

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"I dreamed of seeing my name on the spine of a book on those humble shelves."

12



16



5



14

FEATURES

New Director

Dr. Carol Pardun joins the J-School as its newest director.

Page 5

Calling USC Home

SJMC Alumna releases her first book to critical acclaim.

Page 12

Living the Sweet (Second) Life

SLIS professor and students create virtual library, find fun in research and communication.

Page 14

From Coliseum to Coliseum

SJMC Alumnus Van Earl Wright anchors play-by-play duties for hit NBC TV show.

Page 16

COLUMNS

A Fork in the Road

The University considers another building as the new home for the School of Journalism and Mass Communications.

Page 4

'Idol' Worship

Who says that television can't be used to teach a lesson?

Page 10

DEPARTMENTS

I-Comm Week 2008

From C-SPAN to BBC to the Lubuto Library; highlights and photos from the showcase week.

Page 20

Alumni News

Find out what your fellow Gamecock alumni are up to, now with expanded coverage.

Page 25

ON THE WEB | www.cmcis.sc.edu

MORE FROM I-COMM WEEK

See and hear stories from presenters during this year's I-Comm Week celebration. You'll find videos and photos from each of the events on our Web site.

STARS SHINING BRIGHTLY

See photos from Honors and Awards night at www.jour.sc.edu and www.libsci.sc.edu.

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E-MAIL devga@gwm.sc.edu to send Alumni News and Notes, change your address, and receive future Alumni correspondence

ON THE COVER Dr. Carol Pardun on the historic Horseshoe. Photo by Shawn Rourk.



“When you come to a fork in the road, take it.”

-Yogi Berra

Yogi Berra said it: “When you come to a fork in the road, take it.” We’ve come to a fork.

I’ve written here, in e-mail blasts and on our Web pages about plans to move the college and School of Journalism and Mass Communications from the crowded Coliseum to LeConte College near The Horseshoe. That was the plan. Now, here’s the fork.

The university has been assessing space needs across campus. In the absence of construction funding from the state legislature, the university is funding several renovation projects itself. While LeConte would be the last building in a construction phase stretching to at least 2014, the university considers us a top priority in relocating from the Coliseum. But to a renovated Health Sciences building, rather than LeConte.

So the future ain’t what it used to be. The Yankees’ Hall of Fame catcher said that, too.

A building in hand is worth two on the drawing board, to paraphrase an old saying not attributed to Berra. There are pros and cons to changing course. Health Sciences is not as large as a renovated and expanded LeConte plan that’s been on our drawing board. It’s a long block from the School of Library and Information Science, rather than a short Frisbee toss across Gibbes Green.

On the other hand, Health Sciences is also in mid-campus. It sits at the corner of Sumter and Greene streets, near the foot of The Horseshoe. The university’s timetable could get us into the building by 2011. That’s important, as the journalism school will be evaluated for reaccreditation in 2011. We’ve been told more than once by our accrediting body that our facilities are not what they need to be.

The university is preparing to commit \$18 million to the renovation. The Board of Trustees has approved the design stage. There’s a history of possible sites for relocating the J-school — Sumwalt, Petigru, McMaster and more — but none ever had this level of commitment. Moreover, there will be \$2 million in long-deferred maintenance for Davis College, home of our School of Library and Information Science. SLIS will not move. There’s no fork in its road, but it’s adding a lane to welcome its first undergraduates this fall.

What’s our commitment? To create schools and a college that our students, faculty, alumni and friends will point to with pride. We’re already proud of our programs and our graduates.

What will it take? We’re looking carefully at how the Health Sciences building can be configured to meet our needs, whether it can be expanded, and how it should be outfitted to suit the changing communications environment in which we teach and do research.

We’ll need help. As Yogi Berra also said, “A nickel ain’t worth a dime anymore.” If the university’s proposal means that we don’t have to worry about bricks and mortar, we can concentrate our efforts on outfitting the building to support programs, faculty and students. You can help make this a reality. Let Director of Development Terry Dixon know you want to help.

This is the biggest project the college has tackled. It’s been a long time developing. And — you knew this was coming — it ain’t over ‘til it’s over.



Welcome, Dr. Pardun

The School of Journalism and Mass Communications is pleased to introduce its newest director, Dr. Carol J. Pardun. She will begin her new role in August, succeeding Dr. Shirley Staples Carter who has been director for five years.

Charles Bierbauer, dean of the College of Mass Communications and Information Studies, notes that Dr. Pardun was chosen following a national search to fill the position. "Dr. Pardun has a significant record of research and publishing, and her teaching record is admirable. She brings strong administrative experience and national stature to the program," Dean Bierbauer says.

Dr. Pardun is currently vice president of the Association for Education in Journalism and Mass Communications, an international organization that promotes high standards in journalism education. She will be president of AEJMC in 2009-2010.

She joins us from Middle Tennessee State University, where she has been Director of the School of Journalism. Previously, she taught at the University of North Carolina and Kansas State University. She earned her Ph.D. in mass communications from the University of Georgia. Much of her research has focused on the effects of media on adolescents.

Dr. Pardun says she was attracted to our program because of its history and its potential. "I'm ready to embrace everything about Columbia," she says. As an avid rower and sailor, she notes that she's particularly enthusiastic about Columbia's Broad River and Lake Murray.

We look forward to introducing you to Dr. Pardun in person and through these pages when the new academic year begins.

InterCom

**Dean,
College of Mass Communications
and Information Studies**
Charles Bierbauer

**Director,
School of Journalism and
Mass Communications**
Dr. Shirley Staples Carter

**Director,
School of Library and
Information Science**
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Special thanks to Associate Professor Ernie Wiggins for his students' help with this magazine.

InterCom is a publication of the College of Mass Communications and Information Studies of the University of South Carolina. It is published twice a year for the benefit and enjoyment of our alumni, family and friends.



A Salute to a Winning Team

As Director of the School of Journalism and Mass Communications the past five years, I have written in previous columns about the achievements of our students, faculty and alumni — and thank goodness there has been much to write about. On the student side for example, we've had national Hearst Awards, repeat Bateman Team championships, runner-up status in regional advertising team competitions, print and broadcast winners in every category at the local, state, regional and national levels, and we have successfully launched a PRSSA-sanctioned, student run public relations and advertising agency.

Our faculty deserves credit for student accomplishments, but often overlooked are the tireless efforts and sometimes-thankless contributions made by our superb administrative support staff. The captain of this winning team is Debbie Garis, whose official title is administrative assistant but she is also the glue that holds it all together for the School.

Our most recent staff hires — Lauren Welch, Academic Adviser, Beverly Dominick, Internship and Placement Coordinator, and Art Farlowe, Student Services Manager — undergird the student support infrastructure providing quality academic and career advising. The service they provide to important constituents such as students, parents and professionals ensures that the School maintains its student-centered reputation.

They join Sandra Hughes, Student Services Manager for graduate studies and College administrative support staff whose contributions have ensured our continued success as one of the nation's top 20 programs. Nancy Twohey, Patty Kornegay, Pierre d'Autel, Jill Chappell-Fail, Barry Lewis, Shawn Rourk, Terri Moorer and Brian Guy — thank you for caring about our students and their well-being, our faculty and their ability to teach in state-of-the art equipped studios, labs and classrooms, and just making it that much easier to maintain a tradition of teaching excellence in the School.

Thanks to Karen Flowers and Leslie Dennis for raising the profile of scholastic journalism at the University of South Carolina.

Thanks to Terry Dixon and Elaine Taylor for helping us to improve our connections with alumni, cultivate donor prospects and identify new friends of the J-School. Last but not least, thank you Pat Jackson and Susan Hipp for providing leadership, direction, focus, and a support system beyond measure. Here's to a winning team!

We are also fortunate in having the leadership of Dean Charles Bierbauer and stewardship of Associate Dean Gayle Douglas, whom I thank for supporting us in our pursuit of excellence in the J-School. We've had a strong team and as I concentrate my efforts this fall on research projects and enjoying my grandson's company, I join you in welcoming our new team leader.

SJMC Honors and Awards Night 2008



Taylor-Tomlin Award for Investigative Journalism winners Glenn Smith, Mindy Hagen, Ron Menchaca and Doug Pardue of The Charleston Post and Courier.



