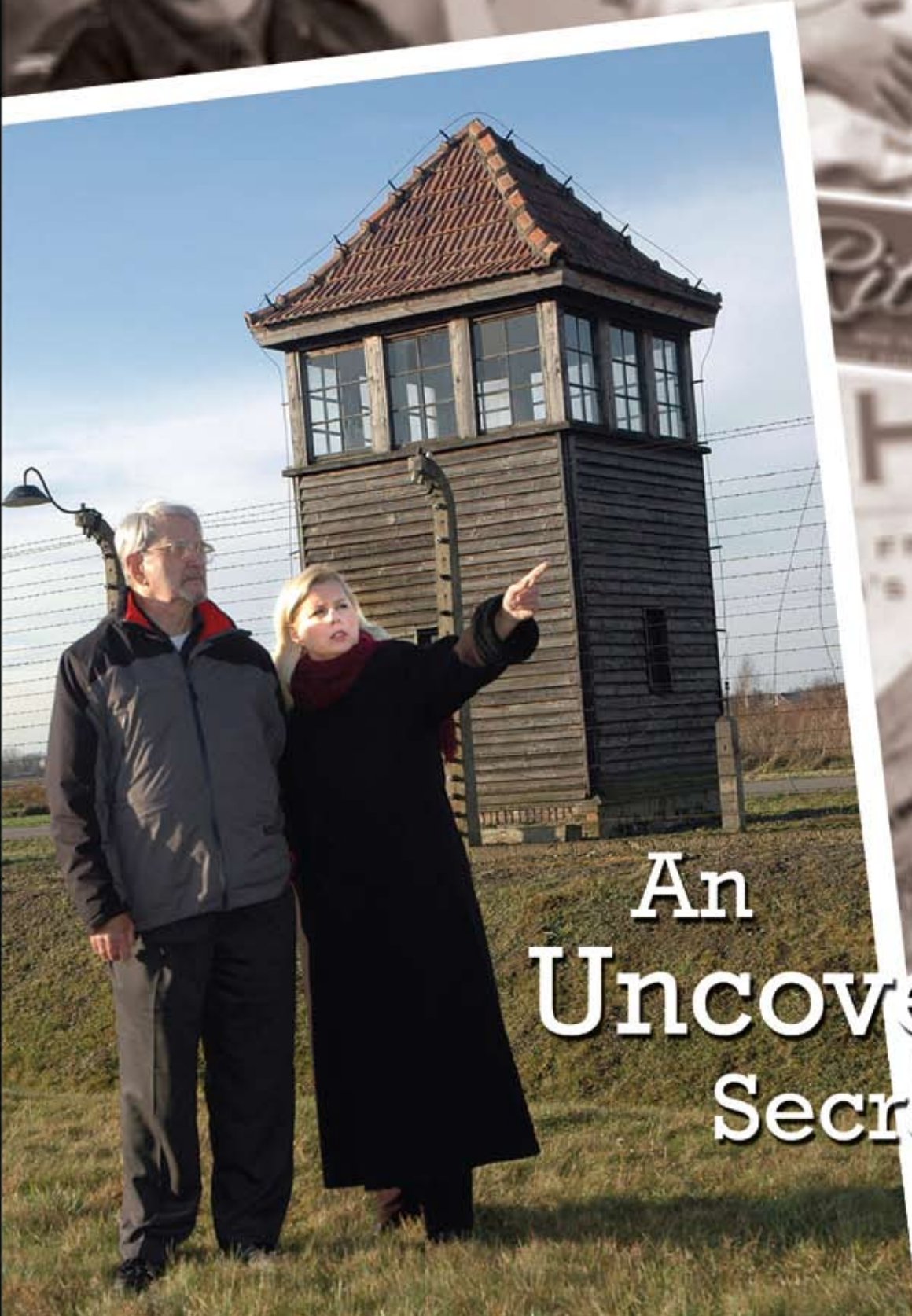


# InterCOM

Spring 2010

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



An  
Uncovered  
Secret



*Pita Cost*

HERO

FROM  
'S PAST







## Real Agency, Real Clients, Real Experience



It's no secret that in today's competitive job market, every bit of experience counts. Gone are the days when a college degree was all one needed to land a job in the communications industry. Things that once made graduates stand out — internships and portfolios — are now taken for granted by employers. It takes preparation and practice to enter today's mass media job market, and thanks to The Carolina Agency, School of Journalism and Mass Communications students are getting just that.

Conceived by assistant professor Dr. Tom Klipstine and instructor Jeffrey Ranta in 2006, The Carolina Agency aims to give students a taste of real-world work with real-world clients, but without some of the stresses of a for-profit agency. TCA is one of only about a dozen full-service, student-run advertising and public relations agencies accredited by the Public Relations Student Society of America (PRSSA) in the entire country.

"TCA has been a very successful experiment that has taken on a life of its own. It's fast-paced and challenging — we have fun but we also work hard. Students really enjoy the class," said Ranta.


As part of TCA, students can develop their portfolios and resumes with real work, without the hassle of juggling the responsibilities of a job and an internship. Every day, students get a taste of real agency practices including the opportunity to learn the fundamentals of print and Web design, public relations writing, Web site development, marketing and more.

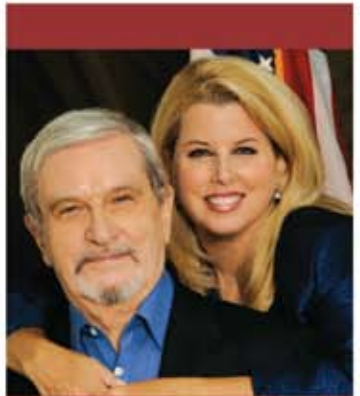
In its infancy, The Carolina Agency had only a handful of students and even fewer clients. But the agency has grown to employ students from all types of majors and now boasts a history of more than 30 clients, including repeat business with the Ronald McDonald House Charities, Colonial Life Arena and many more. TCA has also earned several awards from PRSA and the International Association of Business Communicators for its advertising and marketing campaigns.

The agency is an attractive option for local small businesses and non-profits that may not have the budget to employ professional firms. TCA works to deliver professional quality in fulfilling each client's needs, specializing in graphic design, building brand identity, event planning, marketing plan development, media relations and Web site analysis and improvement.

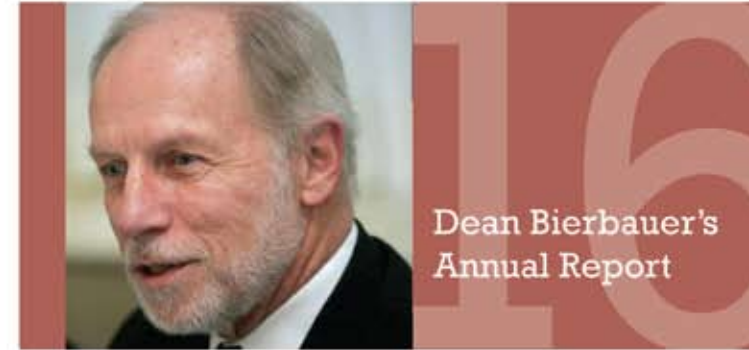
Students are assigned to specific clients within the agency. Each team develops and carries out a communication plan that meets the needs of its assigned client. A team typically includes an account executive, a creative director, media relations specialist, event planners and research assistants.

"The Carolina Agency is able to provide a wide variety of advertising and public relations solutions including, but not limited to, brand development, marketing plans, creative design, and Web design, to clients across the Southeast," said student director Mary Catherine Burton.

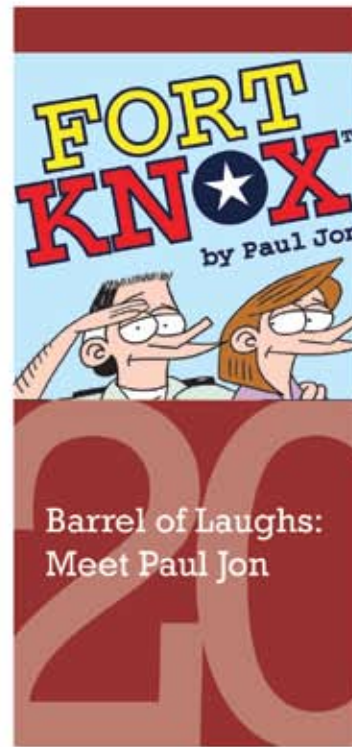
In this time of changing media, graduating without some direction is no longer an option. Landing a job without insight into one's industry is almost impossible. And thanks to The Carolina Agency, the J-school's students are more prepared than ever to face these challenges head-on. 



An Uncovered Secret



Dean Bierbauer's Annual Report



Barrel of Laughs: Meet Paul Jon

InterCom Spring 2010



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Update on the Mildly Attractive Men of SLIS





**Dr. Samantha Hastings**  
Director, School of Library  
and Information Science

## We Are Small, But Mighty

When spring arrives in South Carolina it is easy to forget we've just come through a cold, wet winter. With every bud of color, kind thoughts and good ideas propagate. Spring helps us reflect on all of the good things happening for our College in spite of the continuing dismal budget news.

Some of our successes in the School of Library and Information Science are easy to recognize as they come in the form of grants and national and regional awards. But other, equally important successes come directly from you, our supporters.

We have received a number of generous grants and we're eager to share the news! You can read about grants to help us improve the already-successful Cocky's Reading Express program on page 7. We also are excited to tell you about our awards on page 8.

Awards and money mean a lot to us and we relish receiving acknowledgements that we are doing important work. However, not everything is about fame and money. We have an incredible network of supporters who continue to provide a variety of resources. Some of our most valuable help comes in the contributions of time and expertise that so many of our colleagues give without question. Our National Advisory Council, the Diversity Leadership Group, the Annual Literacy Leaders' award nomination committee and others all bring us the power of ideas and the gift of their time. They helped us earn reaccreditation from the American Library Association. They help us grow and keep current with thoughts and technology. They help us be the best in terms of giving back to our communities. Our supporters are tireless and we owe them billions of thanks for their guidance, advice and sage counsel.

As national attention grows, we continue to garner support from our friends and alumni. Often, it is the \$10 pledge from a newly minted librarian that fills me with pride. Every penny contributed to our scholarship and project funds makes a difference. Without your help we will not be able to stay competitive with student scholarships and community service projects. When I write a personal thank you at the bottom of each letter, it means that we recognize you and appreciate you and we can't do it without you!

It appears this column is turning into a giant thank-you note so let me also acknowledge the important gifts from our faculty, staff and students. We are small but we are mighty. Our faculty and staff face budget constraints, yet every member of SLIS continues to give freely ... without being asked. When needed, the donations are made and never for reward.

All of these factors make us flexible and eager to take on new challenges. I say we are fearless and I believe our courage shows in how we respond to these difficult financial times. With our friends and alumni beside us, we will face each challenge, knowing that these are critical times to stand for libraries; crucial times to stand for literacy and educated work forces; and urgent times to support higher education.

