



Lights! Camera!

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ALUMNUS KEN BALDWIN ESTABLISHES FINANCIAL JOURNALISM ENDOWMENT WITH \$500,000 GIFT

Kenneth W. Baldwin Jr. grew up on Greene Street, just blocks from the university's campus. In 1943, he graduated from University High School, now the location of the College of Education. He enlisted in the Army Air Corps, and when his training to be a pilot was cut short with the end of World War II, Baldwin focused on a new goal: college.

As a student at the University of South Carolina, Baldwin discovered a love of language and news reporting. He joined *The Gamecock* student newspaper and became its managing editor. After graduating in 1949, he reported news for WACA in Camden and then joined the Associated Press. He was sports editor with the Greenwood Index-Journal and a sports reporter with The Columbia Record before working in news, sports and programming for WCOS-AM/FM/TV.

Baldwin left Columbia in 1956 to join Landmark Communications in Norfolk, Va., initially as a news and sports reporter and then as business editor of Landmark's afternoon newspaper.

His career shifted to management in 1963 with Baldwin overseeing the company's personnel and human resource programs in Greensboro, N.C.

As a leader in media personnel management, he was elected president of the Newspaper Personnel Relations Association, which has since merged with the Society for Human Resource Management.

He retired from Landmark in 1986 and returned to Columbia in 2002.



During a time when financial news is dominating front pages of newspapers and newscasts, an alumnus of the University of South Carolina has established an endowment to enhance the teaching and learning of business and financial journalism.

Columbia native and 1949 alumnus Kenneth W. Baldwin Jr. has given a \$500,000 gift to the School of Journalism and Mass Communications to establish the Baldwin Business and Financial Journalism Endowment Fund. It is the school's largest gift to date that is aimed at teaching and learning.

University officials announced the gift in March prior to a panel discussion on financial journalism as part of the College of Mass Communications and Information Studies' I-Comm Week.

"I was thrilled last fall to learn of Ken's interest in establishing this gift," said Dr. Carol Pardun, SJMC director. "We could not have realized at the time how truly timely its purpose would be given the current economic climate.

"Financial literacy is integral to an informed citizenry, especially in today's uncertain times," she said. "We will be forever grateful for Ken Baldwin's foresight, passion and commitment to our students, and we look forward to seeing how his generosity will positively impact our school in the years to come."

Baldwin, a former business editor and executive at the Norfolk, Va.-based Landmark Communications media company, said he established the endowment to help sharpen young journalists' under-

standing of and reporting on business and financial matters and the impact of those matters on consumers and taxpayers.

"Journalists today need business savvy and must have the tenacity to ask the right questions and dig deeper in filling their watchdog role," said Baldwin, who retired in 1986 from Landmark and lives in Blythewood.

The income generated from the endowment will provide students with training that will support research, symposia, lecturers, visiting professors, student assistantships and related programs.

Baldwin credits his passion for journalism to USC English professor Dr. Havilah Babcock, who instilled a love and appreciation for language and grammar.

"What I learned from Professor Babcock, I have used throughout my life," Baldwin said. "He was a wonderful professor. I've been very blessed, in particular by the growth and success of Landmark."

Student reaction to the endowment was positive as they recognize the growing need for investigative reporting on the significant and complex business and financial topics.

"It is reassuring, as a student in the J-school, to see our school growing and staying relevant to the market and that alumni valued their experience at USC enough to give back to the current students, helping prepare us for the professional world," said Jenna Marie Lindberg, a public relations senior from Richmond, Va.



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GUEST DESIGNER

Being the designer for this issue of InterCom was a very rewarding and learning experience for me. I've been out of the J-School for almost 2 years, and it was great to work with everyone on this project. (It was also a welcomed flashback to red pens and A.P. stylebooks!)

I definitely hope that our hard work and enthusiasm show in this issue and you can use this to reconnect, keep updated, or use as a keepsake. Enjoy it! Thanks for the opportunity.

Zach Sykes, Class of 07

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Email devga@mailbox.sc.edu to send Alumni News and Notes, change your address, and receive future alumni correspondence.



Dr. Samantha Hastings
Director, SLIS

Literacy and Libraries are the Backbone of Communities' Economic Success

Dr. Hastings and Dr. Carol Pardun, director of the School of Journalism and Mass Communications, will alternate their columns for *InterCom*. Look for Dr. Pardun's thoughts and insights in the fall issue!

Greetings from the School of Library and Information Science. It has been a wonderful semester with several outstanding things to report.

In the most recent *U.S. News and World Report* rankings of best graduate schools, we rank number 2 in School Library Media and number 17 out of 62 for overall education.

Be sure to read the cover story in this issue of *InterCom* about the red-carpet premiere of our Cockey's Reading Express™ video of USC students and Cockey reading to children in rural schools.

We're very proud of three of our students who received awards at the University's Graduate Student day.

And check out the story that details this year's excellent I-Comm week.

As lovely as it is to be successful, we cannot rest for one minute when there are so many South Carolinians who can't read, can't find the information they need to improve the quality of their lives, and can't find jobs because job skills are outdated. It will take all of us to eliminate illiteracy in South Carolina!

Let me explore some of the scenarios that suggest that literacy is a basic building block for economic development. Two concepts are clear: readers succeed and libraries are vital pieces of a community's economic engine. That's evident in the current economic downturn. Reports in the *New York Times*, *Newsweek* and local newspapers indicate that library usage has more than tripled from last year. Many patrons wait in long lines to use the computers with public Internet access. Their reference questions center on housing

and foreclosure and mortgages, and they use the books from business reference collections. They check out books about taxes, bankruptcy, credit scores and other personal-finance issues. They learn at the library how to fill out online job applications. The library has always been the center of culture and learning in a community and now the library is also the center of the community's recovery efforts. The library has value as an economic factor.

What happens when people can't read? From the Bureau of Justice Statistics we find that 75 percent of America's state prison inmates are high school dropouts. The average reading level of prison inmates is below fifth-grade level. Often, if children are not reading by fourth grade, they don't graduate and they don't read. These are just a couple of reasons that we focus our literacy efforts on K-4 and try to reach children before they leave fourth grade. We want children to know that reading is important, that we read and we care.

Cockey's Reading Express is just one part of our literacy initiative and only one part of our involvement with schools and libraries to focus on reading. What happens when our South Carolina work force can't qualify for jobs that require literate and higher level skills? Companies don't move here, communities lose their tax bases and funding for libraries and education is cut.

We have no choice but to help South Carolina be a competitive part of the new knowledge economy. We each have a role to play. Ours is education. What is yours?

Where is Dean Bierbauer's Column? Check his four-page annual report beginning on page 17.

THREE ALUMNI WRITE IMPORTANT BOOK TO ANSWER THE HEALTH QUESTIONS PEOPLE ASK IN LIBRARIES

BY TODD WEYANDT



CMCIS alumni Laura Townsend Kane, Steven Patrick Wilson and Rozalynd P. McConaughy present their newly-published book.

It is always a great accomplishment to publish a book, but for three alumni of the School of Library and Information Science, their joint effort on a recently published medical book for laymen is one of their proudest achievements. As icing on the cake, the authors presented their work at their alma mater during this year's I-Comm Week.

Laura Townsend Kane, Rozalynd P. McConaughy and Steven Patrick Wilson wrote and published *Answers to the Health Questions People Ask in Libraries*. The writers work in the University of South Carolina Medical Library.

Many people know what it is like to leave a doctor's appointment and not fully understand what the doctor said. This book comes to the rescue to provide a clear and easy-to-read guide to the most common health concerns. It covers conditions from cancer to rashes, and from everyday illnesses to phobias. Also, the book serves as a reference with its checklists of questions to ask doctors, informative charts, important background information and more.

Wilson said medical professionals have their own language and do not always real-

ize it. So, the authors wanted to make sure that they translated the hard-to-understand medical jargon into language that everybody can understand.

The publishing process was a long and trying one. It took three years from concept to publishing.

The authors divided the material and wrote about a chapter a month. McConaughy found the idea of working with a group appealing because, she said, it was not as intense to tackle that way. Final success came in July 2008, when revisions were completed.

Kane said her experience on the job and her continuing educational experiences were the greatest preparation she had to write the book.

During the College's spring I-Comm Week, the three authors presented to USC students and faculty. They answered questions and signed copies of the book for the audience.

Todd Weyandt earned his bachelor's degree in journalism, with a public relations major, in May. He is from Atlanta, Ga.

InterCom

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Students with curious minds and fearless dreams cross my path every day. Unfortunately, however, because of the economy, there is a chance that I may be seeing fewer of them.

