

SPRING 2014

# InterCom



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

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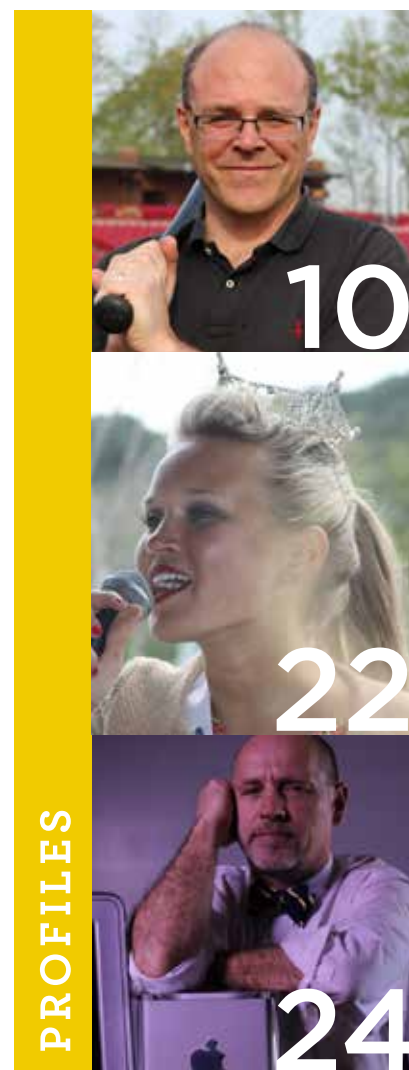
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## Innovation by Involving the Public

*By Amanda Hendrix*

The first time Pamela Wright ever saw her grandfather's signature, she was looking at a dated document preserved in the National Archives.

She had easy access because she is the National Archive and Records Administration chief innovation officer. But she wants everyone to have easy access. NARA is opening records and textual data for public participation. Showing NARA's importance is imperative for more than just the government. It is basic to providing value to the public, which she proved when she found her grandfather's signature.

Wright was the featured speaker at the annual Deans' and Directors' Lecture for the School of Library and Information Science this spring. After the open government directive was issued in 2009, principles of transparency, participation and collaboration were the main focus of NARA. The directive was issued by President Barack Obama as an initiative to make the federal government more transparent, efficient and accessible. It follows NARA's main principle that "citizens have the right to see, examine and learn from the records that document the actions of their government," said Wright. This helped pave the way from the archive simply helping the public to working with the public to improve records and textual data.

The pathway includes using social media to NARA's advantage, because people turn to the Internet for information first. This gives the public greater access and provides the agency with a group of voices rather than one voice. Wright referred to the group as "revolutionary and similar to a tapestry" because it takes multiple fabrics to create it, not just one. Social media also provides improvement by showing the quality of engagement with users and how the archive is reaching the users.

The goal is to have 12 billion textual records online. Its user-friendly sites are similar to social media sites the

public is familiar with. A dashboard gives users the ability to tag documents and sources that are related to the records, similar to Pinterest. Wright's team stepped up the call to action by providing a site that is different from normal social media sites and seems like a game to users. This transcription site is very popular, providing users the opportunity to look at scanned handwritten documents and attempt to decipher and edit what they say. When NARA launched the transcription site, they loaded 300 documents, 1,000 pages, which were transcribed in two weeks by public participation.

Wright's reasoning for trying multiple ideas, such as dashboard and transcription, is not being afraid to fail. "If you don't fail, you probably aren't being innovative."

Wright was named to the Federal Top 100 list for 2014 for her work at NARA. She became the first to serve as chief innovation officer at NARA in 2012. She specializes in innovation, digitization, web, social media, description and online public engagement. Wright also serves as the agency representative to the White House Open Government Working Group and the Digital Public Library of America.



# FROM DEAN **BIERBAUER**



I had an engaging conversation in my office recently with a journalism alumnus, vintage 1971. One thing that caught my attention was an almost parenthetical remark that for 30 years, he'd not heard from the university.