So, thank you each and all for every contribution you make. We look forward to working with you for the future.

## Technolust and the Modern Library

By Sydney Jones

Technolust has a place in our lives and in our libraries, according to Dr. Michael Stephens, who spoke at the 2010 School of Library and Information Science Deans' and Directors' Lecture.

Personal technolust, which Dr. Stephens defines as the longing for the latest technologies, is fine. "I'm not telling you to run back to your libraries and demand the newest technologies," he said. But, he said, librarians must find a middle ground between technolust and technophobia.



**Dr. Sam Hastings, Dr. Michael Stephens, Dean Charles Bierbauer**

Dr. Stephens is an assistant professor in the Graduate School of Library and Information Science at Dominican University. He has traveled the world speaking about various aspects of the library and information industry, how the industry is changing and what librarians can do to keep up with it.

Having just come from the Netherlands lecturing on the same topic, Dr. Stephens began his lecture, "Building the Hyperlinked Library in Times of Change and Challenge," with a phone in his hand. "I have a world of information in my hand," he said. "The Web has changed everything we do; it is hard to find something that the Web has not touched."

"Information can be found everywhere. A phone can now hold more information and distribute it more quickly than libraries can," he continued. "And these libraries, and their librarians, need to keep up."

Librarians need to avoid being "technophobic," a term he uses to describe fear and avoidance of new technologies.

But this is where technolust comes in.

"Future librarians will be guides, not gatekeepers," he told the crowd. And although libraries will strive to incorporate new technologies to keep their users, he encouraged the audience to have faith in old-fashioned libraries, as well.

Dr. Stephens finished his lecture by saying that the heart can drive change and to never give up on that. "Because," he said, "the only reason anyone goes into the library field is because they want to work with their hearts."

## UGA's Grady College Recognizes SJMC Director

By Adrienne Cunningham



Dr. Carol J. Pardun has received the 2010 Distinguished Alumni Scholar Award from the University of Georgia's Grady College of Journalism and Mass Communication. This award honors an alumnus for excellence and sustained contributions to scholarship and journalism and mass communication education. She was honored at Grady College's spring convocation at UGA in Athens, Ga.

Dr. Pardun, who earned her Ph.D. from Grady College in 1992, said, "It's gratifying that my professors, that people I went to school with and the organization have noticed what I've done over the years and that means a lot to me personally."

She is associate dean of the College of Mass Communications and Information Studies and director of the School of Journalism and Mass Communications. She also is president of the Association for Education in Journalism and Mass Communications, the world's largest group of journalism and mass communication educators with more than 3,700 members.

# InterCom

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and Information Studies

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**Terry Dixon**  
Director of Development

## Extreme Makeover

The year was 1969. I was in Mrs. Mallard's kindergarten class. Random memories. Mrs. Mallard's black cat frame glasses. My thick, brown cat frame glasses. A blue ribbon for my fire prevention poster. My one-year-old baby brother. The classroom hearthrob named Bubba. Yes, really. But most of all, our house on Cokesbury Drive. A three-bedroom, corner lot, brick ranch, with a brick wall around the back yard. Aqua appliances and pale yellow Formica counter tops. Hard to believe more than 40 years have passed since then.

As fond as my memories are of that old house, even as a child I understood my parents' decision to move was in the best interest of our family. A better school district. More space. Bigger yard. Modernized amenities. Bottom line, our needs changed. And so it is with our School of Journalism and Mass Communications.

The same year I was playing hopscotch, the School of Journalism and Mass Communications was moving to the basement of the Carolina Coliseum. The Coliseum was new. Back in the day, I imagine the Coliseum space adequately met the needs of students and faculty.


Fast forward to 2010, and much is changing. Journalism is changing. Our needs are changing. Our location is changing, too. Plans are moving forward to relocate SJMC to a brilliantly renovated location at Sumter and Greene Streets, just off the historic Horseshoe. Wrapped by its own brick wall, the building sits at one of the most visible intersections on campus. We are busily making preparations. Architectural renderings are in hand. Paint swatches and floor samples have been considered. The virtual walkthrough on DVD is almost complete. We eagerly await news that will finalize a fundraising campaign time line for the transformational roughly \$27 million makeover.

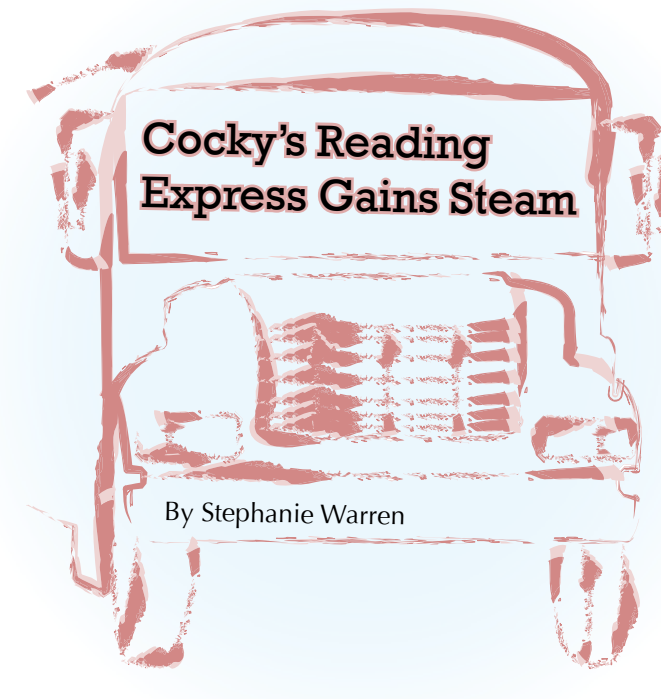
The university has committed \$18 million to the renovation. Past fundraising efforts have raised \$2.2 million. We are seeking an additional \$6.8 million to create a state-of-the-art facility that will serve students and faculty as an innovative, three-level learning and working environment. Classrooms will

support individual or group study and offer flexibility to adapt to teaching styles and future needs. The 54,000 sq. ft. design includes a 140-seat auditorium, 14 classrooms and computer labs, conference and reading rooms, dedicated sequence areas, state-of-the-art broadcast studio, converged newsroom, supporting areas for student services, graduate education, the Dean's and Director's suites, 62 faculty and administrative offices and much more.

Columbia's Boudreaux Group has effectively converged traditional design elements, such as exposed brick, with contemporary ones of glass and stainless steel. Natural light, nonexistent in the Coliseum basement, will prevail throughout. Once complete, it will be among the first campus buildings to apply for LEED certification, the nationally recognized benchmark for green buildings. A healthy building makes for a beautiful building.

Most impressive are the large open indoor and outdoor spaces that beckon casual interaction among students, faculty and staff. Open invitations for continued discussions with classmates, impromptu conversations with faculty, or better yet, some relaxing downtime with friends. There are several spacious lounge areas and galleries with exhibit space, a lounge for staff and faculty, an outside plaza, and a rooftop terrace and garden. Central to it all is the spectacular 23 ft. high, 1200 sq. ft. atrium that will function as the primary gathering space, much like a family room functions in our own homes, setting the stage for meaningful exchanges.

We are embarking upon much more than a building campaign. In many ways, it is a beyond-the-building campaign. We want you to realize that, too. We are building an experience. We are building a community. We are building pride. More than bricks and paint samples, our efforts are driven by the countless benefits to be realized by our university family — an enhanced learning opportunity for our students, a superior teaching and research facility for our faculty, and a treasured landmark for our alumni to call home. 



The excitement is overwhelming as Cocky greets the elementary students. He has brought his Cocky's Reading Express, a School of Library and Information Science program that promotes literacy, to visit their school. And he has a big surprise for them.

While University of South Carolina students read, Cocky acts out parts from "Giraffes Can't Dance," "How Do Dinosaurs Go To School?" and "I Ain't Gonna Paint No More." The children cheer when they find out Cocky has brought a book for each one of them to keep. As they head back to their classrooms, they get their books from Cocky, thanking him with big smiles as they admire their very own books.

Cocky's Reading Express, which has been visiting South Carolina schools since 2005, has received generous contributions from the Central Carolina Community Foundation,

Verizon Communications and BP America. Their support will help further the program's goal of eliminating illiteracy in South Carolina.

A \$10,000 grant from Central Carolina Community Foundation gives Cocky's Reading Express its first opportunity to research its impact by measuring the effect on students' reading scores. Ellen Hinrichs, CRE executive director, said, "The funding will allow us to evaluate how the program is working and track the children's progress."

Verizon Communications' \$24,500 grant allows Cocky to visit the I-95 Corridor and schools in the Midlands, Upstate and Lowcountry.

With BP America's gift of \$25,000, CRE will visit more schools, particularly in underserved areas.

Spirit Telecom donated Web cameras and a network to allow schools to see Cocky


and friends more frequently through virtual visits.

Patricia Moore-Pastides, the wife of USC President Harris Pastides, is the first guest for Cocky's virtual tour.

Cocky's Reading Express has provided nearly 12,000 books to elementary students in South Carolina. "Half the battle is leading a child to want to read, and Cocky helps attract them," said Dr. Hastings, director, School of Library and Information Science.

The program not only encourages younger children to read, but it also changes the lives of the USC students who volunteer. "It is heartening for us to see student leaders at USC take an interest in encouraging students to develop this essential building block to success," said Larry Thomas of BP America. Thomas is an alumnus of the School of Journalism and Mass Communications.

Dr. Hastings agreed. "Part of the value our students get from the program is the service and the opportunity to make a difference," she said.

Having a literate state is essential to the future success of South Carolina, and Cocky's Reading Express is blazing the way in showing students just how fun reading is. 





## Awards and Recognition for the School of Library and Information Science


By Nicole Foutch

As the School of Library and Information Science grows, so does the recognition it receives. Along with its recent reaccreditation, the School also received three major awards in the last few months.

The Committee on Accreditation of the American Library Association granted continued accreditation status to the SLIS Master of Library and Information Science program through fall 2016.

"ALA accreditation is our life blood. Receiving our reaccreditation allows us to continue to serve South Carolina and the world by offering top quality education for the most important jobs of the future. Without library and information professionals, there is little hope that people will be able to find and use information in an increasingly complex world," said Dr. Samantha Hastings, director of SLIS.

The South Carolina Library Association awarded SLIS its Presidential Citation. Furthermore, the South Carolina Association of School Librarians awarded the School the American Association of School Librarians Certificate of Commendation. The School also received an award from the South Carolina State Council of the International Reading Association.

Dr. Hastings added, "Accolades and awards are wonderful affirmations that we are doing something right! It is easy to talk to each other and say that we are doing good things, but when the outside community also recognizes our work, it makes it more important and encourages us to do even better." 