There is a troubling reality for some students. Parents have lost jobs, families have lost health coverage and students face competition for jobs from more experienced workers. And our endowed scholarship accounts show negligible, if any, investment earnings.

The one thing that is not down is student need. Our number of scholarship applicants has risen dramatically. The School of Journalism and Mass Communications, for example, saw a 132 percent increase in scholarship requests from continuing students and a 179 percent increase in freshman applicants. The School of Library and Information Science had 58 applicants competing for its 20 scholarships. Some students, midway through their college careers, suddenly are finding themselves without adequate funding.

The words of a rising senior say it poignantly. "This is the first year I haven't received a scholarship ... but I was just wondering if there is any way to be put on a waiting list in case someone doesn't accept theirs. I appreciate your patience with me on this. It's hard to ask about such a sensitive subject but I don't know if I will be able to finish my senior year and graduate if I cannot afford school."

Beverly Dominick, scholarship coordinator in SJMC, has received numerous similar calls and notes from concerned parents and students. "The economy has greatly affected scholarship requests from our students," Dominick said. "Many parents of our students

are without employment or they've lost their retirement or 401k accounts, which has shifted a greater financial burden to their children."

The figures are disconcerting enough, but when you know these students — their potential and dreams — it is heartbreaking. The economic black cloud blindsided us this year. And while it is true the Educational Foundation sustained the same payout percentage to colleges as last year, what happens in 2010 remains uncertain. We can, however, take steps now to be better prepared if our alumni and friends join our efforts. These student dreams and ambitions should not be interrupted.

I wonder if you feel the same desire to help that I do? A desire that stems from a personal responsibility? Perhaps that's fueled in part by a parental instinct to help children — all of our children — develop and succeed. We are, after all, one family. A family united by shared passion for the same university, which sometime in the past claimed us as its children and then set us free to flourish.

So, I have an unusually direct request for an extraordinary time. If your circumstances allow you to help, please consider making a tax-deductible scholarship contribution designated as spendable. Two funds to consider are the SJMC General Scholarship Fund or the SLIS General Scholarship Fund. Your contribution will be applied to student awards next year. For more information, please contact me at (803) 777-6898 or tedixon@mailbox.sc.edu. Thank you.

For your convenience, a gift envelope is provided in this publication.

INTERDISCIPLINARY PROGRAM AIMS AT TEACHING EFFECTIVE HEALTH COMMUNICATION

BY RJ KRAFT

The College of Mass Communications and Information Studies is extending its reach into the health field by introducing a new graduate certificate program in health communication.

The Health Communication Certificate program was two years in the making and is a collaborative effort with the School of Journalism and Mass Communications; the School of Library and Information Science; and the Department of Health Promotion, Education and Behavior (HPEB) of the Arnold School of Public Health.

Dr. Feili Tu, an assistant professor in the School of Library and Information Science, is excited about three schools coming together to offer one program.

"The whole program is a pioneering concept," said Dr. Tu. "We want to make sure that the graduates of the program are well-grounded, well-rounded professionals in three areas: health, communication and information science."

The certificate is designed to enhance the professional or clinical skills of practitioners working in the field of public health and the media. Health journalists, health educators, health promotion specialists and consumer health librarians are among the types of working professionals for which the new certificate was created.

Dr. John Besley, an assistant professor in the School of Journalism and Mass Communications, is thrilled about the opportunity to collaborate on research and teach with other departments. As someone whose main area of research is science and risk communication, Dr. Besley sees great value in offering the program.

"Communication is a part of everything," said Dr. Besley. "Communication in health and risk are essential to making a difference in public health. Health education is a national trend, and health communication lets us focus on communication but apply it in a real-world way."

The School of Library and Information Science plays an instrumental role in the program. Through its aspect of the certificate program, students will develop sufficient skills to access information more quickly and easily, gain confidence to access evidence-based health information, and learn how health information technology can support their work.

Lauren Vincent is the first student in the program and expects to finish her work in Fall 2009. She noticed some similarities between public health and communication during her years as an undergraduate at the J-school, volunteering at Palmetto Health and working for the Department of Health and Environmental Control. Vincent likes the opportunity to interact with multiple academic programs.

"Interdisciplinary is a perfect term for this program," said Vincent. "You are going to get so many perspectives about the growing field of health communication. It has been encouraging to network and work with professors I wouldn't have otherwise met."

Dr. Andrea Tanner, an assistant professor in the J-school, helped develop the certificate program and thinks the collaboration across disciplines makes the program unique.

"Ineffective public health communication can lead to serious societal health problems. Because our program takes an interdisciplinary approach, not only do students learn important public health practices, but they



Dr. Andrea Tanner



Dr. Feili Tu



Dr. John Besley

also gain an understanding about the impact of media and media use on health," said Dr. Tanner.

Both Dr. Besley and Vincent think the program can open doors to different career paths as well.

"There are more and more jobs relating to organizations communicating about health and environmental risk," said Dr. Besley. "It is an area people are interested in studying and an area employers are interested in having employees know. This program gives students an extra level of expertise and specialized knowledge that is important for people moving forward in their careers."

The certificate is awarded after an 18-credit program of post-bachelor's study, including a research project or practicum. A core of three classes, one from each school involved in the program, combined with six elective hours and three hours in a practicum or project in the student's home department comprise the requirements.

Vincent said, "This certificate can assist so many types of health professionals. You can be an advocate for a particular health care policy, a medical writer for a news organization, a media consultant or a hospital spokesperson. Even healthcare organizations recognize how crucial communication skills are in strengthening the patient-provider relationship."

Please visit "<http://sc.edu/healthcomm/certificate/index.html>" for more information or to apply to the Health Communications Certificate program.

RJ Kraft, from Huntersville, N.C., is in the Master of Mass Communications program in the School of Journalism and Mass Communications

USC Rolls Out The Red Carpet To Combat Illiteracy

BY KENNY DORIAN

USC literally rolled out the red carpet to showcase a video of a weeklong trip that a group of students took across South Carolina to read to schoolchildren.

President Harris Pastides and Patricia Moore-Pastides hosted the video's red-carpet premiere in the Russell House Ballroom on Feb. 9. Time Warner Cable was the event sponsor.

The January 2008 trip was part of Cocky's Reading Express, a literacy program that is a collaboration between the School of Library and Information Science and Student Government. Ashley Wood, a fourth-year English student, said she was greatly moved by that week.

"That, to me, was probably the most emotional trip," Wood said, "just because I am a native South Carolinian and I got to see schools with the limited resources that they do have, and how the librarians and teachers are trying to make mountains out of mole hills."

The goal of the premiere was to share the stories of the student volunteers and the educators throughout the state whose involvement makes the program successful.

Those directly involved with Cocky's Reading Express and those interested in learning more about it came together at the premiere to celebrate the program's success. The evening's theme was "literacy is everyone's business."

Tommy Preston, a first-year law student, said he was excited about how many people showed up.

"I am completely overwhelmed by tonight," Preston said. "I certainly have a part in organizing this, but it's amazing to see the number of supporters who have come out to learn more about Cocky's Reading Express, those who came out to find ways that they can help expand the program and help us continue to serve the children of South Carolina."

Cocky's Reading Express began in 2005 when Charles Bierbauer, the dean of the College of Mass Communications and Information Studies, asked Student Government if there was a way for students to get involved with the School of Library and Information Science's literacy initiatives.

Preston came up with Cocky's Reading Express, which uses the energy and enthusiasm of Cocky to reach out to children and encourage them to read. When the children receive a book, they make a promise to Cocky that they'll read it to everyone in their family, even their pets.

Dr. Samantha Hastings, SLIS director, said the program is part of an initiative to eliminate illiteracy across the state, which she said is important to the future of South Carolina's economy. "We know that if you have a literate work force, then you have economic development," Dr. Hastings said.

Dr. Hastings also emphasized the number of children the program has already reached.

"We've given away 11,000 books," Dr. Hastings said. "That's a book in 11,000 children's hands. That's a lot of power."

Student volunteers are crucial to the program's success. While Cocky gets the children excited and helps act out the stories, the USC students alongside him read the stories and talk with them.

Volunteer Leanne Sheira said getting involved in Cocky's Reading Express has helped her see what's going on outside the university.

"Sometimes you forget how real the world is, how much literacy is a problem in South Carolina, especially in rural areas that don't have as much money or income from the government," Sheira said.

Kenny Dorian is a public relations major from Summerville, S.C.