Outstanding Public Relations Senior **Jessica Peters** with Dr. Lynn Zoch



Outstanding Advertising Senior **Megan Wiedenhaefer** with Dr. Lynn Zoch



Outstanding Electronic Journalism Senior Award for Leadership **Jennifer Robinson** with Dr. Kenneth Campbell



Outstanding Electronic Journalism Senior Award for Reporting **Sarah Chakales** with Dr. Kenneth Campbell



Outstanding Public Relations Senior **Elizabeth Krah** with Dr. Lynn Zoch



J. Rion McKissick Award **Jill Stephens** with Dr. Kenneth Campbell



Outstanding Visual Communications Senior **Jennifer Davidson** with Van Kornegay



George Buchanan Award **Taylor Smith** with Dr. Kenneth Campbell



Outstanding Advertising Senior **Jordan Smith** with Dr. Lynn Zoch

Photos by Patty Kornegay



SLIS Welcomes First Undergraduates

Exciting things are happening in the School of Library and Information Science, and I am eager to tell you about them. But first, let's talk about a few other important items.

In my last column, I gave you an update on our literacy initiatives. We so appreciate your response and support for this important work and look forward to your help as we continue to fight illiteracy. We also are very pleased that Cocky's Reading Express™ is featured in President Sorensen's annual report, Milestones.

This time, I want to tell you about our new SLIS Bachelor of Science in Information Science (BSIS) program that starts this fall. As we continue to build our importance to the university's research activities, these graduates will be poised to become an integral part of the new South Carolina knowledge economy. Just look at the jobs they'll fill!

Yes, they'll have a strong background for graduate work in Library and Information Science, law, the social sciences and business. But if they choose to enter the workforce after the bachelor's program, they'll be accepting positions as intelligence analysts, database developers and analysts, data mining specialists, information architects, archivists and records managers, information brokers, information consultants, Internet researchers, knowledge management consultants, online researchers, and Web navigation designers, developers and programmers. Impressive? You bet!

We have worked for several years to build this undergraduate program, keeping the students' future career opportunities in mind. We know we're on target, and the US Bureau of Labor Statistics backs us up. Its April 2008 Occupational Outlook Handbook says, "Information contains some of the fastest-growing computer-related industries such as software publish-

ing, Internet publishing and broadcasting, and wireless telecommunication carriers. Employment in these industries is expected to grow by 32 percent, 44.1 percent, and 40.9 percent, respectively.... Employment growth will be driven by the increasing reliance of business on information technology and the continuing importance of maintaining system and network security."

As you may know, Information Science is the study of the cognitive, social, technological and organizational roles of information in all its forms and rests on three foundations: content, people and technology. It is the foundation of knowledge management and a basic building block of the growing knowledge economy. And that's precisely why we focused on that foundation as we developed the program of study.

The BSIS degree program requires 72 hours of general education courses, 36 hours of Information Science courses, and 18 hours in a selected minor field of study for a total 126 credit hours. The general education requirements include courses in English; humanities and fine arts; social and behavioral sciences; history; business; natural sciences; numerical/analytical reasoning; and foreign language.

In addition to the coursework, the BSIS program emphasizes research-based learning and incorporates opportunities for service learning, internships, and work studies in a wide range of public and private organizations and agencies.

We are so excited about this new endeavor! Andy Thomas has joined us to advise students and manage the program. Please welcome him and direct any questions to him by e-mail at athomas@gwm.sc.edu.

Have a great summer and let me know if there is anything we can do for you!

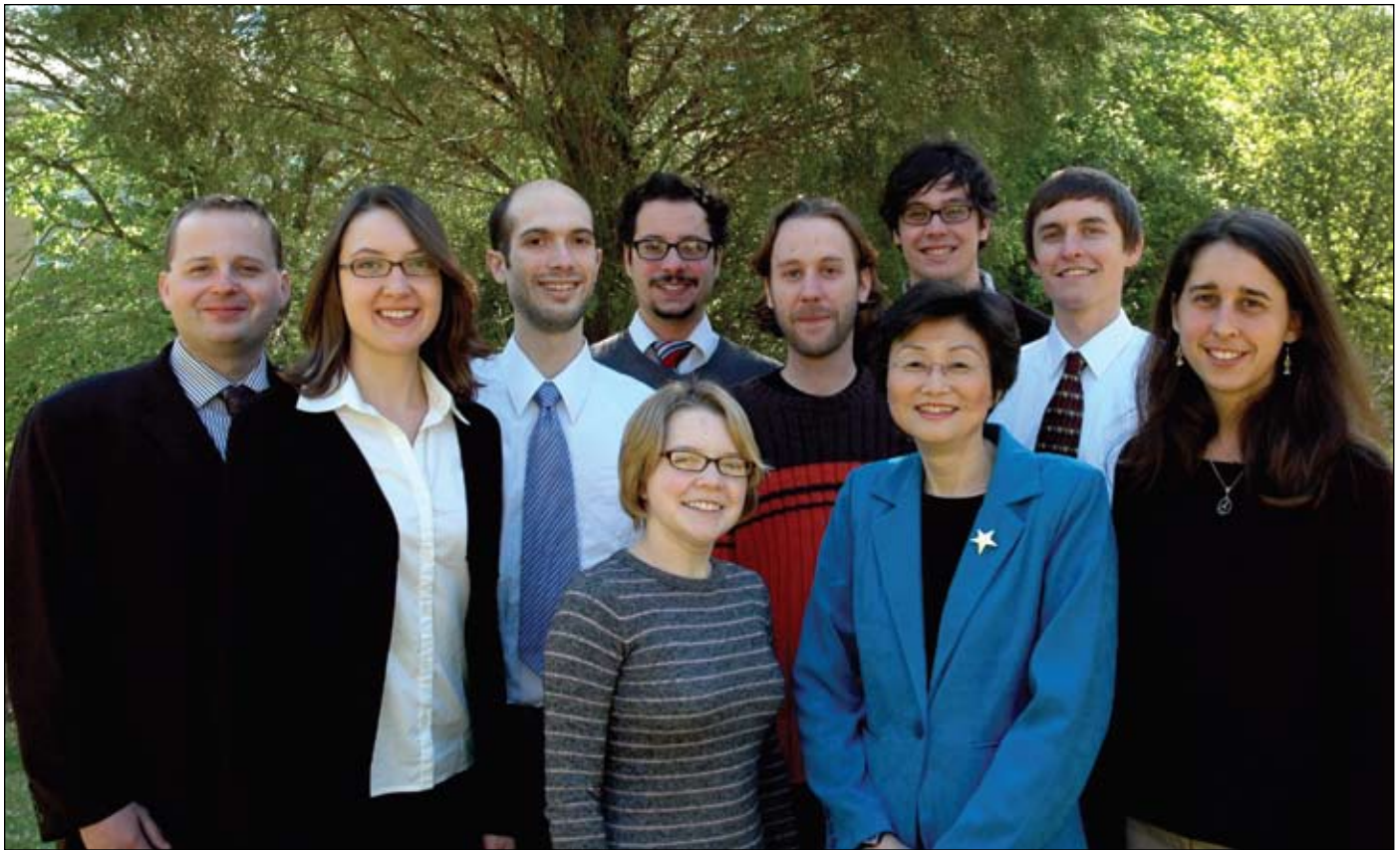


Photo by Patty Kornegay

LISSA team members include (front row): Margaret Hawes, Allison Read, Dr. Feili Tu (advisor), Virginia Spell; (second row): Travis Ferrell, Matthew Landau, Zachary Moore, Patrick McLaughlin; (third row): Grant David Keyes, Ernest Greene

SLIS LISSA Selected ALA Student Chapter of the Year

The SLIS Library and Information Science Student Association (LISSA) was selected as the American Library Association Student Chapter of the Year.

In its citation, the American Library Association “applauds LISSA’s hard work in each of the seven categories related to the Student Chapter of the Year Award. Your chapter has made excellent use of Web 2.0 technology, developed original and effective fundraising activities, and offered an excellent variety of programs for your students. Your commitment to community service is also laudable.”

“It has been both a pleasure and a privi-

lege to work with such outstanding leaders as the LISSA officers and to witness the organization’s many accomplishments,” Dr. Feili Tu, LISSA faculty advisor, said.