You're not in that category. You receive *InterCom* twice a year. If we have your email address, you should also get our monthly eNews. You probably hear from the My Carolina Alumni Association, too. And, yes, there are those fund-seeking Carolina Callers, though we really try not to disturb your dinner. They're earnest and engaging students. I hope you chat with them. I do.

It's the gaps, though, that concern me. Whether it's 30 years or three. I understand them. I was largely out of touch with my alma mater, Penn State, for about a dozen years as I kicked around Europe. The journalism school caught up with me in Moscow. But that was before the digital revolution. Email and Twitter now keep me in touch with a number of our recent graduates.

In our über-connected world, we still get disconnected. I know we're busy, dispersed and distracted. I hope we're not totally disinterested. But we don't hear from you as much as we'd like to. We are, after all, in the information and communication business. And we're always intrigued by how widely applicable the skills taught in both our schools are. This issue has an article about graduates in the military. Last spring's had a vegetable farmer on the cover. All are using their communications skills.

In the past, I've often used the spring issue of *InterCom* for an annual report. But I've concluded that the magazine is itself a twice-yearly report on the state of the college. It comes through the eyes and words of a cohort of students in a class we call Publication Writing and Design. It's been taught for several years by senior instructor Lisa Sisk. I kibbitz. Many schools use staff to publish their alumni magazine. Ours provides the students' perspective on who we are and what we do. Here you get their take on faculty they appreciate, the evolving curriculum and the progress of construction on the journalism building.

The building's coming along well. President Pastides referred to it as "Charles' mess" at a recent meeting of the deans. It's practically in the Pastides' back yard. I

told him I was very pleased to have that mess. We're on schedule to open the new journalism facility in fall of 2015.

Davis College will be getting a needed facelift this summer with the porticos and columns on both entrances of the now more than 100-year-old building being refurbished. The SLIS undergraduate BSIS degree is getting some rework, too. Initial courses are now being offered through USC's new Palmetto College online degree program.

*InterCom* will continue to best serve your interests with your input. We regularly solicit your news for the Alumni Notes section. Alumni at every university tend to read the back of the book first. We'd like to hear from more of you about what you've been doing. Might we double the size of that section? We'd welcome more feedback on what you'd like to see in the magazine. It's a balancing act among stories about the two schools, students, faculty, alumni and donors. If you have not been receiving our monthly electronic update, send us your email.

When you're on campus, the door's open. Alumni do drop by my office, sometimes accompanying a son or daughter on the college tour. I'm always happy to see both. We've had succeeding generations of students in the Coliseum and Davis College. Those visits are chances to talk about what's changed in the past 20 or so years and what's changing for the future.

Just don't wait 20 years to let us hear from you.





## FROM THE SJMC DIRECTOR

# Dr. Carol Pardun



In case you all haven't heard, I am stepping down as director of the School of Journalism and Mass Communications. I'm sure it's the right decision, but it wasn't an easy one. I've loved the past six years (well, most of it!). But, it's time to get back to what I went to graduate school in the first place for. I'm heading back into the classroom and hoping to take up the mantel of "scholar/teacher" again. I've got at least another decade of work in me and I want to spend it teaching and writing.

I'm proud of the work that the school has accomplished over these years. We've hired great people. Five of our associate professors were promoted to full. Several have achieved tenure and promotion to associate professor. We've seen an increase in published research at top-tier journals. We received accolades in our reaccreditation. Our new building is progressing and on target for Fall 2015 occupation.

But, mostly I'm proud that in the midst of increased pressures to publish and increased pressure on university budgets, we continue to change lives in the classroom. I'm convinced that some of the best journalism and mass communications instruction in the country takes place right here in the Coliseum.

And that's why I'm happy that I'm planning to spend my last decade in the academy right here at Carolina. I love just about everything in South Carolina. I love that my house is close to the university, I love humidity, I love that I can row both in Columbia (with the Columbia Rowing Club) and Beaufort (with the Beaufort Rowing Club). I love how friendly—and accessible—the university is.