Center Photo: Patricia Moore-Pastides, Harris Pastides, Ben Breazeale, Charles Bierbauer

Bottom Row (Photos left to right): Ida Thompson, Helen Fellers

David Stanton, William Hubbard, Kappy Hubbard

Ike McLeese, Sue McLeese



Top Row (left to right):
Gerald Drucker, Sam
Hastings, Bettina Drucker

Tommy Preston, John
Lumpkin, Emily Lumpkin





I-Comm Week adds dimension for students' development

By Tenisha Waldo

Sure, classroom experience provides a platform for education, but the College of Mass Communications and Information Studies' annual I-Comm Week propels students' development to the next level.

Case in point: freshman Jade McDuffie.

The print journalism major and business administration minor showed up to her first I-Comm Week event, this year's "Business and Financial Journalism" panel moderated by Dean Charles Bierbauer, with some interest in the topic and with curiosity to learn more.

Dean Bierbauer surveyed the crowd of roughly 150 for students who were interested in possibly pursuing careers in business journalism. To McDuffie's surprise, hers was the lone hand raised.

Dean Bierbauer noted business journalism is an all-encompassing field that captures sports, recreation, entertainment and tourism endeavors. By the end of the panel discussion, McDuffie said she was not at all worried; rather, she was reassured.

"I was surprised to see that I was the only student in my class interested in business writing," she said. "Knowing the basics of the business world is especially valuable with the present economic situation of our country. Hopefully, the J-school will offer more classes that converge business and journalism."

I-Comm Week is based on the College's continuum from gathering and analyzing information, "I", to effective communication, "Comm." The event has mushroomed over the past six years to be a popular point of attraction for students, alumni, faculty and professionals.

Dr. Carol Pardun, director of the School of Journalism and Mass Communications, said I-Comm Week fosters interaction between professionals and students, "but in the students' world."



John Baker, Cocky, Jeff Oswald (above), Shawna Simmons (below)



the college of mass communications & information studies

"I hope students walk away from I-Comm Week inspired that they have chosen a potential career in journalism and mass communications," Dr. Pardun said. "No matter what might happen with our industry, there are always going to be opportunities for smart, energetic, creative people. Some of those people came to I-Comm Week. I hope in a few years some of those I-Comm speakers will come from our current student body."

I-Comm Week 2009 certainly boasted an impressive list of alumni speakers and award-winners, many of whom graduated from the College not long ago. Advertising alumnus John Baker returned to accept the Cocky Award for Best Super Bowl Commercial for his work on Bud Light's Conan O'Brien ad. This year marks the first that a College alumnus has won. Baker, who graduated in 2001, was the art director for the commercial and was joined by copywriter Jeff Oswald to accept the award.

Reflecting on his collegiate career, Baker said, "The professors here definitely led me in the right way."

Visual communications alumnus Shawna Simmons expressed similar sentiments during her "A Passion for Freelance and Fashion" session. Simmons, a 2007 graduate, talked about her journey from launching her freelance career right out of school to become a New York photographer. She urged students to be involved with student publications, enter contests, seek internships and build relationships by networking.

Simmons' doggedness led her to initiate a fashion spread for *Columbia City Paper*. Ultimately, she encouraged the students to draw their own paths and live out their dreams. "People will tell you 'no,' but just keep going until someone says 'yes,'" she said.

Minjie Wu, a SJMC graduate student, listened intently to Simmons' presentation. Wu said she plans to heed Simmons' advice. "I think her story was very inspiring," she said. "If you really have a passion, just stick to it."

The 2009 edition of I-Comm Week engaged seasoned professionals and young, fresh individuals from various backgrounds. Dean Bierbauer said the achievements of young alumni such as Baker and Simmons speak to the fact that age isn't necessarily a qualifier for success.

The event is important because it "adds a dimension for the students by bringing alumni and other professionals to campus to share their experience," he said.

Tenisha Waldo is a graduate student, working on her Master of Mass Communications degree. She earned her bachelor's degree from SJMC in 2006 in news editing and is from Columbia, S.C.



Hawk Hurst (top),
Max Utsler, Augie Grant (middle)
Kate Albright-Hanna (bottom)

2009 TAYLOR-TOMLIN AWARD RECOGNIZES INVESTIGATIVE SERIES

BY CHERYL MATHESON

As an integral part of its mission to inspire and educate aspiring journalists, the School of Journalism and Mass Communications bestowed its fourth annual Taylor-Tomlin Award in April. The award recognizes enterprising, perceptive and beneficial reporting, and its goal is to stimulate and honor the work of investigative journalists in South Carolina.

The 2009 recipients are Sammy Fretwell, who earned his journalism degree at USC in 1983, and John Monk of *The State* newspaper in Columbia for their series "DHEC Under Fire." The veteran reporters wrote an eight-day package about troubles at the South Carolina Department of Health and Environmental Control. Each day, they published a story about how DHEC's difficulties affect average citizens who depend on the agency to make sure their air and water are clean and their health is protected. Sidebars, graphics and photos supported each story.

As he and Monk accepted the Taylor-Tomlin Award, Fretwell noted receiving it "validates a lot of hard work, and shone light on an agency that needed scrutiny."

Dr. Carol Pardun, SJMC director, said, "This award shows our students in a concrete way the critical role investigative reporting plays in developing an informed citizenry."

Charles Bierbauer, dean of the College of Mass Communications and Information Studies, agreed. "Investigative journalism has been an inherent component in journalism for decades, and indeed for centuries, but not always recognized and not always practiced."

Judges for the Taylor-Tomlin Award said the winning entry was a textbook case of how to do investigative reporting well and how to fit all the pieces together in an investigative project. The issues involved in research for the series were broad and complex. Monk said, "There were often local, state and federal aspects, all intertwined. We had to master



Dr. Carol J. Pardun, Sammy Fretwell and John Monk

the 'language' of each topic before we could even talk intelligently about these topics and interview knowledgeable people."

He said they dealt with issues from coal plants to mega-landfills to the Charleston port, coastal dune regulations, underground storage tanks and homes for the disabled.

To get the stories, the reporters faced many difficulties. It took weeks to get answers to basic questions and months to gain access to needed files. They were forced to submit all initial questions in writing. If follow-up questions were necessary, those also had to be submitted in writing.

"Investigative journalism alters debate and conversation. You don't put people in jail, but you allow people to have a conversation about an issue on a higher and more constructive plane," Monk said. Fretwell added, "Investigative journalism means using in-depth reporting to hold the government, businesses or others accountable for their actions."

"That's done by exposing issues the general public doesn't know about. It means hours of tedious

work, sometimes without knowing where that work will lead you. You often must interview reluctant sources and review stacks of public records to find the truth," he said.

A native South Carolinian, Fretwell said, "This kind of reporting matters. Investigative stories tell people stories they couldn't find anywhere else. They tell folks about important issues they may not have thought of before." He added some advice to current students who are interested in the field. "Really anybody can do this, but you have to work hard at it, have a desire and be patient."

In response to the series, the state legislature is now considering bills that would put the governor in charge of DHEC and also is considering banning mega-landfills. DHEC has said it would push for more authority to deny permits to companies with histories of polluting the environment.

Monk said, "I've realized after years of doing in-depth stories that there is a corollary. A well researched in-depth story will usually cause people of good intention to take some action."

Fretwell gave more advice to budding investigative journalists when the two reporters spoke at the SJMC awards ceremony during the College's I-Comm Week. "Be prepared to dig. Look under every rock you can find. Talk to every source you hear about. Chase down every lead that you can."

The award is named for South Carolina businessmen Joe E. Taylor Jr. and Donald R. Tomlin Jr. Dean Bierbauer said, "Four years ago these two prominent Columbia businessmen came to us because they felt there was a need for more investigative journalism in South Carolina. They provided funds so that each year we can conduct this competition to find the best investigative work in newspapers in South Carolina."

Cheryl Matheson, from Columbia, graduated in May with a bachelor's degree in print journalism.

COMMUNICATIONS RESEARCH KEEPS SJMC AT THE FOREFRONT OF THE DIGITAL REVOLUTION

BY JONATHAN EWART

Remember the “ancient” times of the bag car phone and dial-up Internet? Now you can simultaneously Twitter national news media, play music from your Rhapsody account and instant message your best friend through Facebook, all from the convenience of your half-pocket-sized iPhone.

Social media tools and other new convergence technologies have forever changed society and the communications industry. The applications of new technologies heat up the debate between market-driven journalism and the Fourth Estate ideal. The implications of these phenomena are far reaching.

What does this all mean to journalism students and alumni? Dr. Ran Wei of the School of Journalism and Mass Communications has some answers. He has dedicated his research to the areas of media effects and society, communication technology, and international advertising.