The student organization has accomplished many projects during their tenure in SLIS including: making their Web site Web 2.0 compliant, creating and marketing a successful “Mildly Attractive Men of SLIS at USC” calendar, and creating “SLISden Up!” — a popular professional publication and newsletter distributed in South Carolina, North Carolina, Georgia, Maine, Virginia and West Virginia.

Last year LISSA was honored as Student Chapter of the Year Runner-Up.



Life lessons learned through the eyes of a 5-year-old.

I'm going to share a guilty pleasure. I enjoy *American Idol*.

I know, I know. Too much personal information perhaps, but it helps make a point. While watching the televised "Idol Gives Back" fundraiser in April, I talked about fundraising with Jack, my 5-year-old son. Jack periodically demands to know what his mom does when she goes to work each morning. My explanations never seem to satisfy, so I jumped at this opportunity.

"Hey look, sweetie, this is kind of like what Mommy does each day. I try to help people." His gaze never left the television screen. Undaunted, I continued. "Don't you think it's a great idea for us to help all those people in the United States and Africa who need our help getting more things like shelter and food?"

Jack's eyes remained focused on the screen. Suddenly, he jumped from the couch, ran into the kitchen and threw open the pantry door. "Mommy," he called out with genuine concern, "I don't think we've got enough food for all of those people."

Oh, but the power of one. Like Jack, many of us have difficulty seeing how our modest individual charitable contributions can make a difference.

But close your eyes and see happy, celebrating graduates crossing the stage at commencement. Your annual scholarship gift helped them get there. Hear the contagious laughter of elementary students, now 10,000 strong, influenced by Cockey's Reading Express™. Your individual contributions

helped give the gift of literacy to these children. That's why, as important as the seven-figure gifts are to a fundraising campaign, there's good news for the rest of us. Imagine a brand new home for the J-school that will help sustain its competitiveness. Your individual contributions help make this happen.

Many tools bring philanthropic giving within reach. Every day, ordinary people are doing extraordinary things thanks to such programs as multiyear gift agreements, employer matching-gift opportunities, stock transfers and deferred giving. You, too, can make a difference. Let us know if you work for a matching-gift employer. Consider spreading your pledge over several years. Allow us to help you maximize your estate and charitable goals.

Helping isn't only about dollars. It's about sharing information about job openings, speaking opportunities and ways the college can raise its visibility. It's about gifts – gifts of time and volunteer services. It's about mentoring a student. It's about hosting a lunch or dinner to help spread the word about our programs or donating in-kind services to help our outreach and marketing needs. There are so many ways you can make a positive difference.

Perhaps someday, when my son is older and seeks inspiration, I'll share the words of former politician and football player Jack Kemp: "The power of one man or one woman doing the right thing for the right reason, and at the right time, is the greatest influence in our society."

On-Air Advocacy

Advertising professor leads radio campaign to combat domestic violence in the Midlands

By Anna Saunders

“Beaten, battered and abused, she still stands. And though she’s strong, she knows there has to be a better life. She isn’t in a book or a movie. She is real. She’s not one, but thousands of women. Your mother. Your daughter. Your aunt. Your friend. She is your sister, and she is not alone – if you help. Visit HelpUsHelpHer.org, and see how you can help give a woman the life she deserves. For help, for hope, there’s Sistercare.”

These haunting words are from the script of one of five radio public service announcements that tell the story of Sistercare, a place where battered women and their children can get help. The PSAs direct listeners to the Web site www.HelpUsHelpHer.org to find out how they can help.

Assistant Professor Karen Mallia is the force behind the radio campaign that came to life in her Maymester 2007 advertising class.

She wanted to show students their power to help their community through public service announcements, so she looked for a way they could create PSAs. Such thinking is at the heart of service learning, a teaching method where learning grows from instruction, reflection and community engagement.

Mallia learned that the American Advertising Federation of the Midlands had worked on a media campaign for Sistercare but had not produced any radio spots. It was a perfect opportunity for her class to jump in.

Mallia’s students initially drafted several scripts for Sistercare. They sparked wonderful ideas, but weren’t quite air quality. When the course ended, senior advertising major Kelly Mullinax continued working with her during the fall. Together they began crafting additional scripts.

It was important to get the message and tone just right. “There’s a fine line between soliciting empathy and being

see *ADVOCACY* on page 18



Journalism instructor Harvie Nachlinger recorded alongside several of his colleagues to create the Sistercare radio commercial spots. Ron Marsh helped record the ads at Clear Channel Communications in Columbia.

Photo by Patty Kornegay

*Calling
USC
Home*

Living the Sweet Second Life

By Barry Gabay

You sink into the chair while reading inside the spacious, open-air library. Across the street, the light from the never-setting sun glistens off the rocks and sand lying within the perfectly still Zen garden. The sound of steady waves falling against the beach soothes as you stand from your seat and gaze out the library's massive glass wall onto the endless sky-blue sea. Walking outside, you can't help but smile as you breathe in the fresh pollution-free air while a light breeze wisps across your face. Paradise. This place is a dream — a dream funded by USC's School of Library and Information Science.

Welcome to SLIS' brand-new online reference center, a truly state-of-the-art learning facility. Sure, the library is beautiful, the garden is therapeutic and the view is spectacular, but the center's greatest attribute is its accessibility. It's in a virtual world — just log on and experience learning in a whole new environment.

The SLIS reference center is part of a program called Second Life, an online virtual world where millions of "residents" are constantly advancing a society already booming with entertainment, education and opportunities. Started in 2003, the program can best be related visually to the video game The Sims. It allows each resident to network through an avatar, a virtual persona who represents the user in the Second Life world.

The idea to bring SLIS into Second Life came from Dr. Feili Tu, a Library and Information Sciences professor currently heading the school's reference center project.

"I felt the program had great potential," Dr. Tu said. "A virtual community for students and faculty could truly be a great educational tool."

The goal was to connect distance education students with their professors and peers and to give librarians the opportunity to use a new type of information technology.

"I wanted my students to know different types of technological tools available so they can use them, be creative and have fun," she said.

Dr. Tu foresees all USC students in the SLIS education program trained in Second Life and her virtual reference center becoming a major part of the SLIS curriculum.

More online

www.secondlife.com

www.libsci.sc.edu

Dr. Tu's vision of a virtual reference center would not be possible without outside support. She sought diligent workers with advanced programming skills who were interested and willing to work on the project. Help came in the form of two SLIS graduate students, Matt Landau and Patrick McLaughlin, and Feili's fiancé, Paul Keefner, a computer programmer (who didn't really have a choice).

The development team struggled in the project's preliminary stages; mastering the controls to fluently navigate through the virtual world took an entire month. Meanwhile, the oceanfront property purchased by SLIS that would house the reference center remained barren. When the team was finally able to steer through the Second Life world with ease, development and construction of the reference center's floor plan began.

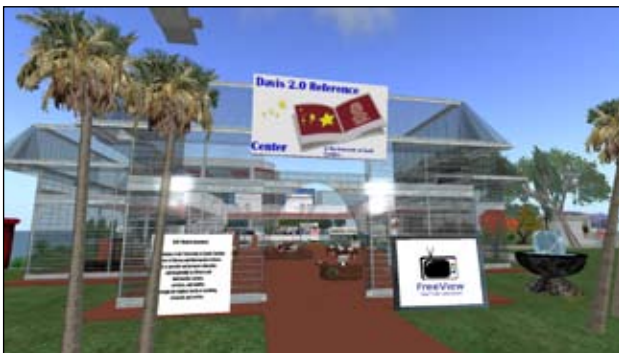
SLIS launched its reference center project last July. So far, it includes a library, where Dr. Tu hopes to eventually house online books for students and teachers, as well as a Zen garden, used, as she put it, for "peace and tranquility."

Dr. Tu's vision is slowly moving forward. This semester, the professor held lectures with more than 60 students inside the virtual library, and she received positive feedback from those who took part. However, the center is not yet complete.

see SECOND LIFE on page 18

Building the Future

The team has gone to great lengths to create and expand the virtual reference center that now sits on oceanfront land in Second Life. Dr. Tu and her team plan many changes to finish their virtual reference center.



Photos Provided by Second Life Team

“I dreamed of seeing
my name on the spine
of a book on those
humble shelves.”

- Janna McMahan

By Carli Rasch

It's not uncommon for SJMC graduates to yearn to see their names in print. Janna McMahan (MMC, 1994) is no different in that regard. She always dreamed of seeing her name in print, too — not in bylines but on the cover of a book. She is proof that dreams can come true.