I love that the J-school faculty is made up of professional oriented faculty as well as academically trained. I love that we have new, straight-from-a-top-research university assistant professors and full professors who have been here for more than 20 years. I love that our faculty put their students first.

I love that I'm less than three hours from the beach and that the Sea Islands are also home for me. I love that I can walk to Garibaldi's for dinner.

I love that our school will soon move to our new building at the corner of Sumter and Greene. I love that we'll be Horseshoe neighbors. I love that I have had an influence on the design of this building. I love that I can meet my husband for lunch over at the Honors College dorm.

I still don't love sweet tea. And, I don't understand what "raw fries" are—other than I know they are not raw. But, peaches, fried pickles, tater tots and shrimp. Ah, the shrimp.

So, most of what I love about this place won't change. But some of it will. I won't be in charge any more—and I love being in charge. I entered the world of administration with the thought that I would be an administrator for the rest of my career. No one was more surprised than me when I came to the conclusion that "the best laid plans" are not always as straight-lined as we may think.

Thanks to everyone who has been so supportive of me over the past six years.

On July 1, I begin a sabbatical to help me transition from full-time administrator to full-time-regular professor. I invite you to follow me on my adventures through my blog, My Year Away (<https://carol.pardun.com>), or on Twitter at @CJPardun.

# A CURRICULUM OF CHANGE

By Eli Windham

The University of South Carolina's campus seems to be ever-changing. New buildings are being constructed, age-old dormitories renovated, and even some long-standing potholes are finally being filled. But not all the changes are strictly aesthetic. In the fall of 2014, the School of Journalism and Mass Communications will implement a much-needed change to its curriculum.

Why change the curriculum? What's wrong with what is currently in place? The changes aren't due to problems with the current curriculum; it's more about adaptation and flexibility. Technology and education are constantly evolving, and the university as well as SJMC must evolve, too.

Associate Professor Van Kornegay, who is the chair of the school's curriculum committee, said that the changes are coming for three main reasons: "consistency, choice and flexibility."

The curriculum was overdue for a tune-up, and although SJMC has experimented with some changes the past few semesters, this fall, those changes will go into full effect. Current students will still be able to complete their original requirements for their degrees, but all new students will follow the new curriculum.

The biggest change involves standardizing the general education requirements for all journalism majors. Currently, students in different sequences have different general education requirements, making the switch from one major to another within the J-school difficult.

SJMC also reassigned several course numbers to, according to Kornegay, "follow a more logical numerical advance." Classes had been numbered based on whichever number was available when the course was implemented, he said. Introduction to Mass Communications will switch from 201 to 101, and will get a new name, Media and Society. Many other courses will also follow suit to avoid confusion. Now students will start off with more 100-level introductory classes, and then gradually move their way

into the 300- and 400-level major-specific courses. Several journalism courses are now also offered online, such as the new Media and Society and Principles of Advertising. Delivered online, these courses allow students more flexibility with their time and schedules, which Kornegay said is one of the main reasons for the change.

Many current and former students have already experienced some of SJMC's online courses, and the feedback from those students has been very positive.



**SJMC advertising student Jake Windham shows how the convenience and simplicity of taking online courses can be like having the classroom all to yourself.**

Melle Morgan, a 2013 visual communications graduate, was among the first students to take the online section of Principles of Advertising. "Even though the class was online, my professor was readily available and always answered any questions I had about the course or procedures very promptly," Morgan said.

"I actually feel like I learned the material better, since I was forced to read the material more outside of class on my own than normal. I really enjoyed being able to do everything on my own time in the comfort of my own home."

Another change to the SJMC curriculum includes the option of a cognate instead of a mandatory minor. Now a student can choose a cognate, which is only 12 hours versus 18 for a minor, and can customize it to his or her own specific interests. The pre-designated minor of six courses did not allow any customization options.

Although some may see the changes as a challenge for students, others see this as a great opportunity. The renumbering and restructuring will make it easier for students to follow their academic progress, and the online courses could prove to be the future of journalism education.