Both the School of Library and Information Science and the School of Journalism and Mass Communications held their honors and awards ceremonies in April to recognize outstanding student achievements. Students, faculty, family and friends gathered at each ceremony to recognize academic achievement. Both Schools' graduate students were honored at the University's Graduate Student Day.



Dr. Carol Pardun presents an honor cord to senior Whitney Chisholm



Lisa Sisk and senior Kenny Dorian



Scott Farrand and senior Amanda Croy

## Undergraduate Awards



Elizabeth Seegrist  
George Buchanan Award for Print Journalism



Justin Fenner  
J. Rion McKissick Award for Print Journalism



Amanda Croy  
Outstanding Visual Communications Senior



Erika Sturino  
Outstanding Advertising Senior



Ed Cahill  
Outstanding Electronic Journalism Senior Award for Leadership



Mason Snyder  
Outstanding Electronic Journalism Senior Award for Reporting



Chantelle Lytle  
Outstanding Public Relations Senior

## Graduate Awards

### School of Library and Information Science

Robert V. Williams Graduate Student Research Award  
Patricia Sasser

Wayne S. Yenawine Distinguished Student Award  
Ann Stewart Plein

William M. Trafton III Outstanding Student Award for Leadership  
Natalie Crouch and Jessica Kohout

John N. Olsgaard Distinguished Service Award  
Anne Orange

Outstanding Alumni Award  
Martha Taylor

2010 Phi Beta Mu Inductees  
Denise Keating, Ann Stewart Plein and Leslie Olig

### School of Journalism and Mass Communications

Kappa Tau Alpha Top Scholars  
Jamie Stancil and Samuel Stokes

Kappa Tau Alpha Honor Award  
Katherine Smith Bryant, Beth Concepcion and Emily Shuart

Mortar Board Fellowship for Graduate and Professional Studies  
Rachel Renken

Poster Competition, Second Place  
Daphney Barr and Caroline Foster

Oral Presentation Competition, Honorable Mention  
Anthony Palmer



## Facebook, Twitter & Second Life, Oh My!

By Kenny Dorian



Members of Social Media Club Columbia appear on WIS News 10's "People to Count On" segment.

### Social Media Club Columbia

While many people, especially students, use Facebook, Twitter and other forms of social media to talk to their friends and find when the latest get-together is happening, some professionals such as Mich Sineath are finding ways to use social media in a professional realm.

"Social media have become a bullet point in a lot of today's job descriptions. Having a professional level of knowledge and experience with social media is important in any career," Sineath, the public relations and marketing manager for the Association for Education in Journalism and Mass Communication, said.

Sineath earned a Master of Mass Communication degree from the School of Journalism and Mass Communications in 2006, when Web sites such as Facebook, MySpace and Twitter were just a few years old and had not gained the popularity they enjoy today.

Even though Sineath did not study social media while he was in the J-school, he chose to continue his education in changing media by forming the Social Media Club Columbia alongside other alumni, including Charles Ellison and Mandi Ingram. At SMC Columbia events, Sineath and his colleagues discuss the importance of social media in the business world.

Sineath said that because social media sites are used to engage users, to allow people's voices to be heard and to build community, they are important for any career.



An avatar enjoys a book in the Davis 2.0 Virtual Center.

### SLIS and Second Life

Social networking sites aren't the only forms of social media. Instead of posting status updates and photos of friends, some users choose to immerse themselves in the virtual world of Second Life. In this 3-D world, users create avatars to interact with people from around the world.

Dr. Feili Tu, associate professor in the School of Library and Information Science, leads the project that has given SLIS its own part of the Second Life world — the Davis 2.0 Virtual Center.

Davis 2.0 features multimedia classrooms and reference shelves in which the user can click a book and be sent to a Web site. SLIS has a shelf just for SJMC, featuring links to the School's home page, the Associated Press and daily newspapers in the region.

Dr. Tu said that both Schools' presence in Second Life can enhance human interaction with individuals around the world and can improve the Schools' distance learning program.

"The most important thing is that we are able to connect with our community members — students, faculty, staff and friends," Dr. Tu said.



BGTIME participant Dale Pedrick meets with senior public relations student Alyssa Hasell.

### BGTIME: Bridging Generations through Technology, Information, Media and Engagement

In a time when it seems that everyone is technologically savvy, people often take for granted a population that may have trouble keeping up with the Internet and social media — the elderly.

In Bridging Generations through Technology, Information, Media and Engagement (BGTIME), 15 J-school students help senior citizens learn how to tell their stories through blogs and podcasts.

RJ Kraft, a J-school graduate student and graduate assistant for BGTIME, said he likes learning from the seniors' experiences while they are learning from him.

"Through BGTIME, students teach their assigned seniors convergent media tools and concepts such as slideshows, podcasts and Flip video," Kraft said.

Although some seniors are at first reluctant to use social media, they eventually see the value of being part of an online community, according to fourth-year public relations student Alyssa Hasell, who said she has also seen the value of social media.



Search for "Jay Mass" and "School of Library and Information Science - Admissions" on Facebook to find the Schools' pages.

### Other Uses of Social Media

Social media are not only used in professional and academic settings, however. Many people, especially students such as fourth-year public relations student and BGTIME volunteer Ashley Randall, use social media to connect with friends who live in other cities.

Katie Jones, a fourth-year public relations student and BGTIME participant, said she gets much of her news from Twitter by following several newspapers and even comedic news providers such as The Oatmeal and FakeAPStyle.

CMCIS uses social networking sites such as Facebook and Twitter to inform students and alumni of deadlines and upcoming events.

Whether it's helping senior citizens share their stories, improving digital media literacy, or just building professional and personal relationships, students, alumni and faculty of CMCIS are heavily involved in social media in their day-to-day lives.

For more information about Social Media Club Columbia, go to [smccolumbia.com](http://smccolumbia.com). For more information about BGTIME, go to [bgtime.org](http://bgtime.org). To check out the Davis 2.0 Virtual Center, go to [students.libsci.sc.edu/secondlife](http://students.libsci.sc.edu/secondlife).



# Guybrarians Make D.C. More Mildly Attractive

By Chrissy Robertson



SLIS student Jeremy Snell poses as Clark Kent for the 2010 calendar.

Thanks to the creativity and humor of some photogenic School of Library and Information Science male students, a bus full of SLIS students will attend the American Library Association Annual Conference this summer. This year's Mildly Attractive Men of SLIS calendar features 12 "guybrarians" in popular film scenes adapted to include books as the main props.

Chess Schmidt, president of the Library and Information Science Student Association, produced the 2010 edition, LISSA's third. He says the calendar's theme sprang from another student's e-mail asking to be featured in the calendar as an Arnold Schwarzenegger type. The end result features a comic book-wielding Superman and scenes from *The Graduate*, *American Beauty* and other popular films.


Last year Schmidt was the only SLIS master's student to attend the ALA conference in Washington, D.C. Disappointed that other students did not get to experience the conference, Schmidt made it a priority to send as many students as possible to this summer's conference June 24-29. Twelve SLIS students will travel by motorcoach to Washington.

Schmidt reached his goal when USC's LISSA chapter sold out of the \$12 calendar before winter break and had to order a second printing of 100 copies. The students are also saving a stack to sell at the conference as a way to promote the School.

The calendar also offers distance education students a chance to get involved in the student association. Students from Maine and New Hampshire are featured in this year's calendar. "We want to continue

to use distance education students," says Schmidt. "The calendar allows them to show their communities what they're doing in a way that exhibits their creativity and sense of humor."

The last day of the 2010 conference also happens to be Library Advocacy Day, and students will take part in legislation advocacy. SLIS students will attend an ALA-hosted rally and meet with elected officials and their staffs on Capitol Hill.

The ALA Annual Conference provides job marketing and networking opportunities and features presentations by students and professionals in the field. Schmidt confirms the conference's importance. "It gives our students a connection to the pulse of the library community." 

	17	18	19
conference			
	24	25	26
ALA Annual Conference in Washington, DC		ALA Annual Conference in Washington, DC	ALA Annual Conference in Washington, DC
		2	3

*D.C. Bound for ALA Conference!!*

June 2010

# center Stage class

By Kelly Lowe

While School of Journalism and Mass Communications alumnus Mark Bryan has long been recognized as a rock star on stage, he is now starring in another venue — the classroom. The Hootie and the Blowfish guitarist recently began teaching a course on the music industry at the College of Charleston.

Bryan was invited by the Arts Management Department to develop a class that covers all aspects of the music industry. Starting in fall 2009 as an adjunct professor, he shares his experiences with his students. His 20 years in the music industry give him much to teach about.

The curriculum ranges from songwriting and the creative process to music producing and marketing. Bryan has not left his guitar behind, however, and with a much smaller audience, he performs for his students on occasion.

"I bring in artists who I know are good writers to talk about their craft," Bryan remarks, emphasizing the importance of learning from those with personal experiences in the industry.

His students also get to share their musical talents in a performance week where they perform for each other. Because of his huge success teaching this class, Bryan is helping develop it into a major at the college.

With his high energy and friendly demeanor, Bryan wins over any audience, whether they are loyal Hootie fans or enthusiastic students. Where did he get this commanding

presence? Bryan traces it back to his time at USC where he studied broadcast journalism.

Bryan's father Bob "Snake" Bryan inspired his desire to major in broadcasting. Bob Bryan was a sports radio commentator for George Washington basketball games. Since his teenage years, Mark Bryan wanted to in some way follow in his father's footsteps. "I looked at several colleges and different journalism programs, and South Carolina was the most impressive of the bunch," Bryan says.

Bryan's awards range from Grammys to Billboard Music Awards. He proudly remarks, however, that one of his most treasured awards was being named a USC Outstanding Young Alumnus along with his bandmates. "It was in the '90s when our first album became a hit," Bryan says. "And the university acknowledged us right away; I was really proud of that one."

Bryan credits his professors in the J-school for developing him into the talented communicator he is now. When he mentions Dr. Lee Dudek's television and radio production class, Bryan is enthusiastic as he explains how Dr. Dudek went through purposefully "uncomfortable" announcing exercises, which Bryan says made announcing on a normal topic easy.

When it came time for Bryan to turn his music into a career, he applied his broadcasting skills to performing and being in the spotlight. He says he learned how to be confident in front of a microphone and to feel comfortable communicating to an audience, which pays off for him when speaking to his thousands of fans.

After graduating from USC in 1989 and touring with the band for 20 years, Bryan now shares his experience through his teaching. Bryan remarks that his J-school experience helps his new job. He says he models his teaching approach after Dr. Kent Sidel and Dr. Erik Collins.

"When I think back to my college experience, I remember those personalities, and I remember their passion for what they were teaching," Bryan says. "Seeing them do it gave me the confidence to know that if you're passionate about something, then you can teach others." 