McMahan has recently released her first novel, “Calling Home,” and is currently promoting it through a book tour.

The tour has already led her to Kentucky, her home state, where her novel has received great praise and sold out all over the state. There, she was able to reconnect with old friends, have book signings and hold a reading in a Louisville bar. She has also held readings and book signings at college campuses, bookstores and the Hub-City Writers Project at its facility in Spartanburg.

McMahan has always wanted to be a novelist, and discovered great literature at age 11 by volunteering at her county's public library. She knew becoming a novelist would be a huge venture but didn't know if she could actually make a living from it.

“I dreamed of seeing my name on the spine of a book on those humble shelves,” McMahan said.

Instead, she was led into advertising and later public relations, always holding on to the idea that she would eventually write fiction.

She signed a two-book deal with Kensington Publishing and has started work on her second novel, scheduled for release in May 2009.

Getting started wasn't easy, though. McMahan first had to find an agent, a difficult task in the writing industry.

“Finding the right agent was the most frustrating part of the process,” McMahan said. “Luckily, I'm

very pleased with my agent. Once she sold my book, I learned about editing and cover art and marketing and distribution.”

Now, not only is her novel selling out quickly in bookstores, but she is also getting great reviews on amazon.com and her Web site.

“Calling Home,” set in the '70s, focuses on the Lemmons, whose lives have been torn apart by deception and painful mistakes and are now desperately trying to put their family back together.

Throughout the novel, McMahan draws the reader in by the passion she puts into her characters and by her attention to detail. “Calling Home” is not only an inspirational novel but also expresses emotions many people and families go through today.

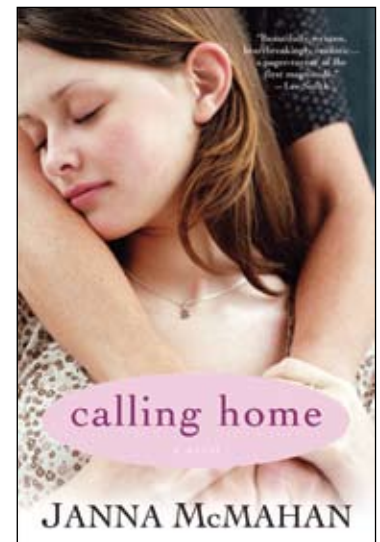
“It seemed like a strong story,” she said. “I think all artists know when they have hit upon something true.”

McMahan knows that, without the huge response of her readers and her great reviews, “Calling Home” would not be where it is now, selling out rapidly.

“I've been extremely pleased by the responses of both reviewers and readers,” she said. “They let me know this is no longer a dream. I'm really a writer.”

“Calling Home” is available in the Russell House Bookstore at USC or by logging on to McMahan's Web site at www.jannamcmahan.com.

Carli Rasch is a third-year print journalism student from New Jersey.



from Coliseum to Coliseum

By Barry Gabay

Upon first glance at Van Earl Wright, you may not realize that you have just seen someone special. Aside from the piercing eyes and perfectly groomed hair, Wright looks like your everyday guy.

But when he opens his mouth and the bellowing trombone that is his voice envelops your ears, you know that you are not in the company of any ordinary individual.

You are in the company of a man with one of the most recognizable voices in sports.

Van Earl Wright (SJMC, 1984), or just Van Earl for those close to him, has more than 20 years of broadcasting experience. And now he's the voice of NBC's smash hit "American Gladiators," an opportunity he has long awaited. He was first contacted by NBC last year.

"They tracked me down and asked if I was interested in doing the play-by-play for their new show," Wright said.

The show they pitched to Wright was a new edition of the original "American Gladiators" that aired on CBS from 1989 to 1996 where amateur athletes compete in various physical competitions against the show's own "gladiators" in hopes of advancing to the next round. At each season's end, one male and one female athlete would be crowned champion.

But Wright didn't immediately pounce on the opportunity.

"I was skeptical at first," Wright recalled. "I wasn't familiar with the old 'American Gladiators' and I didn't know what a big deal it was for NBC."

Only after watching YouTube videos of the old show and seeing what specifically his role would be did Wright accept the job.

The first season of "Gladiators," which is hosted by former pro-wrestler Hulk Hogan and professional boxer Layla Ali, was a tremendous success. Twelve

million viewers tuned in to watch the show's series premier on Jan. 6 and the ratings for the show's Monday night time slot were great throughout the season.

"We were extremely happy. I was overwhelmed," Wright recalled about learning of the premier's ratings. "It exceeded everyone's expectations. Great numbers are exciting for the future."

So just how did a former Gamecock become the voice of a major primetime network program? The path from USC's School of Journalism to the L.A. limelight was no easy journey.

Wright grew up in Atlanta, but was born to bleed garnet and black. Twenty-three of his relatives, including his parents, Beth and George Wright (Class of 1950), and all three of his siblings are USC grads.

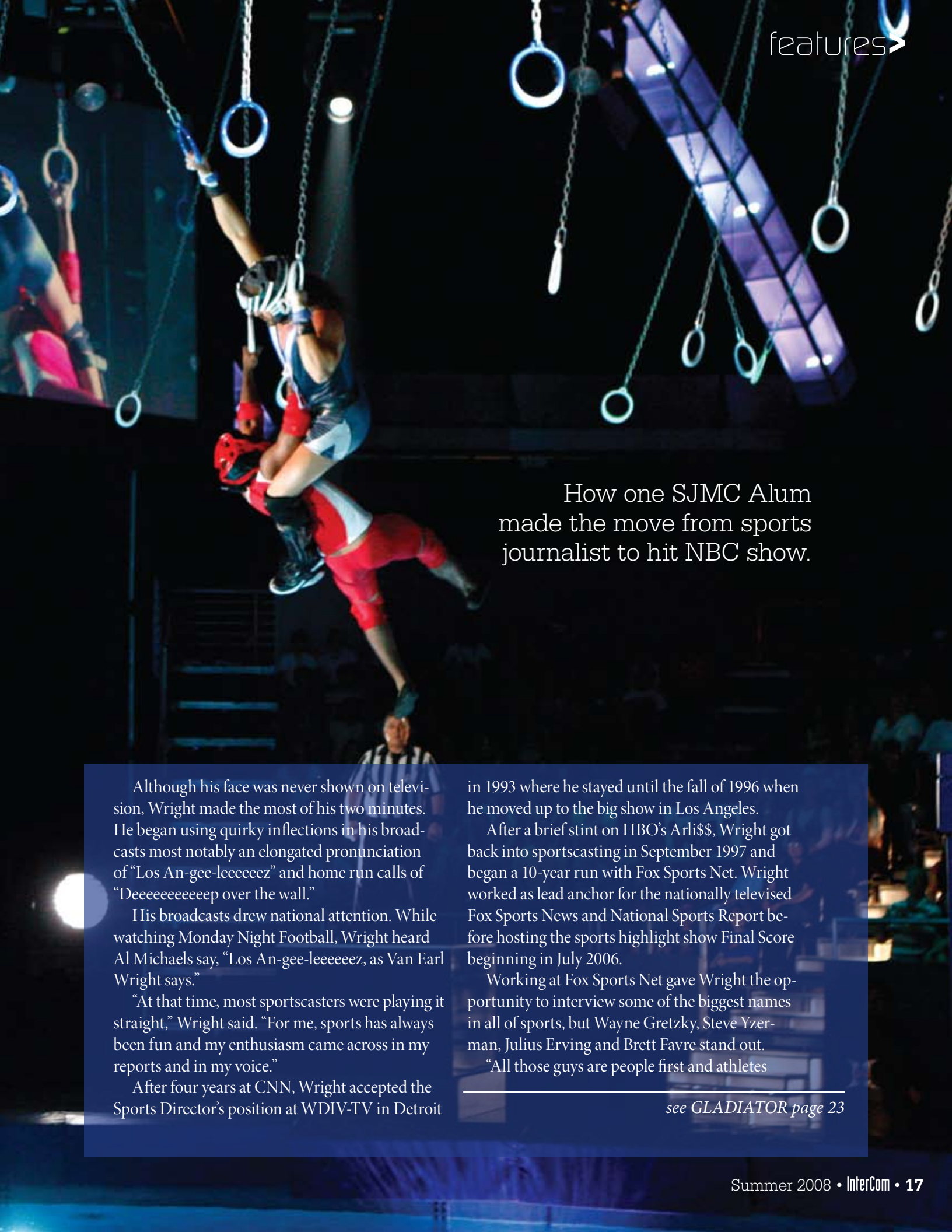
It wasn't until his sophomore year at Carolina that Wright realized he wanted to become a sportscaster. His first experience came at WUSC, the student-run radio station on campus, where he hosted a Sunday night jazz show. The following summer, he accepted an internship at CNN in hopes of getting some real world experience.