Dr. Wei is a nationally and internationally respected scholar whose research on cell phone and mobile communication technology is widely noted. Students and scholars throughout the world continually request his articles, and his research is used in teaching materials and seminars in several doctoral programs

It's an exciting time for the communications industry and for Dr. Wei, with his research focused on the intersection of advertising and new media. New technologies are driving the transformation of advertising from one-to-many mass persuasion to a more personalized, interactive and relationship-centered school of thought.

“New media will shape the field of advertising as a profession, an industry and an academic discipline,” said Dr. Wei. “Advertising, as we know it as intrusive, interrupting and impersonal, will not be the same in the next 10 years.”

For future scholars and rising professionals, Dr. Wei emphasizes experiences with multiple cultures as a growing necessity in this globalized age. Pointing to

the success of last year's undergraduate trip to Munich, he hopes to increase such opportunities for SJMC students. He also encourages a faculty-exchange program with Asian institutions based on his experiences abroad.

“Experiencing the journalism and communications fields from other cultures' perspectives will prepare our students

“ADVERTISING,
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NEXT 10 YEARS.”

—DR. RAN WEI

and faculty for what the industry will offer in the future,” said Dr. Wei. “This would be a great way to promote the School's known areas of excellence, both nationally and internationally,”

Academic research is a passion for Dr. Wei and he is always looking forward to the opportunity to train students in this discipline, which he said is both an art and a science. “There is a saying in academics that untenured faculty do research to avoid perishing; tenured faculty do research by choice or for the love of doing research. I guess this applies to me as well,” Dr. Wei said.

Prior to becoming a Gamecock in 2001, Dr. Wei spent five years teaching at the Chinese University of Hong Kong. He earned his Master of Arts from the University of Wales and his Ph.D. from Indiana University.

In January, Dr. Wei was promoted to full professor after returning from a one-year sabbatical in Singapore. There he

continued his research as a Senior Fellow at Nanyang Technological University, focusing on the social implications of media technology convergence, specifically digital convergence and the viability of text-advertising.

“The prominent role of communication technology is driving the economic growth and social developments in Singapore and other Asian countries,” Wei concluded. “This will be highly relevant at USC and in South Carolina in looking for new ways to grow the economy.”

Thinking back to his first research study in Indiana, Dr. Wei remembers the excitement of knowing that his work was noticed and appreciated outside of his classroom. In the early 1990s, Indiana and the surrounding states generated much news coverage with a new-found potential for earthquakes. Reporters were particularly interested in how scientists undertook the task of predicting earthquakes. Dr. Wei investigated the implications of how the issue was covered in the news media.

He was surprised to hear from researchers in California, a place where earthquakes are of constant concern. “Academic research is something you and your students read,” Dr. Wei said. “I was like a kid in a candy store after hearing my work could be helpful in alleviating a tangible, real-world problem.”

It is this sense of accomplishment that Dr. Wei strives to reach in his academic pursuits. Through providing relevant research that is useful and impactful to students, businesses and society, and by staying on the cutting-edge of new and emerging media technologies, he hopes to bring the SJMC to the forefront of the digital age as it continues to lure the world closer together.



Jonathan Ewart earned his Master of Mass Communications degree from SJMC in 2008. He currently lives in Charleston.



STILL DISTINGUISHED

SPOTLIGHT: RICK KIERNAN

BY JAMIE STANCIL

A School of Journalism and Mass Communications distinguished alumnus has words of wisdom for current students and recent graduates. Those words are well worth listening to, since David “Rick” Kiernan has been instrumental in helping many find jobs and internships in the communications industry.

Kiernan said it seems that every time we flip on the television or peruse the pages of the newspaper, we can’t help but notice the nagging sense of worry that seems to be everywhere in the industry. It’s affecting our moods, pocketbooks and, maybe most importantly, our potential job prospects. As students about to graduate look for jobs, or young professionals look for advancement, it’s hard not to be discouraged.

“Fight the feeling!” said Kiernan, who earned his Master of Mass Communications degree in 1982 as part of a program that brought active-duty Army officers to the school. Current SJMC students and graduates shouldn’t be curled up in a ball and hiding in the corner. Instead, they should be patting themselves on the back for picking the right academic major, he said.

“You should be congratulated, because communication is the most important skill you will ever need in your life,” Kiernan said. “You’ve chosen the right field. There has never been more of a need for communication.”

Kiernan is the vice president of strategic communications for MPRI, a global training and government services corporation headquartered in Washington, D.C. The J-school awarded Kiernan its Distinguished Alumni Award in 2005. This honor recognizes SJMC graduates who have accomplished significant professional achievement.

Born in Brooklyn, Kiernan attended The Virginia Military Institute. After college, he served for 26 years as an infantry officer, retiring from the army in 1993 as a colonel.

As part of his distinguished military career, Kiernan served as a senior public affairs officer. During his tours of duty, he was the managing editor of three newspapers, the editor-in-chief of a monthly magazine, and chief Pentagon spokesperson for the Army during “Operation Just Cause” in Panama and the first Gulf War.

When he retired from active duty, Kiernan was named director of press operations and public information for the 1996 Olympic Games in Atlanta. After the games, he took on his current position at MPRI.

During his career at MPRI, Kiernan has never failed to give a helping hand to aspiring, young professionals by offering many internship and practicum opportunities to students majoring in communications, public relations or marketing. Many of these interns have been SJMC students.

“What we give you, when you come to intern with us, is an introduction to the work place that you don’t get in the classroom,” Kiernan said. “We provide you with the perspective and wisdom gained from years of experience that shorten an intern’s learning curve.”

The students are not the only ones to reap the benefits from these internships. Kiernan, and by extension MPRI, benefits as well. “You all bring current technique, best practices and the newest technology such as blogs, Twitter and other social media,” Kiernan said. “You help me maintain my currency in public relations so that I don’t fall back on old practices and get stale. You keep me fresh and bring me new ideas.”

Although he could now rest on his laurels, this distinguished alumnus has not slowed down in his commitment to his *alma mater*. Kiernan’s success in the workplace may have earned him the award, but it’s his continuing dedication to the School and its students that makes him truly distinguished.

Jamie Stancil is working on her Master of Mass Communications degree and is from Lexington, S.C.

SLIS ALUMNA MAKES FIRST VISIT TO USC CAMPUS

BY CHRIS HARVIE

Visiting South Carolina from a northern state like Maine may be a culture shock to some, but it was a necessity for alumna Karen White. She earned her Masters of Library Science degree from the University of South Carolina, but, believe it or not, had never been to the USC campus!

She said visiting USC is a dream she finally got to fulfill. In January 2009, White and her husband stopped by the University of South Carolina on the way to their vacation in Florida.



Karen White

After earning her degree in 1997, she finally made the trek to campus, meeting the people she'd known only long-distance. She even experienced the South Carolina version of winter weather, when the threat of snow caused campus-wide delays—quite different from winter weather in Maine. Her visit was a long time coming, she said.

Born in Michigan, White married two years out of high school. She moved to Maine with her family to support her husband as he pursued a new job. Soon after she accepted a substitute teaching position at the Durham K-8 School, she realized she wanted to become a teacher. She earned a bachelor's degree in elementary education in 1991.

White then took a job in a school library; there she heard that the School of Library and Information Science distance or ITV courses were coming to Maine. White was accepted just in time for classes to start, and became part of the aptly named "Lobster Cohort" in SLIS's distance education program.

She continued to work in her school's library, and after three years of distance classes, she completed her master's degree. She was soon hired as the full-time librarian/media specialist in Durham, Maine, at the school where she had always worked.

She put her degree to use and devoted her time to helping others learn. She instituted a program celebrating Read Across America, hosted afterschool story times, worked with local daycares to provide story times, and worked with the Maine Student Book Award and the Chickadee Award. She also helped set up the Friends of Durham Library group and helped build a library that works with teachers and students to create lifelong learners.

White reluctantly retired from the job she had loved for so many years in June 2008, but she didn't stop working. Shortly after her retirement, she facilitated a grant to improve literacy, library and technology for the Primary Middle School in Dexter. While she only worked four days a month, she got the collections in order, wrote a curriculum and ordered new books.

Gayle Douglas, associate dean of the College of Mass Communications and Information Studies, made sure the Whites felt welcome when they visited USC in January. She introduced them to Ellen Hinrichs at the South Carolina State Library Children's Resource Center and coordinated visits with faculty and staff.

"Although South Carolina is much different from Maine, we still managed to make the Whites feel at home — school was delayed the day of their visit because of a 'snow storm.' We're sure it snowed in their honor," Douglas said.

Chris Harvie, a fourth-year public relations major, is from Columbia.