SJMC alumnus Mark Bryan





# An Uncovered Secret:

*Rita Cosby discovers answers to years of unasked questions*

By Melissa Force and Lindsey Sauerland

**R**ita Cosby has collected her share of awards as a broadcast journalist. But she thinks her most interesting achievement is the story she recently finished writing.

“This was not a book; it was a journey,” Cosby said.

Her inspiration and partner on this journey is a man who holds a dear place in her heart: her father, Richard Cosby.

The journey began while Cosby was going through her late mother’s belongings, years after her death. She discovered a worn suitcase containing a bloody armband from the Polish Home Army, a tag with a prisoner number from Stalag IVB and an ex-POW card with the name Ryszard Kossobudzki.

Cosby knew that she was not just opening a suitcase full of war relics, but had found clues to answers about her father’s past that had always been a mystery.

“I had seen scars on his body and unusual marks on his arms,”

Cosby said. His secrets remained unspoken until 35 years later when she found “the tattered mementos of his past.” These keepsakes compelled her to further explore the repressed memories her father had locked away decades before.

“Now that he is getting older, he realizes how important it is that we learn about our history. I asked him if I could share it with others, and he said yes. He hopes it helps other people face their fears and move forward,” she said.

In her book, *Quiet Hero: Secrets from my Father’s Past*, Cosby reveals how she uncovered the story of her very brave father and his long-kept secret of his experiences during World War II.

As a teenager, Ryszard Kossobudzki began distributing anti-war propaganda near the Warsaw ghetto in the war-ravaged capital of Poland. In the fifth year of German occupation, he joined the Polish Resistance by lying about his age. During the 1944 Warsaw uprising, he narrowly escaped the Nazis by using the only route available, through the Warsaw sewers. He

was severely injured by a mortar shell during the final days of the uprising. He was taken captive and transported by boxcar to Zethain POW camp, near Dresden, Germany. In January 1945, the prisoners were marched across the country to Muhlberg and held at one of the largest POW camps, Stalag IVB.

Starving and weighing just 90 pounds, Cosby’s father was still one of the healthiest prisoners in the camp. He led approximately 100 other captives in a courageous escape in April 1945. About two and a half days into their escape, a plane flew over, low enough for the pilots to spot them. It was also close enough for the escapees to see that it was not the enemy, but a spotter plane from the U.S. military.

The pilots dropped a chocolate bar wrapped in a note saying the escapees had 15 miles to walk and they would be free. After being saved by U.S. forces, Kossobudzki joined the Polish Second Corps in Italy.

Kossobudzki came to America in 1956. He became an American citizen, changed his name to Richard Roger Cosby, married and raised a family including Rita and her brother, Alan, in Greenwich, Conn.

When his daughter reached out to him after her mother’s death, she was looking for answers to years of unasked questions. “He had not been back to Poland for 65 years and said that he would probably never go back. Revisiting what happened there was like revisiting a nightmare. I knew I could never change his mind, but if he said maybe, there could be a chance,” Cosby said. Her father eventually considered returning to his homeland with her.

She began working with the Polish government and used her investigative journalism skills to uncover further details of his past. She discovered her father and the troop members he fought with were all known by special code names to keep their identities safe. When he learned other survivors remained, he knew he would not recognize them until he heard their code names.

They went to Poland together last November and spent time with the late President Lech Kaczyński and his wife, Maria Kaczyńska. Her father was recognized for his heroic service at the presidential palace. [Editor’s note: Cosby spoke about her friendship with the president and first lady at a memorial service in St. Patrick’s Cathedral in New York City the day after they died in a plane crash.]

“Everywhere we walked, when they learned who my dad was, people were elbowing each other, saying, ‘Upriser, that’s the upriser.’ You could tell how much it meant to the Polish people



to have an upriser who survived — alive to share his important part of history.”

Richard Cosby confirmed the impact the trip made on him and his daughter. “It was wonderful to see how much the Polish people cared about what my comrades and I did to fight for freedom in my homeland. Seeing plaques or monuments on virtually every corner meant so much to me.”

The experience of sharing the story has brought a whirlwind of emotions for both father and daughter. “I encourage all daughters and sons to get to know their parents and their pasts. You will learn some amazing stories and learn much more about yourself in the process,” Cosby said.

Now 84 years old, Richard Cosby feels pride about his past and the secret he kept for so long. “I feel as if I am a changed man,” he said. “I was able to face the nightmares of my past, which was scarred from war. Returning to Poland and spending time with my daughter have made me want to participate in life more. I hope this story inspires others to learn more about their parents and their own family history.”

“This has been the most extraordinary year of my life. There will never be a more important story for me personally. It is one of the best, most unorthodox things I have ever done,” Rita Cosby said.

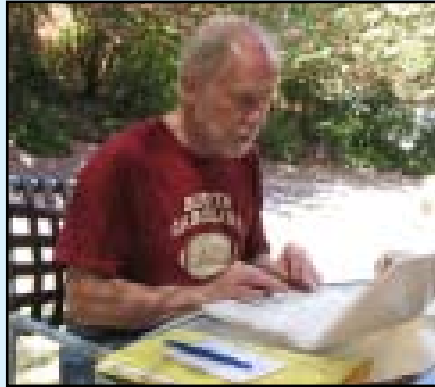
To Rita Cosby, her father is a man of many names: Ryszard Kossobudzki, the upriser, the survivor and Richard Cosby. Today she knows him as “the quiet hero.” **IC**

## Rita Cosby's Career

- \* 1989 J-school graduate
- \* Currently works as special correspondent for CBS “Inside Edition”
- \* Winner of three Emmys, Jack Anderson Award, Matrix Award & Ellis Island Medal of Honor
- \* Former host of Fox News Channel’s “The Big Story Weekend Edition” & “Live with Rita Cosby”
- \* Former host of MSNBC’s “Rita Cosby Live & Direct”
- \* Career began at CBS stations KERO-TV in Bakersfield, Calif. & WBTV in Charlotte, N.C.
- \* During college: WUSC, *The Daily Gamecock* & interned in Columbia, S.C. at WLTX (CBS affiliate) & WIS (NBC affiliate)
- \* 2007 New York Times best-seller *Blonde Ambition: The Untold Story Behind Anna Nicole Smith’s Death*
- \* May 18, 2010 — *Quiet Hero: Secrets from my Father’s Past* published. Portion of proceeds will be donated to wounded U.S. soldiers

Rita Cosby returns to the J-school to speak to students, including this article’s authors Lindsey Sauerland, left, and Melissa Force





I've moved my office outside this afternoon and with good reason. It's a sunny, spring Sunday with temperatures breaking into the 80s. Half a dozen trees in my backyard form a solid pink cushion of blossoms beneath a nearly cloudless blue sky. There's a Gamecock baseball game on the radio. I grew up listening to baseball on the radio, a great narrative medium. (We're tied 2-2 going into the third inning.)

It's time to write. Not that I've been postponing this annual report for any reason other than the pace of a rapidly fleeting spring semester. In truth, they all race that way.

The serenity of today's setting belies the activity always present in the College of Mass Communications and Information Studies. You'd expect that with more than 1,900 total students and a faculty — full time and adjunct — and staff of about 100.

As you will note, this issue of *InterCom* is again the product of instructor Lisa Sisk's Magazine Production and Internal Communications course. As a small part of it, I'd like to use these two pages to bring you up to date on the current academic year.

**About that J-School Building:**

We've made significant progress in recent months on the design for renovating the Health Sciences building as the future home of the college's administration and the School of Journalism and Mass Communications. I know how often in the past you've heard intimations of a move, some from me. The critical difference is that this endeavor is funded and approved and not contingent on outside assistance.

# On Location with Dean Bierbauer

The Boudreaux Group of Columbia has created an imaginative approach to raise the building from ordinary — at best — to one that will be inviting and effective. You can see an exterior treatment here, but we will soon have an online and DVD virtual tour that will show you much more. (Update: 7-2 Gamecocks after three.)

The renovation and expansion of the building is on the university's capital planning schedule for completion in 2013. We are eagerly awaiting the approval and timetable for moving the current public health occupants to their new facilities. Our renovation should start the minute they leave. We just might help them pack and move and then start wielding sledgehammers.



**Accreditors Are Coming, Again:**

When the J-school's ACEJMC accrediting team arrives next year, it's imperative that we show the team a finished plan and timetable for relocation. Our School of Library and Information Science set the pace for accreditation with a stellar presentation to the American Library Association's visiting team last fall and has now received full accreditation through 2016. These are important points of confirmation that our programs are meeting high national

standards. The university is preparing for its SACS accreditation in 2011. If the process is not familiar to you, it requires a tremendous amount of documentation to demonstrate and ensure that our programs are delivering the outcomes geared for student success.

**Benchmarks and Bench Strength:**

That's a change in how we evaluate programs. At one time, accreditation focused on what we teach. Now, it's what students learn. That's an important distinction that challenges both teacher and student. In a competitive market for attracting students and a struggling economy for entering graduates, learning outcomes are now the critical benchmark.

We've completed a curriculum review recently in SLIS and are making a thorough review of the SJMC curriculum to meet the needs of the dramatically changed 21st century communications environment. Despite budgetary constraints, there are three new SJMC faculty members this year and two who have accepted offers to join the SLIS faculty in August. Strategically, this has been a great time to be hiring. (Great time at Carolina Stadium, too. Gamecocks up 11-2 in the fifth.)

**Counting What Counts:**

We are currently in the spring budget development cycle. By now, you may know that we are facing a 21 percent reduction in the state's appropriation for the coming fiscal year starting in July. While the legislature expects to backfill that cut with federal stimulus dollars for the coming year, the fed money goes away in the following year. Any suggestion that the university funding is on a plateau is highly misleading, though we've seen such reports. Over three years, more than \$100 million has been excised from state funding. It's more of a cliff than a plateau.



President Harris Pastides says we are essentially using the private funding model. Tuition is the university's largest revenue source, followed by grant funding, athletics and marketing, development, and state appropriations. For our college, tuition revenue is the overwhelming source of support. Grant funding for our disciplines tends to be small, though SLIS has benefitted from substantial federal grants from the Institute for Museum and Library Services.

So we have to be attentive to enrollment. As the only school of library and information science in South Carolina and the de facto school for Maine and West Virginia, we have had continual strong enrollment in SLIS. But we'd like to see our young undergraduate program in information science expand. Turmoil in the news business has raised anxieties, but our SJMC enrollment has steadied. We've marketed and recruited aggressively to achieve that.



We also need to be entrepreneurial, open to collaborative endeavors and visionary enough to see opportunities beyond our conventional horizon.

**Carolina Core:**


By nature, the academy is not a swiftly changing species. But I expect this university to explore transformational change in the near future. The core curriculum is being



revised to reflect 21st century challenges. Focus Carolina — an exploratory assessment — has become Advance Carolina, an action plan.