"I saw those guys getting paid to watch games and talk about sports and I decided that's what I wanted to do," Wright said.

Wright spent his first five years after graduation working in small markets around the Southeast as a sports anchor in Charleston; Tupelo, Miss.; and Beaumont, Texas, all the while growing frustrated and antsy.

"Any time I'd go back to Atlanta, I'd go down to CNN and they always told me, 'You're not ready, you're not ready,'" Wright said. "I thought they were the dumbest people in the world, but they were right."

Finally in 1989, Wright was hired by CNN to do the two-minute segment "Headline Sports."



How one SJMC Alum made the move from sports journalist to hit NBC show.

Although his face was never shown on television, Wright made the most of his two minutes. He began using quirky inflections in his broadcasts most notably an elongated pronunciation of “Los An-gee-leeeee” and home run calls of “Deeeeeeeeeeep over the wall.”

His broadcasts drew national attention. While watching Monday Night Football, Wright heard Al Michaels say, “Los An-gee-leeeee, as Van Earl Wright says.”

“At that time, most sportscasters were playing it straight,” Wright said. “For me, sports has always been fun and my enthusiasm came across in my reports and in my voice.”

After four years at CNN, Wright accepted the Sports Director’s position at WDIV-TV in Detroit

in 1993 where he stayed until the fall of 1996 when he moved up to the big show in Los Angeles.

After a brief stint on HBO’s *Arli\$\$*, Wright got back into sportscasting in September 1997 and began a 10-year run with Fox Sports Net. Wright worked as lead anchor for the nationally televised Fox Sports News and National Sports Report before hosting the sports highlight show *Final Score* beginning in July 2006.

Working at Fox Sports Net gave Wright the opportunity to interview some of the biggest names in all of sports, but Wayne Gretzky, Steve Yzerman, Julius Erving and Brett Favre stand out.

“All those guys are people first and athletes

see GLADIATOR page 23

ADVOCACY | from page 9

condescending to victims,” Mallia said.

“We tried to strike a balance between the desire to inform people about Sistercare, so that those who need help learn where to get it, and the desire to get information out to people who may consider making a donation,” she said.

Mallia knew Sistercare had no budget for talent to record the ads, so she recruited fellow faculty members Jay Bender, Ken Campbell and Harvie Nachlinger; J-School Director Shirley Staples Carter; and alumna Margaret Gregory, '85, of the Columbia Ad Club.

“I wanted to participate in a project that brings awareness to a serious problem that affects women of all ages, socio-economic status, cultures, and races. Sistercare provides a voice to the victims of domestic violence,” Dr. Carter said.

Alumnus Ron Marsh, '81, at Clear Channel Communications agreed to donate studio time and his audio production talent, and the team produced the scripts.

The PSAs began airing in October to coincide with National Domestic Violence Awareness Month. They have aired on Clear Channel, Innerscity Radio and Columbia Radio Group stations.

Sistercare’s executive director, Nancy Barton, expressed her appreciation for the time and effort Mallia’s team put into the project.

“We need the assistance of the community to successfully address the serious issue of violence against women. Professor Mallia, Kelly and the other professionals gave their talent and time to help battered women in need. We

are grateful for the many gifts received from this strong radio campaign.”

Mallia was moved to action by the staggering statistics. South Carolina has the nation’s highest murder rate of white women by intimate partners.

“You look left and you look right and know that someone is carrying this painful, dark secret that they pretend



Mallia

doesn’t exist,” Mallia said. “I was compelled to do something to help women and children who live every day on the edge of violence.”

Mallia wanted to empower her students to use their talents to help others and to understand the force of advocacy advertising.

“I’ve learned how powerful advertising can be, and that has motivated me to want to continue with nonprofit work,” said Mullinax, who expects to graduate in August.

Anna Saunders is a graduate student in the School of Journalism and Mass Communications working on her Masters of Mass Communications degree.

SECOND LIFE | from page 9

“We have already doubled the size of our original land,” Dr. Tu said. “The next step is to build an oceanfront amphitheatre.”

Dr. Tu sees the amphitheatre as a place where special events such as lectures, story-tellings and conferences can be held. The possibilities of SLIS’s reference center seem limitless, but the team shies away from predicting just how big the program can become.

“The sky is not limited,” Dr. Tu said. “We just take one step at a time and we enjoy what we have.”

McLaughlin, who graduated in May, echoes his mentor. “We just want to get through the summer first.”

Still, the educational possibilities of her reference

center excite Dr. Tu.

“I think it can be an inspiration,” she said. “I think they’ll be able to use programs like Second Life in their future work.”

Dr. Tu will present SLIS’ project to others working in the library science field at the Medical Library Association’s annual meeting in Chicago in May. The team will continue working on the project this summer, and Dr. Tu plans to incorporate the virtual reference center in her courses’ curricula to an even greater extent in future semesters.

Barry Gabay is a third-year print journalism major from Richmond, Va.

IN MEMORIAM

LOU BRIERLEY

1930 - 2008

Esteemed professor, admired colleague, cherished friend.



Courtesy of the Brierley family

I-CommWeek 2008

This year's I-Comm Week was one of the biggest in the celebration's existence. National speakers, including Brian Lamb, Rome Hartman, Natalie Daise and Jane Kinney Myers, spoke to students, faculty and members of the community during the weeklong "celebration of all things mass media."



Cocky Award winner Mike Boulia. Boulia's ad for Diet Pepsi Max was one of the most talked about ads running during Super Bowl XLII. Boulia shared insights into how the commercial was made during his acceptance speech. Photos by Patty Kornegay





Richard Amme, Amme and Associates Inc. lectured students on the importance of being prepared during crisis communication.



Professional Storyteller Natalie Daise headlined the storytelling event to finish I-Comm Week 2008. She performed alongside local and alumni artists.



Brian Lamb, CEO and Chairman of C-Span, made his lecture into a talk show as he interviewed members of the audience about their thoughts on the state of journalism and their future plans in it.



Jack Claypoole, right, greeted alumni and friends at the College's Alumni Social at Jillian's.

J-School Students Make a Difference to Race Media

By Pam Sherborne

The Carolina Cup Steeplechase is an event many college students wouldn't miss. "The Cup" is a rite of spring, and students from all over South Carolina don their springtime best — sundresses, hats and seersucker suits — to tailgate and reconnect with old friends in the College Park area. Some of them even watch the races.

Two SJMC students paid special attention to the race, though, as they staffed the media tent at the 2008 running of the Carolina Cup Steeplechase in Camden, S.C. in March. But they clearly were enjoying themselves, perhaps more than those in College Park.

They laughed as the winds blew the unusually cold air through the tent directly behind the grandstands of the track. They answered questions and gave sympathetic looks to members of the media who dashed under the tent when the skies finally opened up and let loose a gusher.

Yet, neither the rains nor the winds dampened their moods.

Jen Davidson and Mindy Moore were both seniors at USC at the time, just weeks away from graduating. As SJMC students, they had the opportunity for this special experience just by knowing someone on staff at the School. Debbie Garris is not only the assistant to the director, Dr. Shirley Carter, but she's also an integral part of the horse-racing world in South Carolina. Garris is a freelance race photographer and works at the National Steeplechase Museum in Camden.

And, even though Davidson and Moore weren't strangers to this particular task of working with media, they had been strangers to each other.

"We both ride horses," Moore said.

"So we already know each other," Davidson said. "That's the way it is."

"I love just being out here," Moore said.

And the two are loved by others for just being there, too.

Pam Mosier is the media coordinator for The Cup media. She wanted to make communication with the media more efficient and effective. She also wanted a place for reporters and photographers to go, to leave their equipment for a moment, to find out particular important pieces of information.