SJMC student wins reporting trip to Africa with New York Times' Nicholas Kristof



Paul Bowers, a second year print journalism student in the School of Journalism and Mass Communications, traveled with *New York Times* writer and Pulitzer Prize-winner Nicholas Kristof to West Africa this summer after he beat out 900 applicants for the prestigious internship.

Kristof said, "Basically I want somebody who can connect our trip in West Africa to American college students. I think this guy will do it."

Bowers' blog about his trip is at nytimes.com/ontheground. Be sure to read next fall's issue of *InterCom* for his first-hand report about the competition, the travel and the experience.

Seven Alumni Inducted Into Beta Phi Mu

The School of Library and Information Science inducted the following alumni into its honor society, Beta Phi Mu:

Trudy Bazemore
Jennifer Brown
Kimberly Maughan
Nicholas Meriwether
Mamie Anthoine Ney
Santi Thompson
Jennifer West



2009 Annual Report

By Dean Charles Bierbauer

As a journalist, I learned to be skeptical and questioning, but sought to be neither a cynic nor a cheerleader. Things are rarely as good as you might wistfully hope, nor as bad as you might timorously fear. Here's my assessment of how the College of Mass Communications and Information Studies is faring in 2009. I hope you find it realistic, but heartening.

As we approach midyear, there are reasons to be positive and hopeful about our College, regardless of how difficult the past year has been. We have tightened and trimmed, nipped and tucked. We pinch pennies and turn out the lights. I even print on the back side of scratch paper, an old habit acquired in my days as a correspondent in the Soviet Union where budgets and supplies were really tight and we pinched kopecks. Yet, here in the college, our glass and our prospects are more than half full.

BUDGET

No doubt you have heard about the cuts sustained by the University, diminishing its allocation of state funding by \$55 million in the fiscal year now drawing to a close. A substantial portion of those cuts has been absorbed by the Colleges. Our share, after a sequence of reductions during the year, has reduced the College's funds by \$760,365. That works out to just over 15 percent of our working budget. Moreover, these are cuts that will lower our baseline budget allocation for the coming year.

The University and its Colleges may gain some relief from federal stimulus funds, though at the time of this writing that remains unclear. Even if the political divide between the governor and the state legislature is bridged, stimulus funds won't be a cure-all. They are limited in duration and application. President Harris Pastides, who has been confronted with an unparalleled fiscal crisis in his first year in office, has clearly — and correctly, I think — challenged us to find creative ways to put any stimulus funds to the betterment of the University without creating recurring funding commitments when the stimulus is consumed. In other words, stimulus funds won't be used to restore what's already been cut. That would not serve our long-term interests.

How are we coping? The obvious things — curbing expenditures for travel, supplies, phones and equipment — only get you so far. Technology for teaching and research also demands staying current with hardware and software. Beyond a strict frugality, we had to make other changes. Most came at the staff level, eliminating a number of positions.

STUDENT ENROLLMENT FALL 2008

.....	
UNDERGRADUATE	1356
MASTERS	465
SPECIALIST	11
CERTIFICATE	11
DOCTORAL	24

A long-time continuing education unit was closed. Recently created support positions — a publications coordinator, a research coordinator, one tech support person — were eliminated through what we call a reduction in force (RIF). Two part-time contracts were terminated. Everyone else pitched in to tie up loose ends.

Every effort has been made to trim in ways that do not have a discernible impact on our primary responsibilities of teaching and research. Students, we hoped, would barely notice. True, there might be an extra student or two in a class. An elective course might be offered less often. We've been meticulous about scheduling to ensure that classes are close to capacity but conform to our accrediting standards, adjunct faculty fill true needs rather than convenience, and faculty can meet their commitments to both teaching and research. Above all, the academic core had to be undisturbed.



now being admitted for Fall 2009. New degree programs are not created whimsically. The wings on the house — Davis College — were carefully built to surround our successful masters program. Our specialization in School Library Media is again ranked #2 nationally in the U.S. News Best Graduate Schools 2010 rankings. Our School's program ranked 17th overall nationally, up two positions from last year and just in the second year of our offering a doctoral degree.

The first graduate student in the college's interdisciplinary health communications certificate program enrolled this semester, a semester earlier than we expected to launch. Both our schools — SLIS and SJMC — and the Arnold School of Public Health have joined to create the program which is also targeted on a jobs growth area.

SLIS has long been the de facto library and information science school for the state of Maine, which has no such graduate program. We typically begin a Maine cohort every two or three years. But this fall we are expanding to a New England cohort, providing the same blended program of distance and on-site teaching to Vermont and New Hampshire that we have been providing Maine since 1994. Distinguished dean emeritus Fred Roper, who initiated the Maine program, has led our effort to expand the program to those neighboring states.

PEOPLE

The problem with scratching positions off a chart is that people occupy those positions. Those people are colleagues — some of long standing — and often friends. There is no joy in telling someone that "we like you and we like your work, but your position has been eliminated." I've had to do that too often — once is too often — this year. Fortunately, some have moved on to other positions in the University. One has retired. One was hired by one of our alumni. Adversity truly is a window to opportunity.

Nor have we barred the door and hunkered down. Our first priority was to assess our academic needs, particularly for tenure and tenure-track faculty. We started this academic year back in August with

new colleagues in both schools. Dr. Paul Solomon and Dr. Kendra Albright joined the School of Library and Information Science. Elise Lewis came aboard in January. Dr. Tom Weir, Dr. Glenda Alvarado and Denise McGill are new faculty members in the School of Journalism and Mass Communications.

Dr. Carol Pardun became director of the J-School in August, joining us from Middle Tennessee State where she was also director of the mass communications program. Dr. Pardun is incoming national president of the Association for Education in Journalism and Mass Communications (AEJMC). Dr. Shirley Staples Carter, having completed a five-year term as the School's director, remains with us as a professor, bolstering our senior faculty ranks.

Despite the university's budgetary constraints, we made a persuasive case for hiring two faculty members for the J-school for the coming year. Dr. Seihill Kim will join us from Auburn as an associate professor. Dr. Kathy Forde is an incoming assistant professor from Minnesota. We hope this coming summer to launch searches for two faculty members for SLIS.

PROGRAMS

SLIS, for the first time, has undergraduate students majoring in our new bachelor of science degree in Information Science. As Dr. Hastings frequently reminds us, this is a burgeoning field with "real jobs" in the organization and distribution of information. According to CareerBuilder.com, three of the top growing job markets are Information Science-based database administrators, management analysts, and network systems and data communication analysts. Or as *U.S. News and World Report* suggests, "an under-the-radar career that is core to the digital enterprise is data miner." Our undergraduate degree follows the introduction of a Ph.D. program a year earlier, with a second class of doctoral students

ENROLLMENT

Total enrollment in the college this fall was 1,867 students. (See box.) Fall enrollment is our benchmark. Several factors contribute to annual variations in enrollment. December graduation typically thins the ranks for spring. January entries fluctuate. The cycle of distance education cohorts in SLIS raises enrollment when a new group begins the masters program.

The rapid growth of SJMC undergraduate enrollment between 1999 and 2003, when we went from about 1,000 students to 1,500 students, has tapered off. To moderate enrollment and enhance quality, in 2004 we raised the GPA required for continuing in the school.

2008 DEGREES AWARDED

	SPR	SUM	FALL	TOTAL
UNDERGRADUATE	192	36	71	299
MASTERS	116	24	56	196
PH.D.	0	4	3	7

As a result, a small number of students leave the school each year for academic reasons. We had not, though, anticipated the crisis in media that is currently reducing the ranks of fellow journalists at newspapers and broadcast newsrooms. Nor had we foreseen the broader fiscal collapse that we've witnessed over the past year or so. Who had?

Not surprisingly, prospective students come to us asking if there will be jobs when they graduate. We reasonably believe there will be jobs. They just won't be the same jobs that are now being eliminated. The new jobs, already evident, are in multimedia. A journalist is now expected to not only write, but to take pictures and post to the Web. Advertising is about creating and selling ads across platforms. A written public relations release is a 20th century artifact. Post it, e-mail it, Twitter it. That we certainly have foreseen. Our emphasis on media convergence has been part of the School's mantra for years. Newsplex — our multimedia news laboratory — has never been busier.

And though undergraduate enrollment is off, partly due to the uncertainty in media, we have been aggressively promoting our programs that will prepare graduates for roles in the new media environment. News directors and editors routinely tell us that our students are better prepared than those coming from other institutions.

We won't know the exact size of our incoming undergraduate class until the freshmen show up in

August. But we also used some admittedly elementary recruiting efforts — Dr. Pardun and I sent more than 600 hand-written notes to students who'd applied indicating an interest in the school. The post cards work. We believe there will be students on campus in the fall because they received personal attention. That continues in the capable hands of our professional advisers and a faculty that has a deserved reputation for taking a personal interest in students.