Provost Michael Amaridis' vision is to afford students a leadership experience — our BGTime.org project linking students and seniors to create community news is an example. He's also looking to expand opportunities for students to have greater international exposure. This summer, associate professor Dick Moore and I will be taking a group of students on a three-week study tour to Hungary, the Czech Republic, Poland and Germany to study the role of the media in the collapse of communism. That's familiar turf from my years as a foreign correspondent. Associate professor Keith Kenney led a student service project to Jamaica during spring break. We encourage students to study abroad.

In this additional role, I've used every opportunity to ask groups — from students to the Board of Trustees — just what our brand is. There is a wide diversity of views, and that may be part of our identity problem beyond the bounds of South Carolina. Remember your advertising or public relations classes. A brand is more than a logo, a mascot or theme music. As we move the marketing campaign forward, I'm open to ideas. Send them to [bierbauer@sc.edu](mailto:bierbauer@sc.edu).

Meanwhile, Carolina just wrapped up a 14-2 victory. It's been a productive Sunday afternoon at the ball yard and in the backyard. 

Go Gamecocks!

*Charles Bierbauer*

**Doubling Up:**

Since November, I have also been serving as the university's interim vice president for communications. It is a new position created by separating the development and communications offices. In its new configuration, the communications office is focusing on branding and marketing, a more proactive media relations effort and a likely Web redesign. With a major capital campaign in the offing, there's a major marketing effort ahead of us.



# Scholastic Journalism

## Most likely to become a Gamecock

By Katelyn McKenna

Think back to your senior year in high school. The pressure is on to choose a college. After being editor of the high school yearbook and attending the Carolina Journalism Institute the past four summers, your choice seems obvious: the School of Journalism and Mass Communications at the University of South Carolina.

The J-school has three scholastic press organizations to attract high school students. The South Carolina Scholastic Press Association, the 15-state Southern Interscholastic Press Association, and the Carolina Journalism Institute all help support and promote journalism programs at middle and high schools throughout the Southeast.

The organizations are successful because of their leadership and connections to the J-school. Karen Flowers is the current director of all three organizations and she is also an adjunct instructor in the J-school. Dr. Bruce Konkle, an associate professor, was the director of SCSA for 17 years and is currently researching scholastic journalism history. Alumnus Andrew Bosman credits the organizations

for his professional success, and current student Zachary Baker chose USC because of his scholastic journalism experience in high school.

Flowers' involvement with scholastic journalism began in 1972. She advised high school newspapers in the Columbia area until 2000. This led her to USC to direct Professionals Reaching Out, a partnership between the J-school and the South Carolina Press Association. In 2002 Flowers took over Dr. Konkle's role of SCSA director. Flowers' hard work and dedication paid off this year when she received the James F. Paschal Award of the Columbia Scholastic Press Advisers Association for 2010.


Bosman grew up in Rock Hill, S.C. and attended USC specifically because of his history with scholastic journalism. Working on yearbooks since seventh grade and editing his high school yearbook, Bosman attended the fall and spring SCSA conferences throughout high school. During the summers he attended the Carolina Journalism Institute, a five-day workshop to help students perfect their writing.

He served as SCSA's first four-year undergraduate assistant from 1987-1991. In 1993 he returned to take the position of SCSA's first Scholastic Press Manager in which he managed the activities of SCSA and SIPA. He also served as the director of the Carolina Journalism Institute.

Today Bosman works as chief marketing officer at Navigant Consulting, a NYSE-traded global consulting firm in Chicago. "I give scholastic journalism a lot of credit for getting me to this position today," said Bosman.

Dr. Konkle also began his scholastic journalism career early on. Editor of his high school yearbook, Dr. Konkle came to USC in 1985 and served as SCSA director until 2002. He was a Columbia Scholastic Gold Key recipient in 1988 and won the Albert T. Scroggins award in 2003 for his outstanding work in scholastic journalism. But he did not step down as director because he no longer enjoyed it. His goal is to write a book about the history of scholastic journalism. "Having Karen Flowers there made it easier for me to step down. She was a perfect fit for the position," Dr. Konkle said.

Baker, a freshman visual communications major from Irmo, S.C., was involved in SCSA and SIPA in high school. He received a prestigious SCSA scholarship and said he could not help but choose USC. "Scholastic journalism afforded me the opportunity to bridge from journalism in high school to my major and ultimately a career path beyond my college experience," Baker said.

Bring yourself back to the present. After learning how successful the J-school scholastic press organizations have been since you graduated, you are glad. You made the right choice — SJMC. 



Before he became a Gamecock, 2009 alumnus Marvin Beach at the fall 2004 conference



Karen Flowers and Andrew Bosman at the fall 2006 SCSA conference



Dr. Konkle receiving the Albert T. Scroggins award from Scroggins himself

# From Paris to Prague

By Amanda Lewicki



University of South Carolina journalism students are exploring the globe while bringing national acclaim to the university. In Spring 2010, 30 students from the School of Journalism and Mass Communications studied in 10 countries, and two received prestigious scholarships to do so.

James Clowney, a senior broadcast journalism major, and Janell Vanarthos, a third-year public relations major studying in Greece, both received the highly competitive Benjamin A. Gilman International Scholarship in 2010. Clowney currently lives in the Netherlands and has found his experience abroad to be invaluable.

"Studying abroad has literally changed everything about how I view the world," said Clowney. "The people I've met here, the stories I've heard and the media I've enjoyed have all taught me more than any textbook ever could."

For Clowney, receiving the Gilman was an integral part of his going overseas.

"None of this would have been possible for me without the Gilman," Clowney said. "It was the godsend that I desperately needed to study abroad. My Gilman funds went to pay for my plane ticket and all of my housing."

The Gilman is awarded to students usually underrepresented in study abroad programs, typically those from diverse ethnic

backgrounds with high financial need, or students going to non-traditional locations like Asia or Eastern Europe. This year USC ranked fourth in the nation in the number of Gilman scholarships received.

While Clowney and Vanarthos both chose to study in Europe, an increasing number of students are choosing non-traditional locations. Tas Anjarwalla, a third-year print journalism student, studied in Prague, Czech Republic. Anjarwalla also spent time in Morocco, Spain and France but found Prague particularly wonderful.

"Prague feels so ancient and magical and every view — the river, the castle, the sky, the towers — is inspiring," she said.

While Anjarwalla traveled, she used her experiences to improve her journalistic skills. She wrote a blog, "Travels with Tas," for the student-published magazine, *Garnet & Black*. The blog documents Anjarwalla's travels and cultural musings, and is accessible at ganbmagazine.com.

Other SJMC students studied in France, Spain and Australia and told similar stories of inspiration. To read more about these students please visit *InterCom* online.

Despite the recession and decreased participation in many programs on campus, the Study Abroad office at USC has seen more applicants over the past year.


"The J-school is at the core of study abroad," said Lauren Flinn, a fourth-year public relations student interning in the Study Abroad office. "The students are always active in applying for scholarships, enthusiastic about their travels and share so much when they return."

Dr. Carol Pardun, SJMC director, said, "Having our students become more aware of the world around them is critical in this increasingly diverse milieu. I can't think of a better way to introduce them to this global society than studying abroad. I know it changed my life when I went abroad as a college junior."

Clowney agreed with Dr. Pardun's perspective and said his experiences have shaped the way he sees journalism.

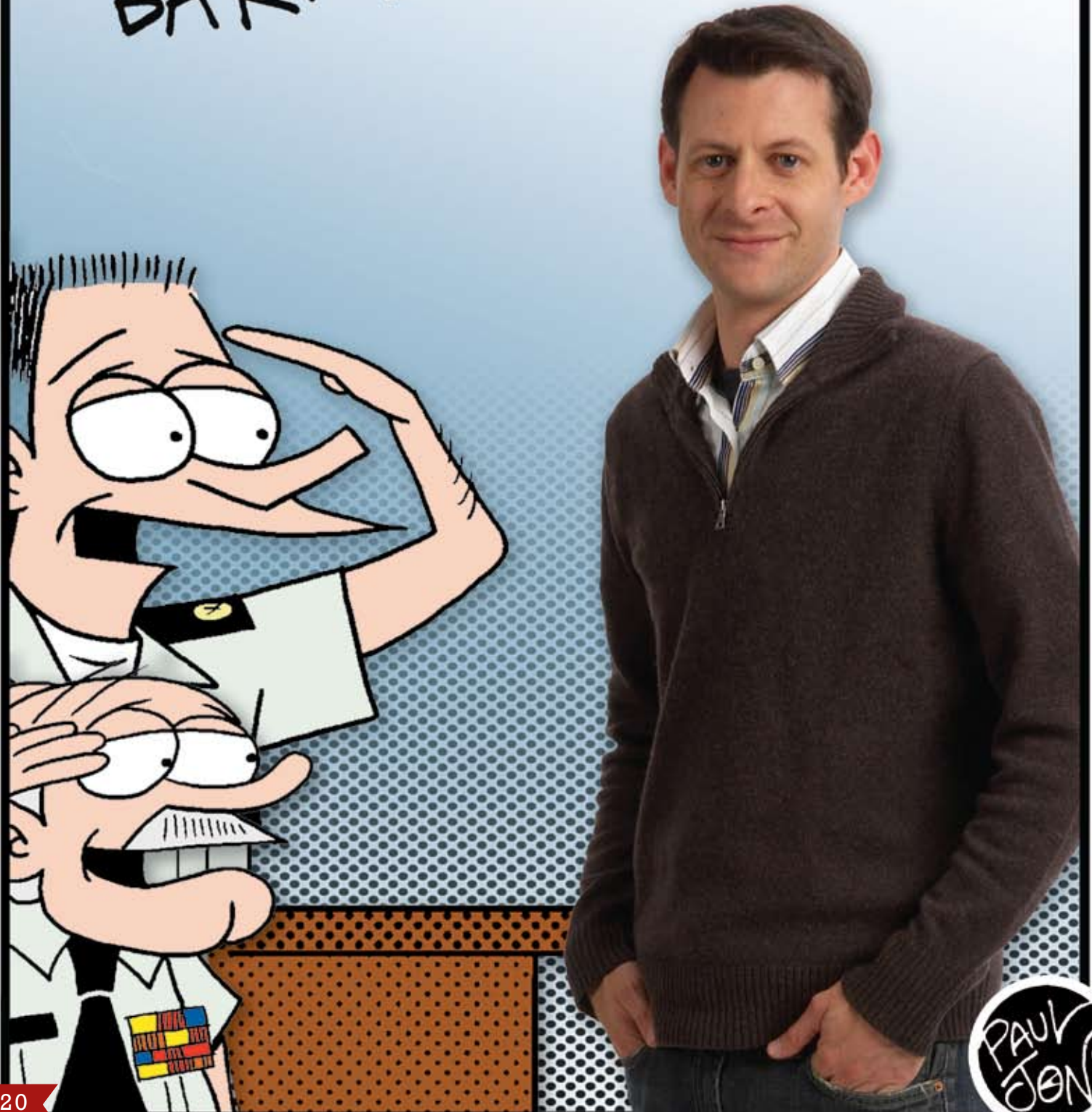
"As our world goes through a time of drastic political and social change," said Clowney, "I can think of no better place to see that change first-hand than Europe. When I get back to USC, I will be a more informed and balanced journalist because of the experiences I had."