"So, I decided to set up this media tent," Mosier said. "I knew Debbie Garris. We started talking about the media tent and she suggested we use some of the students at the School of Journalism to staff it.

"It has absolutely been a Godsend," she said. "I couldn't have done this without them. They are intelligent, smart, interesting and attractive students."

Mosier said she feels she couldn't ask for better help. And when those race mornings dawn, she is thankful they are there.



Photo by Pam Sherborne

Jen Davidson, Debbie Garris and Mindy Moore ran the media tent at this year's Carolina Cup.

"The mornings are more hectic than any other time," Moore said. "That is when the media start arriving and asking a lot of questions and needing a lot of information." She said it was good experience in public relations, her major.

After the noon press meeting on race day, things started to slow. The two ladies were able to take turns at trackside, and see the inner workings of the race. They watched and observed media as they interviewed jockeys, horse owners and trainers. They were able to get up close and personal to the horses.

Davidson, originally from Kansas City, Mo., graduated in May in visual communications. Moore graduated in May, too. She will likely return to her home, Denver, Colo., to begin her career, but also is considering relocating to Washington, D.C.

Pam Sherborne is a writer in Nashville, Tenn.



Photo Provided

Van Earl Wright recording voice-over for “American Gladiators” in a Los Angeles recording studio.

GLADIATOR | from page 17

second,” Wright said. “They treated me with respect and courtesy and they did not think they were better than anybody else despite their athletic ability.”

Then last year, NBC came calling. The rest of Wright’s history is being written.

The 46-year-old Wright now lives in Manhattan Beach, Calif. with his wife of 15 years, Shari, and kids Alla, 12, Bishop, 10, and Elizabeth, 6. He’s enjoying the West Coast.

“Lots of people, the weather’s fantastic, no humidity, but I miss the South,” Wright said. “I’m ready to come home.”

When asked if he still thinks of the South as his home, Wright immediately responded, “Absolutely.”

He misses the people and culture, his family and the food, especially his favorite meal— “fried chicken, rice and gravy, butter beans, my mama’s cornbread, and turnip greens. Out here, I’ve got to cook it myself, though, because I married a Yankee girl!”

A great sense of happiness and pride can be heard in that bellowing trombone when Van Earl Wright reflects on his home and his past. He carries the spirit of Carolina

“Any time I’d go back to Atlanta, I’d go down to CNN and they always told me, ‘You’re not ready, you’re not ready.’ I thought they were the dumbest people in the world, but they were right.”

- Van Earl Wright

with him wherever he goes. While watching the conclusion of the most recent installment of the USC-Clemson football saga, his son began slamming pillows on the ground in disgust at yet another Gamecock defeat.

All Wright could think was, “Oh no, I’ve cursed another generation.”

His son continually asks him, “Dad, why do all your ancestors have to be Gamecocks?”

The University of South Carolina will always be a home to the entire Wright family, but for now Wright is loving the Golden State.

“Life is very, very good,” Wright said. “I’m very thankful for ‘Gladiators.’ I have been blessed immensely.”

Barry Gabay is a third-year print journalism student from Richmond, Va.



Alumni Mentors Connect

In the College of Mass Communications and Information Studies, we're all about connections — especially with our alumni.

Here's a story that illustrates such connections. One of our student organizations, the Public Relations Student Society of America, invited me to attend a meeting to hear an alumni panel discussion. What a great opportunity for me to meet with our students and our alumni, including Stephen Hudson, '00.

Stephen is the public information coordinator for the S.C. Department of Agriculture.

After getting to know Stephen and seeing his desire to get involved, I invited him to the spring match event for the Alumni Society's Mentor Program. He came to the February meeting and signed up. He is now involved with the college's Alumni Society and is mentoring a current student.

He also recommended that I contact an alumna with whom he works, Ansley Rast, '05.

I met Ansley and she talked about her job as marketing specialist for the S.C. Department of Agriculture. She said it is a perfect fit because it connects two of her passions: her family's history in agriculture and her career in marketing. Ansley's family has been in the farming industry for many,

many years, starting with her great grandfather. Her father now runs a cotton gin in Orangeburg, S.C. This connection gives Ansley a love for her career and

a desire to share her experiences with students.

It's the process of connecting that makes my job so exciting. We're inviting all alumni, students, organizations and friends of the college to connect with us. We want to hear from you and would love for you to be an alumni mentor. Send me an e-mail at etaylor@sc.edu or give me a call at 803-777-7118. Visit us online at www.sc.edu/cmcis/alumni.

We are thankful for the connections we've already made, and we hope to make many more.

We are thankful for the connections we've already made, and we hope to make many more.

Looking to Volunteer with our Mentoring Program?

Contact Elaine Taylor at etaylor@sc.edu

Find out more information on the Alumni Mentoring Program at www.sc.edu/cmcis/alumni



1970s

Barclay III, Thomas D.: 1975, BA, is the radio operations manager for Georgia Public Broadcasting in Atlanta, Ga. He is in charge of operations for the 16-station Georgia Public Broadcasting radio network, including remote studios in Augusta, Savannah, Columbus, Rome, Macon and Demorest.

Garber, J. Mark: 1977, BA, is the executive editor and vice president of Community Newspapers and the Portland Tribune in Gresham, Ore. He is married to Janet Pardo and they have a 14-year-old daughter, Marie.

Huguley, W. Gaines: 1976, BA, is a partner with Shafer & Huguley in Greenville, S.C. He has been appointed to the YMCA Greenville board of directors through 2010.

Johnson, Liz I.: 1977, BA, recently earned an MA in Ethics and Applied Philosophy from the University of North Carolina Charlotte, Phi Kappa Phi Honors. She is working on the publications "Does the NFL Contribute to Linguistic Violence" and "The Ethics of Booin'."

Lowe, Rachael M.: 1977, BA, is the editor for Matria Healthcare in Vienna, Va.

Maltby, Deborah K.: 1974, BA, is an assistant teaching professor of English at the University of Missouri-St. Louis in St. Louis, Mo. She graduated with a Ph.D. in English and History

in May 2007 from the University of Missouri-Kansas City.

Marttinen, Ann Weaver: 1978, BA, is assistant library manager for Braselton Library in Braselton, Ga. She resides with her husband in Buford, Ga.

Murphy, G. Emerson: 1973, MLIS, has been the director of the Northeast Georgia Regional Library System in Clarkesville, Ga. for 20 years. His daughter is the Evergreen Project Quality Assurance Engineer for the Georgia Public Library Service and his wife is a literacy coordinator for the Habersham County School System.

Petit, Karen: 1977, BA, is the public information coordinator for the University of South Carolina Office of Media Relations. She is also the creator of the "Shandon's Ivy League" mystery series for young readers. The series follows the adventures of a group of pets who solve crimes and mysteries. One of her books, "A Paw on My Heart," will be published this year. It was featured in the 2008 Winter issue of Sandlapper Magazine. She and her dog, Ivy, will be the subjects of a SCETV program this year.

Powell, Robert G.: 1979, BA, is finishing a Master of Aeronautical Science degree from Embry-Riddle Aeronautical University. He then plans to enroll at a major university which offers a doctorate in aerospace engineering. His goal is NASA

Quick Note: Holly Wall

An SJMC alumna is helping her Johnsonville mock trial teams win big, and the South Carolina Bar has recognized her for her efforts. Holly Wall is the 2008 Law Related Education Lawyer of the Year

Wall, a Johnsonville native, began in 2004 as the volunteer attorney coach for the mock trial team at Johnsonville Middle School. She led the team to two state titles and also to regional wins in three consecutive years.

Because of the middle school team's success, Wall decided to create a team at Johnsonville High School as well. She even closed her private law practice for four days to take students to Boston for the Harvard Mock Trial Seminar.

According to the South Carolina Bar, the recipient of the LRE Lawyer of the Year is "one who has fostered public understanding of the values of the legal and judicial system; stimulated a deeper sense of individual responsibility by helping students recognize their legal duties and rights; encouraged and supported effective LRE programs, and increased communication among students, educators and those working in the legal system."

We commend Wall for her work with her local students and for her prestigious award.

employment and inclusion in the lunar colonization program currently slated for about 2022.

Wells, James E.: 1978, BA, is the director of public relations for Lucas Oil Racing.

1980s

Asbury, Robin A.: 1980, BA, is the senior account manager for BookSurge in Charleston, S.C.