Change can be a difficult thing, especially for current students, but these changes are expected to be beneficial for all involved, including current students, future students and advisers.



# SERVING UP SUCCESS

*By Cameron Stehle and Drew Ricci*

Jade Vitt uses hand signals to show her partner which opponent to serve to.

The newest addition to varsity sports at USC is sand volleyball, which features two J-school freshmen who attribute their early success to communication skills developed in the classroom. Standout student-athletes Jade Vitt and Morgan LaVigne have successfully acclimated to the program and have become outspoken leaders on and off the court. The 17-player team has high expectations for its inaugural season and the future of the sand volleyball program.

As a student pursuing a degree in public relations, Vitt attributed much of her success to her interest in the communications field. The college matches consist of five two-on-two competitions that are played to the best-of-three sets. "Since it is only two girls covering a large court, it is essential that communication is present between you and your partner so that you're always on the same page." The team's ability to communicate effectively while on the court has resulted in wins against the University of Alabama at Birmingham, University of Oregon, College of Charleston and Jacksonville University.

"I believe that within the next few years, the sand volleyball program here at USC is going to be one of the best in the country," noted Vitt. "It is an incredible feeling knowing that this group of girls is a part of history." And history comes with a price tag, as the new \$995,000 facility has been cited as one of the best in the country. The new complex features a fenced-in stadium with five sand courts, synthetic turf grass to aid in water drainage, outdoor showers, a large scoreboard and bleachers for Gamecocks fans. Both Vitt and LaVigne agreed that finding a balance between academics and athletics can be a challenge at times.

LaVigne is pursuing a degree in visual communications and noted that time management has been crucial to her

success in the classroom. Coach Moritz Moritz is invested in the education of his players and ensures that academics are the number-one priority. LaVigne echoed this sentiment, saying, "Our coach always stresses the importance of school coming first."

LaVigne emphasized that the team's overall communication when training and breaking down film of upcoming opponents. "Off-the-court communication is key to making sure we are all on the same page and striving toward the same goal," she said. "We always look to uplift and encourage one another to make each other better." The communication continues to drive the success of the tight-knit group that currently sits at the top of the collegiate rankings.

Both LaVigne and Vitt have made a successful adjustment as freshmen at USC. LaVigne and Vitt received honor roll recognition from the university and the School of Journalism and Mass Communications. "Public relations has always been a thought in the back of my head," said Vitt. "I see myself in the field of journalism and it has always appealed to me."

LaVigne has wanted to pursue a degree in journalism since she was a freshman in high school. "My interest had always been along the lines of photography," said LaVigne. "My interest has changed more toward reporting since I've been at USC." With her passion for journalism, and an interest in photography, LaVigne hopes to one day work for ESPN.

The players and coaches are holding the new program to a high standard, as they have set an early tone of accomplishment. "We have all of the resources and knowledge that a new collegiate sport needs to take off. I believe it is going to do just that within the next couple of years," said Vitt.





## Renovated Health Sciences building becomes new J-school home

By Bethany Schifflin and Erin Koons

The Carolina Coliseum has been home to the School of Journalism and Mass Communications for nearly 45 years. With its sharp columns and prominence on Assembly Street, the building may hold nostalgia for some alumni, but there's growing excitement among students and faculty for a coming change. What once seemed ideal space is now close quarters for USC's journalism programs, and after years of deliberation and careful planning, construction of the next SJMC building is underway.

Students will find a space suitable for the evolving nature of their field. This \$25 million project will renovate the former School of Public Health building, nearly doubling the size of the current J-school to 54,000 square feet. The new facility, with expected completion in summer of 2015, will provide modern essentials needed to thrive in today's technology-driven workplace.

Nearly seven years after plans for the building began, the Palmetto Construction Group was contracted to complete the building process, leaving only one more thing to do: dig in. On the rainy morning of Feb. 3, 2014, the school held a groundbreaking ceremony. As faculty, students and alumni watched, not even the weather could mask the excitement that lingered in the air.

With more than 100 on hand, Dr. Carol Pardun, director of SJMC, was very pleased with the event. "People were excited about it," she said. "It was a really great turnout."