Although many students documented their travels on Facebook, blogs and in letters home, world travel offers experiences that transcend even the most gifted of students.

"I'm failing a little bit at exactly describing these experiences, so maybe you just had to be there," said Anjarwalla. 



# BARREL OF LAUGHS



## ALUMNUS DRAWS ON WHAT HE KNOWS BEST

By Adrienne Cunningham

Imagine walking down the halls of grade school with an inhaler on standby and the school bully lurking around the corner. You're constantly shuffled off to a different school every couple years only to encounter new teachers, new classmates and another personal bully. It may not be what you had in mind, but what better way to manage your adolescence than to laugh? Or better yet, make other people laugh? That is precisely how School of Journalism and Mass Communications alumnus Paul Jon Boscacci remembered his childhood when he drew what he knew best in the *Fort Knox* comic strip.

*Fort Knox* archives the life of a military family: Dad, Major Joe Knox; Mom, Jane Knox; and their two boys, Donald and Wesley. With a dash of sarcasm and humor, the strip illustrates the ups and downs of growing up military. But what makes this comic strip unique? From Wesley's wheezing to Donald's obsession with world dominance, the characters are based on real people in Paul Jon's life during his short stay at Fort Knox in Kentucky.

As early as age 5, Paul Jon knew he wanted to produce comic strips. By high school he landed his first cartooning job for the school newspaper. In 1990, Paul Jon enrolled in the J-school and made a name for himself on campus. He was the editorial

cartoonist for *The Gamecock* from 1992-1994. His comics made an impression on campus; he recalls receiving death threats from some fraternity members and unpleasant responses from Marriott Food Services.

"It was exciting to see some of my cartoons taped up in places," says Paul Jon. "It was cool to get responses and see that people liked (or in some cases disliked) my work."


Paul Jon remembers his time at USC as enjoyable and credits his successes to the J-school. He bears in mind the late Dr. Allen Fried, a media-planning professor during Paul Jon's college career. He refers to Dr. Fried as his "angel" because he was always looking out for him, even after graduation.

Paul Jon graduated magna cum laude with a bachelor's degree in journalism, and less than a month later started his first job with *The State* newspaper. He created "King Zack," which appeared on the editorial page and was featured in the 1996 Knight Ridder annual report. It had an interactive display at the South Carolina State Fair the same year.

In 2005, Paul Jon began creating *Fort Knox*, tapping in on the trials and tribulations of his childhood at Fort Knox and other

military bases at Fort Leavenworth, Kan., Presidio of San Francisco, Fort Jackson, S.C. and AFRC Los Alamitos, Calif. With a great deal of hard work and a number of failed comics, his efforts finally paid off. The Writer's Group began distributing his comic strip in October 2009; it now runs in *The Washington Post* and 34 other U.S. newspapers.

Since his comic strip launched, Paul Jon has worked with the United Services Organizations, the Army Wife Network and MilitaryBrats.net. He hopes to get his first book out in the next year and dreams of introducing the *Fort Knox* characters to animation and plush toys.

His advice to future alumni is to learn from other people and never give up. And as for the bullies? Paul Jon says, "The bullies are definitely here in corporate America. But they don't give you wedgies anymore. They do them through e-mail." 





By Erika Sturino

While most College of Mass Communications and Information Studies alumni work in their respective fields, some choose other routes. Here are a few CMCIS graduates who have made a difference by working in government positions.

**Jack Claypoole / 1987 J-school Alumnus**

2007 SJMC Distinguished Alumnus

JOB TITLE: Associate Deputy Director for the White House Office of National Drug Control Policy  
LOCATION: Washington, D.C.

Anyone who has met Jack Claypoole knows that he loves his job. "Working at the White House gives me a unique opportunity to positively influence national drug control strategy," Claypoole says. His primary role is to oversee the largest community-based effort in the U.S. to reduce drug use and to align local, state and Federal drug prevention, justice and treatment efforts. Claypoole has won more than 40 communications and public policy awards, including South Carolina's 1997 Public Relations Practitioner of the Year.

While at USC, Claypoole was vice president of the Public Relations Student Society of America, volunteered with local not-for-profits, and was a member of the Bateman public relations competition team. He gives credit to the J-school for teaching him how to be an effective communicator. "I'm a firm believer in the power of effective messaging to create both individual and community change," Claypoole said. His favorite memory as a student came from outside of the classroom, when he met his wife, Sandy, to whom he's been happily married for 22 years.



Jack Claypoole and his son, Connor

**Meghan Hughes / 2006 J-school Alumna**

JOB TITLE: Press Secretary for Sen. Lindsey Graham  
LOCATION: Washington, D.C.

Only three years after graduating from the J-school, Hughes has worked her way up to press secretary for Sen. Lindsey Graham. Hughes got her foot in the door at Sen. Graham's office when she participated in the Washington Semester program during her junior year. After returning to USC, she continued to work for Sen. Graham while still actively participating in organizations across campus including Student Government, Dance Marathon and Delta Delta Delta sorority.

Hughes feels that she was able to step into this role in large part because of the education she received from the J-school. "So many of the faculty come from the private sector and are able to bring what they've learned in the real-world situations into the classroom," Hughes said. "All of the faculty have such a keen investment in their students and truly care about their success."



**Barry Walters / 1979 J-school Alumnus**

JOB TITLE: Chief Freedom of Information Act/Privacy Act Officer, U.S. Securities and Exchange Commission  
LOCATION: Washington, D.C.

As chief Freedom of Information Act/Privacy Act officer for the U.S. Securities and Exchange Commission, Walters oversees a staff of approximately 40 people who process requests for information under the Freedom of Information Act and Privacy Act and manage the Commission's records.



Walters received both his bachelor's degree in journalism and his master's degree in mass communication from the J-school. "My journalism background gave me a keen interest in current events and politics," Walters says.

After leaving journalism as a news reporter for WFBC radio in Greenville, S.C. in 1982, Walters served eight years as a navigator in the U.S. Air Force, flying B-52 and FB-111 aircraft. He attended New England School of Law in Boston at night while he was on active duty, graduating in 1991. Then he moved to Washington, D.C. to work in a civilian position for the federal government. He continued to serve in the Air Force Reserve as a judge advocate until retiring as a lieutenant colonel in 2007.

Walters worked full-time as an announcer for WIS Radio AM 560, which is now WVOC, when he was at USC. His favorite college memories were the basketball rivalries with Notre Dame and Marquette.



**Jack Bryan / 1986 SLIS Alumnus**

JOB TITLE: Former Director of Administration at the S.C. Attorney General's Office  
LOCATION: Columbia, S.C.

Bryan served as director of administration at the South Carolina attorney general's office for 32 years. "The best part of my job was knowing that I did what taxpayers and my neighbors expect," Bryan says. "Public service to me is a privilege and not a right."

Dean Wayne Yenawine recommended Bryan for a part-time job at the South Carolina Attorney General's Office as a librarian. Then a full-time position came open unexpectedly and Bryan was asked to step in temporarily. "That temporary basis became an unexpected career," Bryan now says. "Without my degree from the then College of Librarianship, now the SLIS part of the College, none of my goals could have been met. The personal recommendation from the former dean allowed me to move into administration at a major state agency. Fate, chance and preparation all came together. ic



# MIRON VAROUHAKIS: THE MILITARY MAN



## Visiting Assistant Professor Brings the Heart of Embedded Journalism to USC

By Mandi Sordelet

Fifteen minutes before Dr. Miron Varouhakis' class begins, two men in army uniforms enter the room.

Normally, such a sight might imply some national emergency. But in this Media and the Military class, visiting soldiers are common.

When the clock strikes 1530 hours, the soldiers launch into a presentation about embedded journalism and the rules and regulations military reporters should follow. Dr. Varouhakis interjects a few times, offering examples and anecdotes from his own experience as an international correspondent.

### RECRUITING MEDIA AND THE MILITARY

Dr. Varouhakis is a visiting assistant professor at the School of Journalism and Mass Communications. Before he came to USC, he covered stories about torture victims, international politics and security at the 2004 Olympic Games in Greece, the first after the September 11 attacks.

Although this is the first time the class was offered, Dr. Varouhakis saw a need for Media and the Military long before he ar-

rived at USC. He noticed there were many embedded reporters who didn't understand the dynamics of the military. "My goal was to create a course to familiarize future journalists with the culture and structure of the military," he said.

Dr. Varouhakis wasn't always interested in journalism. He harbored a passion for photography as he grew up in Greece. After high school, he attended a photography school where he befriended a photojournalist returning for a photography degree. Together they covered major events and political trials, which led to his enthusiasm for print journalism.

After receiving his bachelor's degree from Michigan State University, he returned to Greece as a reporter for the *Kathimerini-International Herald Tribune*. By 2002, he was an international correspondent for The Associated Press in Athens. In 2005, he returned to Michigan State University to earn his doctorate in Media and Information Studies.

### A MAN WITH A STORY

Although Dr. Varouhakis is dedicated to international and military journalism, he said his other passion is human rights. After reporting about torture victims, his research led to numerous articles and inspiration for his recently released book, *Shadows of Heroes: The Journey of a Doctor and a Journalist in the Lives of Ordinary People Who Became Victims of Torture*.

It features accounts of torture survivors from across the Middle East, Asia, North Africa,


Europe and South and North America. The book includes excerpts from interviews he held with Dr. Maria Piniou-Kalli, former president of the International Rehabilitation Council for Torture Victims based in Copenhagen. From these testimonies, he analyzed recent torture trends, identified human rights groups that work in the area of torture and investigated the issue of asylum.

### A NEW KIND OF CURRICULUM

In Media and the Military, Dr. Varouhakis teaches the purpose of embedded journalists and the art of covering the military. He noted that writing about the military is a particularly complex beat.

"There is no similar course taught anywhere, so this is a unique opportunity for students," said Dr. Varouhakis.

Chris Hudler, a fourth-year public relations major, said, "I think there's nothing more valuable than practical experience. You can tell he has lived and experienced the stuff he is teaching and you feel you are learning something you will actually get to use."

The students linger at the end of class, genuinely interested in what their professor has to offer. Whether they plan on international reporting, becoming embedded journalists or writing about the military, they know Dr. Varouhakis' class is the best for following those dreams. After all, he is the J-school Military Man. 