Carolina Scholars and McNair Scholars — the top awards for in-state and out-of-state entering undergraduates — will be among our students, as they typically are every year.

BUILDING PLANS

The Boudreaux Group of Columbia has been selected as the architectural firm to design the renovation of the current Health Sciences building as the future home of the School of Journalism and Mass Communications. It may house the college's administrative offices, as well. The building needs a new name.

Boudreaux's architects have met with faculty, staff and students to gain insights into what will make the building functional, facile and even fun. Because the building lies within the historic Horseshoe district, we have certain design criteria to meet. It's perhaps the University's classiest neighborhood. The Pastides live just around the corner in the President's House. We expect the design process to be

completed by the end of 2009. We will keep you posted through our monthly eNews reports on the timetable and progress. But there are a couple of visual concepts on these pages that suggest how we might retain the building's architectural integrity while creating an excitement for 21st century communications.

Dr. Pardun and I are excited about the prospects of getting the School's long delayed move back on track. Boudreaux has considerable experience in renovations and in university projects, including the Inn at USC and the university's West Quad, perhaps now better known as the "green quad." Our building will also meet specifications for the "green" designation.

Yes, we are all mindful that the Journalism School has a history — and I have a two-foot stack of files — of building plans that never materialized. On this one, perhaps I am a cheerleader, but I believe we have a different commitment this time, one that is not tied to external conditions and funding. Keep the faith with me.

DEVELOPMENT

I'm always impressed that our alumni and friends keep the faith with this College and have great pride in it. Every gift stands out in its own way, no matter how small or large. One recent gift struck us with its particular timeliness.

Alumnus Ken Baldwin, already a major donor for the SJMC building





DEVELOPMENT

was on the money when he came to us with a proposal when he came to us with a proposal to endow a fund supporting studies in business journalism. As banks were crashing, markets plunging, and a recession gaining speed, we crafted a half-million dollar endowment in Ken's name that will fund lectures, visiting professionals and other means for enhancing our students' understanding of business and finance as critical reporting areas. We announced and launched the endowment with a business panel during this spring's I-Comm Week.

I fully appreciate the merits of our students acquiring reporting specialties. I had one college economics course, but for a decade as a White House correspondent was responsible for reporting on the federal budget. Even a small town general assignment reporter needs to understand the forces behind business failures, mortgage defaults, bankruptcies and the price of gas. As for students who want to be sports or fashion or entertainment reporters, those are businesses, first and foremost.

We'll tell you more about this great enhancement to our program as we move along and it takes shape.

In the current fiscal year through March, we have received gifts and pledges from 516 alumni and friends. Those total \$1,250,666.79. We are grateful that so many recognize the value of contributing to our students' education and experience. With today's financial strains, we have more students seeking financial aid than ever before. We have not been able to help them all. Scholarship funds will always be vital and valued. We'll never have enough. We can use gifts that will make endowed scholarships grow, but we can also use gifts that can immediately be allocated to scholarships and graduate fellowships.

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NEWSPLEX

The IFRA Newsplex, now in its seventh year as our multimedia news laboratory, has never been busier. It's on track this year for the first time to attract more than \$250,000 in grants and contracts. Big time.

Or BGTime, as in Bridging Generations through Technology, Information, Media and Engagement. That's the name of the multi-year grant funded by the Knight Foundation and the Central Carolina Community Foundation. We're training USC and Benedict College students at Newsplex to work with Columbia-area senior centers to use new media for community journalism. The State Media Company and SCETV are partners, as well.

Newsplex and the Journalism faculty are moving into their fourth year of AMBER Alert training bringing media and law enforcement together through grants from the Department of Justice. Newsplex director Randy Covington, faculty member Hugh Munn and adjunct instructor Mike Quinn are heading this program.

Last fall, we hosted Dr. Augie Grant's annual media convergence conference for the seventh year. For 2009, we're making it a road show and heading west to co-host the conference with the University of Nevada-Reno in November.

SEVEN YEARS -- NO ITCH.

This is my seventh year as dean of the college. Every day is an honor and a challenge. I'm repeatedly asked if I miss the life of a foreign or White House correspondent. Unfailingly, my answer is no, I've got a full-time job here. Had I nothing else to do, then I would miss the intensity of politics, the adrenaline of reporting, the urgency of deadlines. Now and then, I do wish academic

deadlines were a little more urgent. The dramatic change in pace has always been the greatest adjustment from my days at CNN or ABC News. But there are reasons why news is urgent and education is careful and methodical.

Our responsibility as educators — I consider myself both educator and journalist — is reinforced for me every day. Sometimes it is delivered by an excited student who's gotten a first job or a door-opening internship. Sometimes it is a struggling student trying to find her place in the university. And often it is in the face of a four-year-old at education's doorstep. Is that face puzzled, scared, already disadvantaged? Or is it one of those faces enlivened when our university mascot Cockey and his college friends visit an elementary school somewhere in the state to deliver the message that reading is the key to opening the door to knowledge?

I don't want to overstay my welcome in the dean's office, but there are a few things I hope to bring forward in the years ahead. Cockey's Reading Express has been a successful outreach program for our School of Library and Information Science and USC's student government. But it is only the most visible part of our Children, Libraries and Literacy Initiative. Our next goal is to escalate the effort, drill deeper, document the progress that students can make with a consistent literacy program. We want to address both foundational literacy and functional literacies — health, media, financial — with our collaborators within the college and across the University.

I'm also intent on being here when we pack out of the Coliseum and into a new home for the School of Journalism and Mass Communications. For a short while, at least, I want to put my feet up on the desk and look out a window towards the Horseshoe and feel confident that the University recognizes the place this college holds and the role it plays. Hold me accountable for achieving that.

COCKY'S READING EXPRESS PHOTOS



Dianne Johnson, Tilda Reeder,
Pam Davenport



Pat & Susie VanHuss



Steve Benjamin,
Gene Allen, Curt Rone



Leland & Cornelia Williams



Jacque & Wayne Corley



Julie & Mike Brenan

Thank you to our latest endowed scholarship donors!

The Stephen M. Biondo Scholarship Endowment Fund and The Stephen M. Biondo Scholarship Fund
Established by Jim Hayes, Alexandria, Va., in memory of Stephen Biondo.

The Larry and Delores Marie Thomas Scholarship Endowment Fund
Established by journalism alumnus Capt. Larry Thomas, Katy, Texas.

Honors & Awards Night

A Celebration of Student Achievement

USC SCHOOL OF JOURNALISM AND MASS COMMUNICATIONS



Prof. Jay Bender administers Kappa Tau Alpha Oath

The School of Journalism and Mass Communications held its annual Honors and Awards Night celebration in April. Students, faculty, family and friends gathered to recognize the academic achievements of the School's best and brightest students.

Awards were presented to outstanding seniors in the advertising and public relations sequence, the print and electronic journalism sequence, the visual communications sequence, as well as the graduate program. The School also recognized its honors graduates and Kappa Tau Alpha Scholars. Visit the News section at www.sc.edu/cmciis for a complete story about our award recipients.

Our graduate students earned awards at the University's Graduate Student Day in April. From the School of Library and Information Science, Barbara Montgomery won second place for her poster, "One Too Many." Clayton Copeland received a Preparing Future Faculty award from the Center for Teaching Excellence.

In the J-school, Youngshin Hong received the Dera D. Parkinson Fellowship; Heidi Campbell won third place for her oral presentation, "Propagating the 'Womanpower' Campaign during WWII" and Beth Concepcion won third place for her oral presentation, "When Does Reporting Become Obstruction of Justice?: A case study of ethics in the newsroom."



Prof. Karen Mallia, Samantha Rutkowski, Prof. Bonnie Drenwlanly, Courtney Robinson



Todd F. Weyandt with his parents

Undergraduate Awards



Megan K. Herring
Outstanding Public Relations Senior



Courtney M. Robinson
Outstanding Advertising Senior



Samantha J. Rutkowski
Outstanding Advertising Senior



Jacqueline D. Alexander
J. Rion McKissick Award
for Print Journalism



Thomas J. Benning
George Buchanan Award
for Print Journalism



Matthew E. Moore
Outstanding Electronic
Journalism Senior for Reporting



Ashleigh J. Orthen
Outstanding Electronic
Journalism Senior for Leadership



Elizabeth L. Wilson
Outstanding Visual
Communications Senior

Graduate Awards

School of Library and Information Science

John N. Olsgaard Distinguished Service Award
Diversity Leadership Group

Outstanding Alumni Award
Mary Smalls

William M. Trafton Outstanding Student Award for Leadership
Chess Schmidt

Wayne S. Yenawine Distinguished Student Award
Adam Vorobok

School of Journalism and Mass Communications

Bryce Rucker Excellence in Student Research Award
Qingjiang Yao

2009 Graduate Research Award
Heidi D. Campbell, Hilary Fussell Sisco and Yang-Hwan Lee

Kappa Tau Alpha Top Scholar Award
Teresa M. Mobley and Bradley J. Petit

Kappa Tau Alpha Honor Award
Anna Groos Saunders, Hilary Fussell Sisco,
Matthew Charles Tryon and Joy Ballard Wilkerson



Elaine Taylor
Assistant Director of Development

Earning a Living Never Felt So Good

Five of our alumni are amazed by the career path they chose. These alumni are all entrepreneurs. One owns a marketing firm. Another co-founded a theatre. And all five of these alumni love what they do for a living.