Coyle, Julie: 1982, BA, joined Congaree State Bank as director of marketing and investor relations in November 2007.

Davie, Greg: 1980, BA, entered the world of sports marketing when he joined A to Z Marketing Associates last year. This followed a 20-plus-year career in radio. He still does some freelance work in radio, recording commercials and doing play-by-play sports.

Fischer, Lisa P.: 1984, BA, is the senior vice president for advertising sales for Discovery Communications in New York, N.Y. She handles the national advertising sales for the Discovery Health Channel and Fit-TV based in New York City. She is married to Kenneth Fischer and has two teenaged daughters.

Foley, Adrienne G.: 1988, BA, recently relocated with her family from Chattanooga, Tenn. to Minneapolis, Minn. She consults with hospitals, physician practices and other healthcare-related

clients through her company, Foley Outsource Communications. She is married to Jim Foley and is mother to 3-year-old Matthew.

Galey, Gail D.: 1989, MLIS, is the library media specialist for Orange Grove Elementary Charter School in Charleston, S.C.

Gorzynski, Stephen: 1981, BA, is a senior associate for Booz Allen Hamilton in Tampa, Fla.

Maksin, Sherri L.: 1987, BA, is the supervising producer for CNNRadio in Atlanta, Ga.

McDonald, Kevin F.: 1986, BA, was named the Acting United States Attorney for South Carolina by United States Attorney General Michael Mukasey, effective March 1, 2008.

Olesin, Nancy E.: 1980, BA, is a mother of four who returned to the work force about 10 years ago. She's worn several hats at The MetroWest Daily News, most recently as features editor.

Parker, Renata: 1984, BA, has been accepted in the North America Travel Journalists Association (NATJA), one of the largest professional associations of writers, photographers and editors, dedicated to the travel and hospitality industries. An industry award-winning public relations professional, Renata writes a monthly destination and travel feature and photographs destinations for TALK Greenville magazine. She

owns Renata Parker Public Relations, LLC in Greenville.

Rowland, Lisa G.: 1982, BA, handles Frigidaire marketing and merchandising for Electrolux Major Appliances North America in Augusta, Ga.

Schiponi, Mark A.: 1984, BA, is the senior vice president for Washington Wizards in Washington, D.C.

Theo, Tracy V.: 1982, BA, has been named manager/president for Theo Family Properties and Investments in Woodruff, S.C. Prior to this position, he was sports editor for The Union Daily Times for 13 years. He also has worked as a freelance sports reporter for the Spartanburg Herald-Journal.

1990s

Doles, Marlon J.: 1994, BA, is the director for diversity and executive staffing at Wyeth Pharmaceuticals in Collegeville, Penn. He was recently selected as one of The Network Journal's 2008 "40 Under 40 Achievers."

Brown, Stephen M.: 1995, BA, was promoted to senior vice president at Manning, Selvage & Lee in Atlanta, Ga. He manages a team of media relations and digital services specialists, and his clients include Coca-Cola, McDonald's, Best Buy, The Home Depot and UPS.

Counts, Delilah R.: 1999, BA, is the public relations coordinator for the Charlotte Regional Visitors Authority in Charlotte, N.C.

Durant, Rosalyn: 1999, BA, is vice president of programming and acquisitions for ESPN's programming department.

Golden, Kimberly A.: 1996, BA, is a freelance mixed-medium designer for eyewash design in Staten Island, N.Y.

Gross, Robert G.: 1994, BA, 2003, MMC, is the P-3/S-3 communications manager for Lockheed Martin in Greenville, S.C.

Hanlen, Mary G.: 1998, BA, is the practice development manager for Latham & Watkins LLP in Washington, D.C.

Herald, Charles R.: 1990, BA, is the visual information manager for the Visual Information Center for the U.S. Army.

Jones, Charles E.: 1991, BA, has been named vice president for Wragg & Casas Public Relations, Inc. in Miami, Fla. Wragg & Casas is the largest independent public relations firm in Florida. He has also been elected vice president of the Brickell Area Association, an influential organization that represents the downtown Miami business and financial district.

Kay, Jr., David W.: 1992, BA, is the owner and president of Southern Benefits, LLC, an employee benefits agency in Mt. Pleasant, S.C. He has been working in the health insurance industry for 10 years.

Kirkland, Meredith O.: 1999, BA, is a teacher for Kershaw County School District in Camden, S.C.

Lanier, Amy S.: 1991, BA, is the assistant vice president for advancement for Columbia College in Columbia, S.C.

Lewis, Padgett: 1990, BA, is the public relations manager for Richland County Public Library. She was selected as one of The State newspaper's "20 Under 40" in January. She served on the Keep The Midlands Beautiful board, was recognized by the national Keep America Beautiful for her efforts, and has volunteered with City Year Columbia and the school Lunch Buddy program.

Masse, Michelle S.: 1993, BA, is a regional sales manager for FYI Television, delivering print and online program data to newspapers across the United States. Before FYI, she worked for the Chicago Tribune for 11 years. She has two children, Colby, 11, and Brook, 6.

Owens, Karen E.: 1993, MMC, is the vice president for business development for Clare Morris Agency in Columbia, S.C.

Underhill, Lara: 1997, BA, is the communications consultant for Wells Fargo in Seattle, Wash. She manages internal and external communications by working with media across the state and developing internal communications such as newsletters, speeches for executives, and any outgoing communication from the bank president. Before Wells Fargo, she worked as a consumer producer for KIRO-TV in Seattle. She serves as vice president of the board of Powerful Voices, a local non-profit that instills leadership skills,

Quick Note: Deanna Klump



Graduation is always an exciting time for our students, but SLIS student Deanna Klump's graduation was doubly special. Her son, Allen, also graduated in the Spring 2008 ceremonies, earning his bachelor's degree with a double major in political science and philosophy.

Deanna earned her master's degree in Library and Information Science, and her bachelor's degree is in teaching from USC Spartanburg. She will be a media specialist at Blue Ridge Middle School in Greenville starting in the fall.

While Allen was not an official member of the SLIS family, he was an avid participant in some of the School's outreach efforts. He was a student volunteer with "Cocky's Reading Express" and frequently traveled across the state with the program.

Allen said, "I didn't realize when she started that we'd graduate at the same time. That's been really great." And an informal rivalry ran deep between mother and son. "Even though I was always on the Dean's List, my mother always had better grades," he added.

Congratulations to both Deanna and Allen.

Kim Truett from USC Media Relations assisted with this story.

fosters critical thinking and promotes the individual potential of adolescent girls.

Williams, Kaycie: 1996, BA, is the communications specialist for Nissan North America in Smyrna, Tenn. Her focus is on internal communications including intranet, newsletters and videos.

2000s

Bender, Sumner: 2007, BA, is the wraps coordinator for S.C. Youth Advocate Program in Columbia, S.C.

Bourgoin, Adam M.: 2004, BA, is the human resources specialist for Fluor in Greenville, S.C.

Clemans, Rachel E.: 2006, MLIS, is the reference librarian for Mishawaka-Penn-Harris Public Library in Granger, Ind.

Corbett, Kara E.: 2004, BA, is an administrative assistant for the South Carolina Department of Commerce.

Crawford, Bianca: 2003, BA, is the president of Red Carpet Communications. She was selected as one of The State newspaper's "20 Under 40" January. Bianca serves on the boards of the Greater Columbia Chamber of Commerce, Columbia Development Corp. and Benedict Allen Community Development Corp. She is a founding member of the Columbia Opportunity Resource, past president of the Columbia Urban League's Young Profes-

sionals and a Leadership Columbia graduate.

Fort, Valerie Byrd: 2002, MLIS, has been the library media specialist for Dutch Fork Elementary School for six years. She was named 2005 Teacher of the Year. Valerie married local musician Marty Fort in 2005. She is president-elect of the South Carolina Association of School Librarians and very active in the college's Alumni Society.

Fortenberry, Jonas H.: 2001, BA, is an account executive for The Martin Agency in Richmond, Va.

Gibson, Ashley W.: 2006, MLIS, is the proud mother of twin girls, Mary Hope and Virginia, born March 3, 2007. She plans to return to work as a media specialist soon.

Gough, Laura J.: 2006, BA, is a features designer for The Post and Courier in Charleston, S.C.