Dr. Varouhakis with members of the Public Affairs Office aboard the aircraft carrier USS Harry S. Truman (January 2002)



Dr. Varouhakis interviews Captain Michael Groothousen, commander of the aircraft carrier USS Harry S. Truman (January 2003)



Dr. Varouhakis attends a media briefing after the start of the "Shock and Awe" phase of the Iraq War aboard the aircraft carrier USS Harry S. Truman. (March 2003)





**Elaine Taylor**  
Manager of Alumni Relations

## Cheers to Volunteers!

After our recent volunteer appreciation gathering, it seems appropriate to extend additional thanks to two particular groups who tirelessly assist the College of Mass Communications and Information Studies. Since our College Alumni Society was established in 2005, many alumni and students have volunteered their time, ideas, energy and support.


Some of our valued volunteers are involved with the Alumni Society Steering Committee and its task forces. Here are just a handful of the committed volunteers we are lucky to have:

- Talyse Burkett, '00 BA, '03 MMC, got involved when she moved to Columbia in 2006 and is now a co-chair of the Steering Committee.
- Sara Repinski, '02 MLIS, joined the Steering Committee in 2006 and is a huge help with our development task force by recruiting sponsors for events.
- Stephen Hudson, '00 BA, volunteers on our mentoring task force and is an alumni mentor to students.
- Another devoted volunteer is Kristen Lawson, '06 MLIS. She is a former president of SLIS' student organization, LISSA, and offers perspective on how to involve both SLIS and SJMC alumni. She is one of our events task force leaders.

• Melissa Gentry, '01 BA, '03 MMC, has served on our communications task force and now is one of our events task force leaders. Her help with logistics and recruiting and organizing volunteers for our events has been such an asset.

Our Street Team volunteers also deserve some extra recognition. They are student ambassadors recommended by faculty to help with College programs and events. "Volunteering connects alumni and students. In our experience, both value the exchange," said Dean Charles Bierbauer. The Street Team just finished its fourth semester, and we look forward to continue working with these students after they graduate.

To increase our visibility with our alumni, we participate in the Carolina Alumni Association's Networking Happy Hours. These events are usually on the first Thursday of each month in Columbia. Please visit <http://www.MyCarolina.org/YAC> to see a calendar of these events.

Our Alumni Society Steering Committee is composed of alumni leaders from both Schools. If you would like to volunteer with one of our task forces — communication, development, events or mentoring — please call me at 803-777-7118 or e-mail me at [taylor@mbox.sc.edu](mailto:taylor@mbox.sc.edu). 



Chrysti Shain, Kristen Lawson, Lisa Gieskes, Julie Scott and Elaine Taylor at the volunteer appreciation gathering at Jillian's March 23.

## UPDATES

# ALUMNI NOTES

Compiled by McKenna Kemp

### 1960s

**Robertson, Pat** – 1961, BA, was recently recognized for his work in the outdoors communication field by the South Carolina Outdoor Press (SCOPE). He was awarded the SCOPE Gene Smith Lifetime Achievement Award and the SCOPE Service Award, which has been renamed "The Pat Robertson Service Award."

### 1970s

**Aude, Susan** – 1978, MMC, is a retired news anchor for WIS TV and recently started [sasstoday.com](http://sasstoday.com), a blog where she discusses her views on politics.

**Craft, Susan F.** – 1970, BA, is an historical fiction author who recently compiled "The Equestrian Writer's Guide" for the Long Riders' Guild Academic Foundation.

**Eaddy, Mary** – 1975, MA, owns a public relations practice and serves as interim vice president for University Communication at Coastal Carolina University. She wrote "The Oaks of McCard," which will be published in June.

**Hellams, Pierce D.** – 1976, MLIS, is married and lives in Benham, Ky. He worked as head librarian at Southeast Community College until October 2000.

**Love, Thomas B.** – 1977, MLIS, is retired and now lives in Flagstaff, Ariz.

**Riley, Dr. Edwin** – 1970, BA, is the author of new book "Stress Rx: 103 Prescriptions for Overcoming Stress and Achieving Lifelong Happiness." He is currently a healthcare consultant for a sustainable boutique wellness spa.

**Walters, Barry** – 1979, MMC, was named chief Freedom of Information Act/Privacy Act officer for the US Securities and Exchange Commission in Washington, D.C.

**Wilson-Corbin, Freida** – 1971, MA, is retired from teaching middle school special education for 30 years. She now builds Web sites.

### 1980s

**Bryan, Mark** – 1989, BA, is teaching Introduction to Music Management at College of Charleston as an adjunct professor. He is a solo recording artist and is lead guitarist for Hootie and the Blowfish.

**Campbell, Reba H.** – 1983, BA, is the deputy executive director of the Municipal Association of South Carolina, and was honored as one of the Women of Distinction by the Girl Scouts of South Carolina – Mountains to Midlands.

**Lightle, Megan B.** – 1982, BA, is a manager of the South Carolina Retirement System's Communication and Education Unit.

**Mew, Marie E.** – 1983, BA, was recently promoted to lieutenant colonel in the US Army. She is assigned to the Pentagon as a special assistant to the director of the Army staff.

**Tucker, Wesley M.** – 1983, BA, is the owner of Oakbrook Graphic Services in Summerville, S.C.

### 1990s

**Anderson IV, James** – 1995, BA, is a communications coordinator for Sevier County, Tenn.

**Das, Angshuman** – 1997, MMC, is the manager of corporate communications at Ambuja Cements Limited in Mumbai.

**Rickabaugh, Greg** – 1994, BA, is publisher of "The Jail Report" distributed in Augusta, Ga. and Aiken, S.C. He and his wife, Sherron, celebrated the birth of a daughter in 2008.

**Silver-George, Julie** – 1996, MLIS, is a reference team leader at Eastern Kentucky University.

### 2000s

**Bender, Sumner M.** – 2007, BA, has traveled to China to teach English to elementary, middle and high school students in Xi'an with the Gallop English School.

**Bennett, Jonathan** – 2006, BA, is the digital news editor for the *Florida Times Union*.

**Boozer, Blair** – 2009, BA, was crowned the South Carolina Watermelon Queen in January.

**Croom-Sanders, Holly** – 2001, BA, is communications director for the American Institute of Architects, South Carolina Chapter.

## King Seeks More Crowns

By Aiyetoro Olulenu



Each year beauty pageant contestants across the nation look for the perfect pageant coach to turn them into the winners they aspire to be. The Learning Channel has found him. He is Cyrus Frakes, a talented pageant guru, and he lives in Columbia, S.C. Viewers met him and got a close look into his world when "King of the Crown," starring Frakes and his clients, began to air last fall.

How did a South Carolina native become a popular television star with a business in downtown Columbia? "I love Columbia," said Frakes, a School of Journalism and Mass Communications alumnus. He said it is important to be successful in and give back to his hometown. In addition to his pageant work he volunteers for several local charities.


A friend at Chapin High School introduced Frakes to pageants when she competed and he helped with preparation backstage. He later judged pageants on weekends throughout college.

When he enrolled at the University of South Carolina, Frakes planned to be an English teacher. During his junior year, he transferred to the J-school after taking a public relations class with Professor Beth Dickey. "I had a great campus experience," he said. He graduated in 1986 with a bachelor's degree in advertising and a minor in theater and speech. Frakes said his core classes "encouraged me not to be nervous in front of people."

After graduation, Frakes worked in advertising and radio promotions before going to work for the Las Vegas Entertainment Network.

Although Frakes has never competed in a pageant himself, he owns Gowns and Crowns, LLC studio in Columbia. He has coached more than 1,000 winners, including South Carolina native Kimberly Aiken, who won Miss America in 1994.

The pilot episode for "King of the Crown" was followed by six episodes, and another six episodes of the show will air this spring.

Read more about Frakes in the online version of *InterCom*. 



**Deandra-Simmons, Dr. Alecia** – 2001, MA, is attending the Divinity School at Duke University.

**Engram, Mandi** – 2003, BA, is the director of marketing for Midlands Authority for Conventions, Sports & Tourism. She is a member of the 2010 class of *The State* newspaper's 20 Under 40.

**Gombar-Augustine, Robyn** – 2001, BA, is an online account executive in the advertising sales department of Priceline.com. She and her husband celebrated the birth of a daughter, Olivia, in January.

**Guyton, Amber C.** – 2008, BA, is an advertising account executive for *The Greenville News*.

**Hazleton, Liz C.** – 2007, BA, is a marketing and research coordinator for BOMA International.

**Hodell-Dyer, Hilary** – 2008, BA, is an admissions counselor at the University of South Carolina.

**Lane IV, William H.** – 2009, BA, is development coordinator for the Central South Carolina Chapter of the American Red Cross.

**LaRee-McLean, Chaunte** – 2007, BA, is a producer at WCIV-TC in Charleston, S.C. She was recently engaged.

**Lyons, Denise** – 2004, MLIS, is a library development services consultant at the South Carolina State Library. She was recently named a Library Journal Mover & Shaker for 2010.

**Mobasherat, Mitra M.** – 2006, BA, is international assignment editor for CNN's International Desk, and a producer for CNN's Iran Desk in Atlanta, Ga.


**Parks, Carrie C.** – 2006, BA, is the public relations and marketing manager for EnerNex Corporation in Knoxville, Tenn.