These graduates participated in a panel discussion about creative entrepreneurship as a part of our sixth annual I-Comm Week. They addressed students, staff and faculty about how they got started in the world of entrepreneurship and what they've learned from owning their own businesses.

The alumni who spoke are Robbie Butt, president of Marketing Performance Group; Jacque Riley, president and CEO of Riley Communications; Shawna Simmons, freelance fashion photographer; Zach Sykes, president of Octagon Solutions; and Kay Thigpen, co-founder and managing director of Trustus Theatre.



We asked these alumni to tell us what is so great about being entrepreneurs. And, what's not-so-great?

Our alumni panelists agreed that one of the best things is being in control. At the same time, it's one of the worst things. You have the freedom to choose your clients. You approve your own vacation time requests. But the ultimate responsibility lies on you. And did I mention that work never ends? You are always on. That means you think about work on the weekend, at night, pretty much all of the time. That, of course, could be good or bad, depending upon perspective. As one alumna put it, the opportunity to think creatively is what keeps it exciting.

Maybe you've thought about entrepreneurship. Maybe you're considering a different career path. Maybe you're wondering where in the world to begin. A start would be to use the resources available through our University's Career Center. The Career Center offers JobMate to alumni at no charge. Its Web site offers numerous resources and information, such as tip sheets and videos. For a small fee, you can have your own personal career counselor. Visit <http://www.sc.edu/career/> or contact Sandy Tomes at (803) 777-0113.

The Small Business Administration also offers services, tools and links to local resources for starting your business. For more information, visit <http://www.sba.gov/index.html>.

Don't forget the importance of building relationships. Be assertive seeking information from professionals you admire. Our College alumni society would be a great start. And when you do launch the business or land the job of your dreams, let us know. You could be sharing your experience on a future panel!

Kudos!

Vis Com Professor Wins Academic Excellence Award



Denise McGill, an assistant professor in visual communications, recently won the 2009 Beckman Stewart Academic Excellence award presented by the Southern Short Course in News Photography.

McGill was picked from among 200 other candidates for the award. The award is based on excellence in teaching, outstanding service to the photojournalism community, a successful practitioner career, and a strong ability as a mentor.

She teaches courses in photography and visual communications in the J-school and she is the secretary of the National Press Photographers Association. She started a student chapter of the National Press Photographers at USC last fall.

The Southern Short Course in News Photography is America's longest-running photojournalism seminar. Originally founded by the Carolinas Press Photographers Association, the SSC is now a non-profit independent organization.

Library and Information Science Coordinator Completes Training



Carolyn Delton of the School of Library and Information Science recently completed University training provided by the Office of Sponsored Awards Management (SAM). She earned a Certificate in Research Administration for her participation in the Gamecock Research Administrators Network Training, or GRANT. Delton was among 20 participants from all over the USC campus.

GRANT is a comprehensive training program developed to meet the research administration needs of USC faculty and staff.

Delton is administrative coordinator for the Office of the Director in SLIS. She plans to use her certification to assist SLIS faculty and staff in preparing grants. And, she says, "In another life, I imagine myself as a freelance grant writer!"

CMCIS Well Represented on Alumni Association Board

The Greater University of South Carolina Alumni Association has elected two College of Mass Communications and Information Studies alumni to its Board of Governors. Malik Husser (2000) and Larry Thomas (1983) will serve from July 1, 2009 until June 30, 2012.

Many other alumni are current board members. They are Camillia Y. Austin (2003), Donald F. Barton (1949), W. Lee Bussell (1992), Tracy T. Hardaway (1971), Linda P. McConnell (1997), John Joseph O'Hara (1982), Kela E. Thomas (1985) and Mark H. Tibshirany (2002). Heather M. Darazs, who graduated in May, served as a student member of the board. Bussell will become president in July.

In Memoriam

Penny Hayne

School of Library and Information Science alumna and adjunct instructor Penny Hayne passed away in November 2008. "Penny was a graduate of the program, a school media specialist extraordinaire, and one of our most talented and beloved adjunct instructors. We all will miss her bright smile, upbeat personality and her love of children's literature," said Dr. Samantha Hastings, SLIS director.

After earning her master's degree from SLIS, she became a National Board Certified Media Specialist and served as a media specialist at several Midlands-area elementary schools, most recently Lake Murray Elementary School.

She served not only her schools but her profession as president of the South Carolina Association of School Librarians, as a consultant and mentor to schools, as advisor to former First Lady Rachel Hodges' Books Selection Committee, for the "Reading with Rachel" program, and on numerous other professional committees.

To read tributes to Mrs. Hayne from her former colleagues and SLIS students, visit <http://www.libsci.sc.edu/adjuncts/hayne/memories.html>

Memorials may be made to St. John's Episcopal Church, 2827 Wheat Street, Columbia, S.C. 29205.

James A. Kuykendall

School of Journalism and Mass Communications alumnus James A. Kuykendall died in March 2009 after a lengthy and courageous battle with cancer. He was 49.

After earning his bachelor's degree in journalism at USC, he worked at newspapers in Columbia, Charleston and Fort Lauderdale and then Hartford, Conn.

Mr. Kuykendall's obituary in the *Hartford Courant*, where he was a reporter and designer since 1990, said. "He was versatile and universally beloved in the newsroom, where he always worked to knock down boundaries and get folks together. He knew a little bit about everything and was selfless with his time, talent and ideas. A true newsman, Jim loved to debate or discuss any topic and he relished learning the other side of an issue."

Memorial contributions can be made to the Wethersfield Dog Park, (wethersfielddogpark.org) c/o Town of Wethersfield / Dog Park, Parks and Recreation, 505 Silas Deane Highway, Wethersfield, CT 06109, where Jim and his precocious black Lab Maddy solved many of the world's problems.

ALUMNI NEWS

1960s

Willard, Eugene — 1968, BA, MMC, serves half-time as administrator of the Episcopal Church, and part-time as editor of the *Highland Episcopalian*, the official monthly newspaper of the Episcopal Diocese of Western North Carolina. He also serves as chair of the Board of Governors of Episcopal Life, the Episcopal Church's national newsgathering service.

Sheek, Ann Ellis — 1960, BA, writes a bimonthly column for the *Clemmons Courier* in Clemmons, N.C. She will celebrate her 50th wedding anniversary May 30, 2009.

1970s

Baker, Catherine Derrick — 1978, BA, is a sales account executive at WWBT TV NBC12 in Richmond, Va.

Johnson, Liz Isherwood — 1977, MA, recently raced the Sahara Desert in a week-long ultra race. She is a PhD candidate in the UNCC School of Public Policy.

McDonald, Janice — 1979, BA, recently returned from Antarctica as part of the first leg of His Serene Highness Prince Albert II of Monaco's expedition to the South Pole. Janice was invited by the Prince to be a part of his team after he became aware of a documentary she is developing.

Petit, Karen — 1977, BA, works in the office of Media Relations

at USC. In 2006 she created the *Shandon's Ivy League Mystery Series* for young readers and pet lovers of all ages. The fourth book in the series, *The Mystery of the Circus Curse*, will be published in May. Her third book, *A Paw on My Heart*, tells about the healing power of pets.

Pincelli, Ann Evans — 1978, BA, is the marketing director at Trumbull Services, a wholly owned subsidiary of The Hartford Insurance Company in Columbia, S.C.

Shoneke, Gwen — 1978, BA, earned her Realtor's license and e-PRO certification and is working in sales for Southers Real Estate in Spartanburg, S.C.

Sprouse, Walter — 1973, BA, was named one of 68 "Notable Georgians" for 2009 by Georgia Trend Magazine and is executive director for Augusta Economic Development Authority in Augusta, Ga.