Herring, Courtney G.: 2005, BA, has been promoted to vice president of public policy for the Greater Columbia Chamber of Commerce.

Hoppmann, Karla M.: 2006, BA, is a volunteer for the U.S. Peace Corps.

Hudgins, Lisa: 2002, MLIS, recently published an article in "Ceramics in America." This article is one of four that establishes that America's first soft-paste porcelain was made in Cainhoy, S.C., not Philadelphia.

Hudson, Stephen: 2000, BA, is the public information coordinator for the S.C. Department of Agriculture.

Jones, Jeffrey B.: 2004, MLIS, is the media specialist for Independence High School in Charlotte, N.C.

Koh, Shaun T.: 1986, BA, is the city editor for NNCO.

Masanotti, Jessica B.: 2005, BA, is the art director for Vizhun Marketing, a full service advertising, marketing and public relations firm in Charlotte, N.C. She married Jay Masanotti in 2005.

Meko, Janet M.: 2001, MMC, is a research fellow for LMI Government Consulting in McLean, Va. She joined the LMI, a not-for-profit strategic consultancy committed to helping government leaders and managers reach decisions that make a difference, in December 2007 and is developing strategic communications programs for the Department of Defense.

Mobasherat, Mitra M.: 2006, BA, is a video journalist for CNN-Atlanta.

Mortenson, Amanda L.: 2005, BA, is an account executive for Kinetic Worldwide in Chicago, Ill. She is a media buyer for all Unilever accounts and Coors. Before this job, she was a sales coordinator for National CineMedia in Chicago.

Moss, Laura J.: 2005, BA, 2007, MMC, is the associate editor for Collinson Publishing in Norcross, Ga.

Neely, Genevieve: 2000, BA, is the account manager for Partnership Management for the International Speedway Corporation in Daytona Beach, Fla. She is working in the arm of NASCAR that owns 12 racetrack properties across the United States. She manages the multi-track sponsorships of more than 17 companies.

Plott, Megan P.: 2007, BA, is the communications coordinator for Lake Carolina Development in Columbia, S.C.

Pou, Jay W.: 2005, BA, is the library specialist for the Thomas Cooper Library at South Carolina. He is pursuing a master's degree in higher education administration at South Carolina.

Pugh, Nicole C.: 2006, MLIS, is the assistant director of Putnam County Library in Cookeville, Tenn.

Ricker, Sarah W.: 2004, MLIS, 2005, Certificate of Graduate Study, is the metadata librarian for the University of Georgia in Athens, Ga.

Sanders, Kelly K.: 2002, BA, 2007, MMC, is the assistant director of the marketing and communication department at Georgetown Hospital System. She is also working to receive certifications in teaching aerobics.

Schutte, Kristin R.: 2003, MMC, is the communications specialist for Powder River Energy Corporation in Sheridan, Wyo. She and her husband, Vincent Schutte, recently

welcomed a new little boy, Rex Avant Schutte.

Skipper, Allison: 2004, BA, was named "Rookie of the Year" by the S.C. chapter of the Public Relations Society of America (SCPRSA). Skipper is the public relations associate at the S.C. State Ports Authority in Charleston and has served as the Lowcountry board member for SCPRSA since 2006.

Stockton, Shana K.: 2002, MMC, is the director of external affairs for Charleston Day School in Charleston, S.C.

Stowe, Emily Leaphart: 2005, MMC, is the public relations coordinator for the not-for-profit electric utility company Mid-Carolina Electronic Cooperative. She is involved in all facets of public relations, from advertising and media placement, to community relations and writing articles for its magazine.

Trout, Kimberly A.: 2001, BA, is the receptionist and marketing associate for ASDI Biosciences, Inc. in Newark, Del.

Quick Note: SJMC Ad Team

The Palmetto Group, the J-School's ad team, brought home a big honor in April. The team took second place in the American Advertising Federation's Third District National Student Advertising Competition in Charlotte, coming within just a fraction of a point of the University of Virginia's winning team.

The team competed against eight schools vying for the district title as they presented their integrated communications campaign, "Open Up," for American Online Instant Messenger (AIM).

This year's sponsor was AOL, a global leader in Web-based businesses. Each team was challenged to create a national advertising campaign for AIM from case study information provided last October.

The Palmetto Group members are Hunter Clawson Jr., Katie Coughlin, Wetherly Collins, Katelyn Crawley, Ellie France, Missiaen Jenkins, Katherine Kuszmaul, Alyson LaVigne, Kelly Mullinax, Christina Penteado, Samantha Rutkowski, Jordan Smith and Jason Talbot.

"I know that all the students worked very hard to achieve this fantastic finish. We are very proud of them and appreciate their efforts," said Dr. Shirley Staples Carter, the J-School director.

The J-School has participated in AAF's National Student Advertising Competition for 36 years with a strong track record. We have won the national title once, placed among the top Third District finishers 18 times, and placed within the top four national positions six times.

The Third District comprises member advertising agencies and schools in North Carolina, South Carolina and Virginia.

Corporations

The Allendale Sun
 The Blythewood Group
 Carolinas Healthcare Public Relations
 Center for U.S. Global Engagement
 Central Carolina Community Foundation
 Gannett Foundation, Inc.
 GE Foundation
 IBM Corporation Matching Grants Program
 The Media Club of Columbia
 Nationwide Foundation
 Post and Courier Foundation
 Residential Inspection Consultants
 South Carolina Broadcasters Association
 SC Chapter of Public Relations
 Society of America
 UnumProvident Corporation
 Matching Gifts Program
 United Way of the Midlands
 Wachovia Foundation

Individuals

Mr. David Able
 Mr. L. Wayne Adams
 Ms. Dianne G. Agricola
 Mr. John Aftab Alam
 Mr. Jeffrey Amberg
 Mr. Gary E. Anderson, Jr.
 Mr. Morgan D. Arant, Jr.
 Ms. Susan C. Aude
 Mrs. Nell F. Bainbridge
 Mr. Kenneth W. Baldwin, Jr.
 Mrs. Barbara L. Barker
 Mrs. Alice N. Barnes
 Mr. Andrew Ross Bechtel
 Mr. Jay Bender
 Mrs. Katherine C. Benston
 Ms. Mary Jane Benston
 Mr. Robert Bentley, Jr.
 Mrs. Kristie S. Benton
 Ms. Leslie A. Berger
 Mrs. Christine O. Berry
 Mr. Charles J. Bierbauer
 Mrs. Edith T. Black
 Ms. Jodi-Ann P. Blakeley
 Mr. Steven Blanchard
 Mr. Warren S. Bolton
 Mr. Andrew J. Borgert
 Mrs. Jennifer Warren Bowman
 Mr. and Mrs. J. H. Brandon
 Mr. and Mrs. J. H. Brandon
 Ms. Alice M. Britt
 Ms. Carolyn T. Brown
 Mrs. Frank D. Doughty
 Ms. Sandra Marie Brundage
 Mr. John H. Brunelli
 Mr. Don R. Bruner, Sr.
 Mr. and Mrs. Charles B. Buchanan
 Mrs. Mellnee G. Buchheit
 Mr. Sandy Bucknam
 Mr. Reginald Andra Bullock
 Mr. Brian K. Burnette
 Ms. Myra D. Byars
 Ms. Nicole Byrd-Hall

Mr. Gerard S. Calabrese
 Mr. Kenneth C. Carey, Jr.
 Ms. Anna C. Carr
 Dr. Shirley Staples Carter
 Ms. Evelyn M. Casey
 Mr. H. Michael Cassels
 Mrs. Tammy D. Cauthen
 Ms. Cynthia Smith Chambers
 Mr. Warren B. Clayton, Jr.
 Mr. Michael B. Cooley
 Mr. Walter B. Copeland, Jr.
 Mrs. Jacquie S. Corley
 Ms. Diane C. Creel
 Mrs. Anne T. Currie
 Mr. Shawn Chryst Davis
 Mrs. Mary Jo Dawson
 Mr. and Mrs. Thomas C. Deas, Jr.
 Mr. James Debutts
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August 9

Graduation Reception for Summer Commencement

September

ALL Awards Ceremony- literacy leaders awards

September 22 through October 10

The "American President" photo exhibit at Thomas Cooper Library, sponsored by the School of Journalism and Mass Communications and the Associated Press

November 7 & 8

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