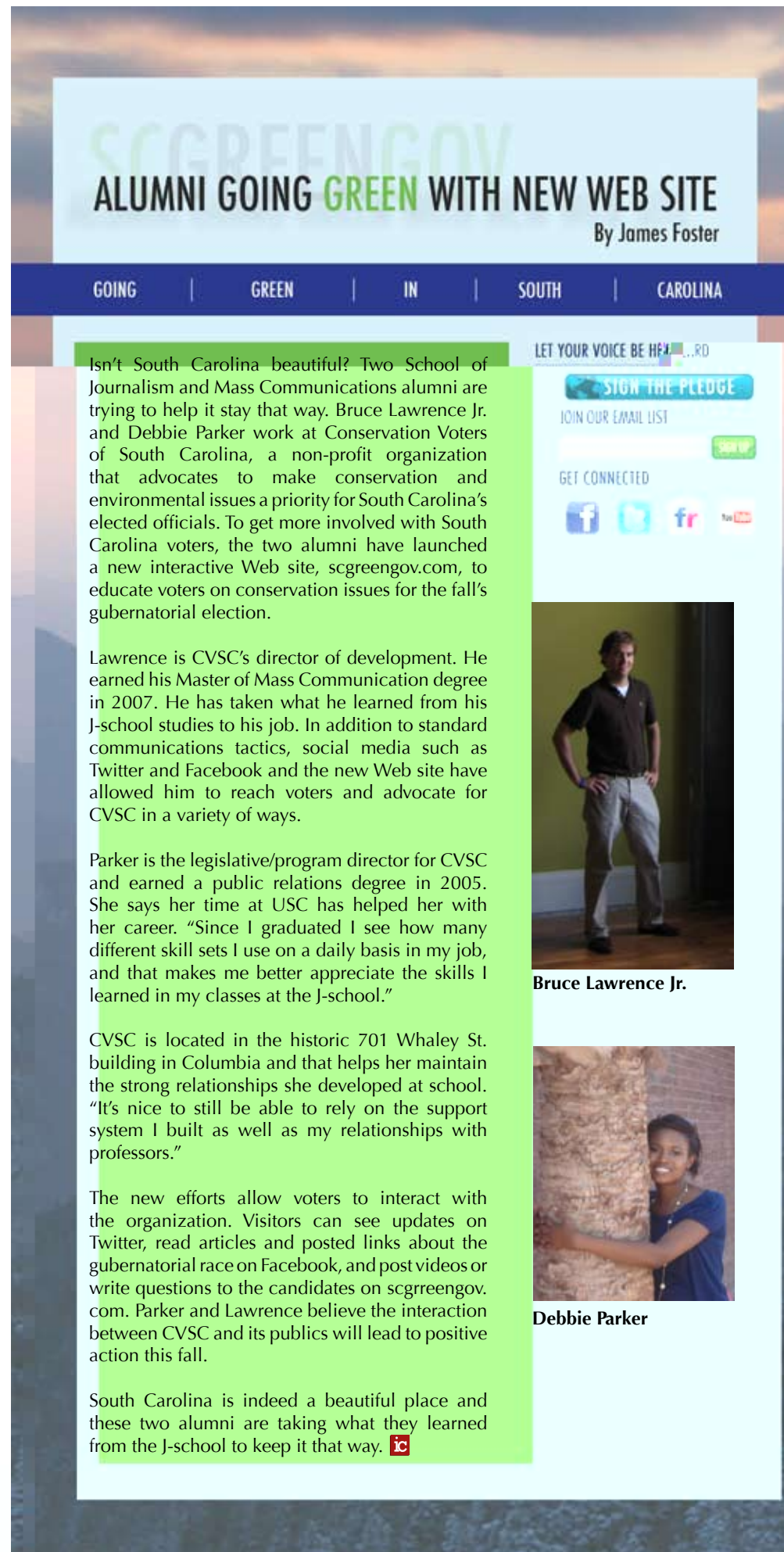
**Pascual-Wallace, Beatriz** – 2001, MLIS, is the new chair of the Mora Award Committee.

**Olig, Leslie** – 2009, MLIS, is the librarian at National Hills Elementary School in Augusta, Ga.

**Scott, Cederic** – 2000, BA, is the chief communications officer and youth pastor of Triumph Church in Detroit, Mich.

**Selisa-Jefferson, Lindsey** – 2007, BA, is an assessment communications assistant at the USC Moore School of Business. She is also working on a Masters in Communication Disorders.

**Tibshirany, Mark H.** – 2002, BA, is mortgage loan associate at Bank of America. 




Isn't South Carolina beautiful? Two School of Journalism and Mass Communications alumni are trying to help it stay that way. Bruce Lawrence Jr. and Debbie Parker work at Conservation Voters of South Carolina, a non-profit organization that advocates to make conservation and environmental issues a priority for South Carolina's elected officials. To get more involved with South Carolina voters, the two alumni have launched a new interactive Web site, scgreengov.com, to educate voters on conservation issues for the fall's gubernatorial election.

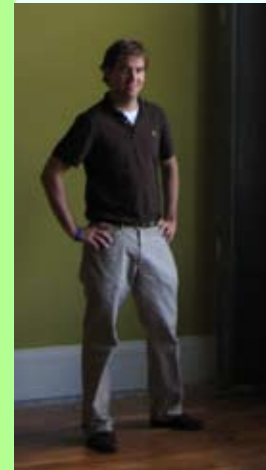
Lawrence is CVSC's director of development. He earned his Master of Mass Communication degree in 2007. He has taken what he learned from his J-school studies to his job. In addition to standard communications tactics, social media such as Twitter and Facebook and the new Web site have allowed him to reach voters and advocate for CVSC in a variety of ways.

Parker is the legislative/program director for CVSC and earned a public relations degree in 2005. She says her time at USC has helped her with her career. "Since I graduated I see how many different skill sets I use on a daily basis in my job, and that makes me better appreciate the skills I learned in my classes at the J-school."

CVSC is located in the historic 701 Whaley St. building in Columbia and that helps her maintain the strong relationships she developed at school. "It's nice to still be able to rely on the support system I built as well as my relationships with professors."

The new efforts allow voters to interact with the organization. Visitors can see updates on Twitter, read articles and posted links about the gubernatorial race on Facebook, and post videos or write questions to the candidates on scgreengov.com. Parker and Lawrence believe the interaction between CVSC and its publics will lead to positive action this fall.

South Carolina is indeed a beautiful place and these two alumni are taking what they learned from the J-school to keep it that way. 



Bruce Lawrence Jr.



Debbie Parker

## More Than Just a Building

By Ellison Coles

The Carolina Coliseum was a significant part of college for many journalism alumni because it has been home to USC's journalism program since the late 1960s. You attended classes, cheered on the Gamecocks basketball team and experienced a variety of concerts all in one building.

And just as some of you reminisce about your classmates and wonder what they're doing now, you might like to be reacquainted with the building itself. You may be pleasantly surprised that it's still a very "happening" place.

Built in late 1968, the Coliseum was Columbia's first major convention center. The Coliseum didn't waste any time drawing events in addition to USC basketball games.

Performers such as Elvis, Kenny Rogers, James Taylor, Bad Company, Teddy Pendergrass, Heart, Village People, Beach Boys, Journey, John Denver, O'Jays, Bee Gees played at the Coliseum. It also hosted the Ringling Brothers and Barnum & Bailey Circus and wrestling matches.

In its early days, the Coliseum already had classroom space, housing the then-College of Journalism and Mass Communications and now the School of Journalism and Mass Communications. Many of you remember hearing the muffled — but loud — sounds of these performers while you were in class.


The Coliseum has continued to host local high school and technical college graduations, career fairs, competitions, showcases, business meetings and social events.

From 2001 to 2007, the Coliseum also was home to the Columbia Inferno, a minor league hockey team. Sid Kenyon, the Coliseum director, said, "The Coliseum didn't suffer financially when the Inferno left, because we were very limited when they played here. A lot of other events were put on hold because the dates and space just weren't available."

The Coliseum recently had a momentary flashback to its days as a concert venue, when John Mayer gave an impromptu concert for several hundred USC students and President Harris Pastides. The Grammy winner used the Coliseum as a rehearsal space before an upcoming tour. "It's the relationship we have with various promoters that attracts big-name artists," Kenyon said.

After rehearsing in the Coliseum for several days, Mayer performed a spontaneous free concert, giving current students a sense of the atmosphere and excitement you likely experienced when you were in college. "Having the building host a performer of that magnitude just brought back feelings of the past," said Kenyon.

The Coliseum may have generated some of your fondest college memories. And while it no longer is USC's primary venue for major concerts and events, it's still serving one of its original purposes — educating SJMC students and creating memories for them.

Kenyon expects the Coliseum to continue to attract events after the J-school moves to its new home. As you know, the J-school is preparing to renovate the Health Sciences building near the Horseshoe. Please read Development Director Terry Dixon's column on page 6 for the latest news on the move. 






# Joseph William Shoquist

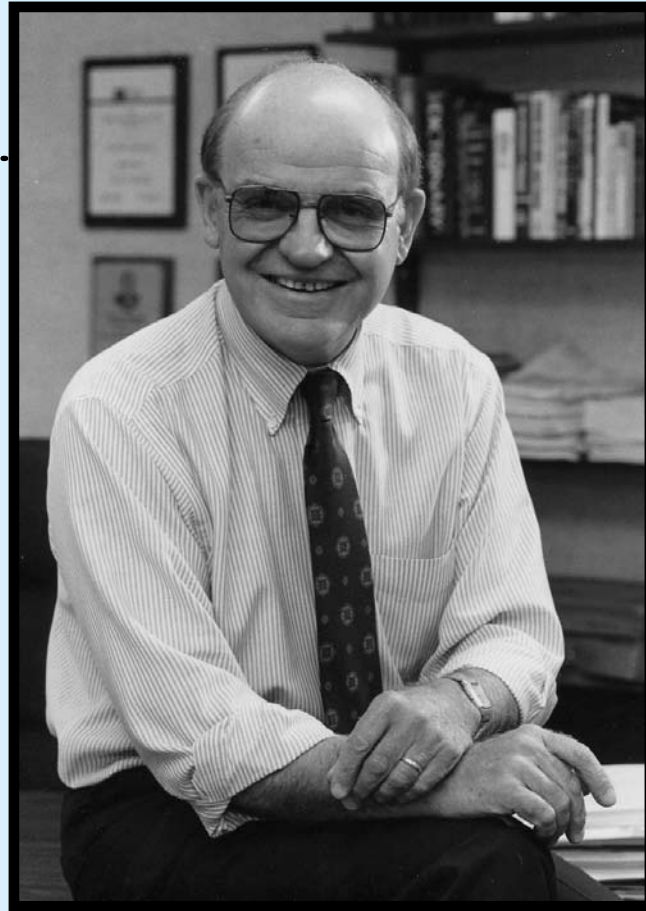
By McKenna Kemp

Dean Joseph William Shoquist passed away on Feb. 27 due to complications of Alzheimer's disease. He served as Dean of the College of Journalism and Mass Communications from 1986 until his retirement in 1991.

Before serving as dean, Shoquist was editor of the *Milwaukee Journal* and active in many professional organizations including the Associated Press Managing Editors Association. He was a large advocate of free press, and was known as a champion for ethics and integrity.

As dean he was noted for promoting diversity, growth, and professionalism. He worked hard to make changes in the faculty profile, and also gained approval for a doctoral program for the college. Dean Shoquist will be remembered fondly by his family, friends and colleagues.

The family suggests contributions be made to the Joseph W. and Dorothy Shoquist Scholarship Fund or the Joseph W. and Dorothy Shoquist Doctoral Fellowship Fund. Memorials to either are payable to USC Foundations and should be mailed to USC Gift Processing, 1600 Hampton Street, Columbia, SC 29208. 




FROM THE ARCHIVES

## 1987 1st Southeastern Multicultural Workshop



By Erika Sturino

The then-College of Journalism and Mass Communications hosted the first Southeastern Multicultural Newspaper Workshop in 1987. Minorities interested in print journalism applied, and a select few were chosen to participate in the 10-week summer program.

Newspapers from the Southeast helped fund the program and provided professional guest lecturers. They even recruited and hired some of the students at the end of the program. 

Left, former Dean Joe Shoquist and faculty members Paige Wadford, Bill Rogers and Patricia McNeely posed outside the Coliseum with the program's first class.

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11/25/09 to 3/15/10

Compiled by James Foster

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