1980s

Anderson, Walter — 1984, BA, retired from the Air Force on June 30, 2008 after serving 24 years on active duty. He has begun his new career as a teacher for the Air Force Junior ROTC at South Pointe High School in Rock Hill. He spent the last five and a half years on exchange with the German Air Force in Cologne, Germany, and is happy to be back home.

Baldauf, Mary Pat — 1988, BA, joined the City of Columbia as the sustainability facilitator.

Bunton, Jeannie — 1987, BA, was appointed to the College of Charleston's Department of Communication Advisory Council. She is vice president of the external re-

lations group for the International Center for Research on Women.

Cornfield, Howard — 1981, BA, is managing director of a sports development company and is working on such projects as assisting the Chinese Basketball Association and consulting with the Australian National Basketball League and the Australian National Rugby League.

Leverette, Mary — 1981, MMC, has been named an Internet Guide for *The New York Times* company's About.com. She is the site's expert in laundry and clothing care.

O'Hara, John — 1982, BA, was promoted to executive vice president of sales and marketing for Turner Broadcasting/Cartoon Network & Adult Swim in July 2008.

Owen, Clay — 1982, BA, is director of public relations at AT&T and was recently awarded the George Goodwin Award for his work in creating the charity "Curing Kids' Cancer" in honor of his son, Killian.

Sosebee, Karen Ethridge — 1980, BA, is the administrative assistant at Woodlawn-Sosebee Funeral Home.

Talley, Kimberly — 1986, BA, was recently named one of the top 50 women lawyers in Southern California by Southern California Super Lawyers Magazine. Talley is a partner at Mitchell Silberberg and Knupp LLP where she specializes in labor and employment defense.

Talley, Steven — 1986, BA, was promoted to the rank of Colonel in the United States Air Force on Feb. 26, 2009. He is stationed at the Pentagon.

Weber, Linda Wilburn — 1984, MMC, is working as public relations manager at First Federal/First Financial Holdings, Inc. in North Charleston, S.C.

Welch, Edward — 1980, BA, 1992, MMC, is assistant director of public relations and Web coordinator for Southern Wesleyan University in Central, S.C.

1990s

Adams, Beth McGirt — 1998, BA, continues to work as the advertising director at Nalley Brunswick Automobiles. She has held this position for the past 12 years.

Carey, Ken — 1998, BA, is the owner and president of Agil Staff Inc. and is involved in the South Carolina Hispanic Leadership Council, the Celebrate Freedom Foundation and the youth program at Eastminister Presbyterian Church.

Chase, William — 1993, MLIS, is employed by the Greenville County Library System as a serials librarian.

Grimes, Joyce Metts — 1997, MLIS, retired in 2006 from the State of South Carolina and is working part time at the Richland County Public Library in Ballentine.

Hatfield, Misty Fickling — 1997, BA, is the director of marketing and public relations at the University of South Carolina in Sumter, S.C. She received her master's degree in public administration from Troy State University in 2003.

Hudak, Todd — 1993, BA, is a writer/strategist at Semaphore Inc. in Columbia, S.C. He recently

married the former Lori Y. Downie and earned an M.S. degree in Integrated Marketing Communications from West Virginia University.

Johnson, Kimberly — 1998, BA, is working as a freelance journalist in Greenville, S.C.

Kennedy, Ann — 1999, BA, is the publisher of two newspapers in the South Carolina Lowcountry, *The Jasper County Sun* and *The Hampton County Guardian*.

Land, Kim Buckner — 1998, BA, 2002, MBA, announces the birth of her daughter, Kelsey Dawn Land. Kim lives in Inman and is marketing director for *The Spartanburg Herald-Journal*.

Mukooza, Margaret — 1997, MLIS, is the proud grandmother of twin granddaughters.

Pettigrew, Tyson — 1997, BA, is information designer for Michelin North America, Inc. in Greenville, S.C.

2000s

Armstrong, Maggie Mae — 2004, MMC, is working in Charlotte, N.C. for an integrated marketing communications agency. She also teaches a public relations class at UNC Greensboro.

Boettcher, Kirsten — 2005, BA, is the marketing manager for Kravco Simon Company in North Wales, Penn.

Bretzius, Allison Collins — 2000, BA, is a stay-at-home mother for her two sons, River, 3, and Cole, 1.

Bugay, John — 2004, BA, is a sales manager for Nationwide Insurance/Victoria Insurance in South Carolina.

Callahan, Carolyn — 2008, BA, moved to Bangor, Maine, and is a general assignment reporter and a fill-in anchor for WVII-TV.

Coffin, Carl — 2008, MLIS, became the assistant director for the Colleton County Memorial Library in Walterboro, S.C.

Davis, Jess — 2008, BA, is a reporter at *The Brunswick News* in Brunswick, Ga.

Douglas, Adam — 2006, BA, is the marketing director for two Chick-Fil-A locations in Charlotte, N.C.

Dugan, Jaime — 2008, BA, married her *Survivor: China* castmate, Erik Huffman, in May.



Photo by Jarrad Lister

CMCIS alumni support helped the couple win their dream wedding in Isle of Palms, S.C. by voting for them in an online contest. Lisa Sisk, who taught Jaime while she was in the J-school, thoroughly enjoyed the wedding!

Dyer, Hilary — 2008, BA, is an admissions counselor in the Office of Undergraduate Admissions at USC. She is also the new faculty/staff advisor for Alpha Chi Omega Sorority- Theta Upsilon Chapter at USC.

Gaskins, Renae (Nikki) — 2004, BA, transferred from Georgia to Myrtle Beach, S.C. and is part of a new television station, WMBF. The station debuted on Aug. 8, 2008.

Hutto, Anita — 2004, MLIS, is the media specialist at Congaree-Wood Early Childhood Center.

Loveday, Amanda — 2007, works in the admissions office at USC, recruiting undergraduate students.

Lyons, Denise — 2004, MLIS, is a consultant at the South Carolina State Library in Columbia, S.C.

Masanotti, Jessica Boulware — 2005, BA, recently became the communications and public relations manager at Trinity Episcopal School in uptown Charlotte, N.C.

Mathia, Wendy — 2004, MLIS, is the systems administrator for Senator Lindsey Graham in Washington D.C.

Miller, Jack — 2001, BA, is currently working at Arnold as art director.

Moss, Laura — 2005, BA, 2007, MMC, recently launched Vacation-Planning.net and is Web editor for Collinson Publishing.

Murphy, Amanda — 2008, BA, accepted a position as communications assistant with the Atlantic Sun Conference in Macon, Ga.

Knowlton, Lauren Airee Hong — 2008, MLIS, is employed as the youth services librarian at Conyers-Rockdale Library System in Conyers, Ga.

Palka, Matthew — 2008, BA, is construction manager for Sconset Gardener in Nantucket, Mass.

Phillips, Carolyn "Carrie" — 2003, BA, 2009, MMC, is communications director at McAngus Goude-lock & Courie law firm and earned her Master of Mass Communications degree in May.

Powell, Lauren — 2006, BA, is a producer for WJBF News Channel 6 and FOX 54 News At 10 in Augusta, Ga.

Riddle, Marjorie — 2006, BA, has become the new communications coordinator for Shandon Presbyterian Church.

Rourk, Shawn — 2006, BA, is working for the restaurant group Maverick Southern Kitchens in electronic and social marketing. He oversees all Web development and online marketing for the group's properties.

Simonson, James — 2000, MLIS, is a Master of Arts in Communications candidate at the College of Charleston and expects to graduate in December 2009.

Suggs, Priscilla — 2008, BA, is manager of communications and programs at the South Carolina Association of Nonprofit Organizations.

Stratton, Nicholas — 2006, BA, is a financial representative for Northwestern Mutual Financial Network in Columbia, S.C.

Trout, Kimberly — 2001, BA, is a marketing associate at ASDI, Inc. in Newark, Del.

Williamson, Paula LeGette — 2002, BA, is the video producer for the South Carolina Farm Bureau Federation in Columbia, S.C.

Williamson, Stacey Barcikowski — 2002, BA, is the staffing supervisor for MAU, Inc. in Augusta, Ga.

Withington, LtC. Jonathan — 2004, MMC, is working at the Pentagon in media relations as a press officer in Defense Press Operations. He spent all of 2006 in Iraq and is now living in Virginia.



Sarah Chakales - 2008, B.A., and fellow Gamecock, Andrew Henstock, are bringing Gamecock Country to Hong Kong. Sarah is a graduate student working as an intern at CNN Hong Kong, where Andrew is Senior International Editor.

"I may have embarrassed Andrew when I called him a Gamecock in the newsroom," Sarah said about the way their colleagues looked at him. "I always forget how odd it sounds to people who aren't South Carolinians."

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