Since the groundbreaking event, the construction process has been moving along swiftly. Workers faced some delays when weeks of snow and ice caused campus closures. But, as warmer temperatures returned, construction has resumed its regular schedule. All flooring has been removed and nearly the entire three-

floor structure has been gutted. The Health Sciences building was not the first location considered for this project. LeConte was one of many contenders because of its location next to Davis College, home of SJMC's sister school, the School of Library and Information Science. In 2007, the Health Sciences building emerged as a more suitable fit for the school's needs. "It's a more versatile building, the location is very prominent and, in some ways, it's more visible than LeConte," said Charles Bierbauer, dean of the College of Mass Communications and Information Studies.

"It's going to be a wonderful addition to the university," said Elizabeth Quackenbush, CMCIS senior director of development. "It will be a destination on campus."

Quackenbush has focused on raising funds, via naming rights and other initiatives, for the new building, since



joining the CMCIS team almost two years ago. While the university has provided \$18 million for the structural renovations, elements of the interior furnishings, electronics and other necessities will be made possible through fundraising efforts. "If you took the building and turned it upside down, everything that would fall, we raise money for."

A number of spaces in the building are already reserved and will be named for generous donors. An anonymous donor pledged \$1.5 million to fund the construction of a "greenhouse" broadcast studio, adjacent to the renovated building. It will give broadcast students the opportunity to create news segments and broadcast campus news with the latest technology in an iconic setting.

Allison York, a sophomore broadcast journalism student, said she is excited about the new building and studio. "All the new technology that will be

available to us is going to change everything. We will be able to do so much more in the newsroom; it makes me even more excited for my senior year!"

"It's important for students to understand how what they are doing and experiencing in the college environment prepares them for, and reflects upon, the professional environment," said Dean Bierbauer. "Students will have both the skills and the intellectual curiosity and capacity to be ready for jobs. Of those two, it's the intellectual capacity that's the greater because the skills are going to alter all the time."

Students will benefit from learning and practicing their skills in a flexible environment. Freshmen in the J-school will have all journalism related classes in the new building, something that could not be achieved in the Coliseum because of its limited space. This will unify the school and

establish a home-base for students.

"The connectivity in the building will be all over the place," said Dr. Pardun. "Students will be in an environment where they'll be able to use everything in a more friendly way."

Dr. Pardun also expressed excitement about the structure of the new building, allowing for greater interaction among journalism majors.

"A building is, in and of itself, a building," said Dean Bierbauer. "It's what takes place inside that building and how the building, or the allocation of the space, is conducive to better teaching."

An in-depth look at the building's progress is on the college's website and blog, [uofscjournalismbuilding.com](http://uofscjournalismbuilding.com). Here, visitors can find general information on the project, renderings of how the building will appear and information on donation opportunities.



# INTERNATIONAL GRAD STUDENTS



## Sara Chizari

*Ph.D. student in the School of Library and Information Science*

**Focus:** Cultural heritage informatics  
**Country:** Iran

Before coming to America, Chizari studied at the Shiraz University of Technology, where she received her degree in information technology. She then studied in the United Kingdom and received her master's degree in information management at the University of Sheffield.

After working 10 months at the UK's National Design Academy, Chizari decided to pursue her Ph.D. Chizari spoke with her former professor, Dr. Alastair Allan, who referred her to Dr. Kendra Albright, associate professor at SLIS. Chizari knew that she found the right school.

Chizari has lived in Columbia for more than two years, and she finds the city to be unique in several ways. "You have to travel everywhere," Chizari said. "I'm used to small settings of life where you walk wherever you want to."

She also thinks that meal portions in America are different. "When you go to restaurants, they give you lots of food for a small price," she said. "It's never like that in Iran nor in Europe."

Chizari misses Iranian food but admits that she loves Buffalo wings and hamburgers.

Despite minor culture adaptations, Chizari is happy to study in a country where people are open to freedom of expression. "In Iran, the government controls everything," she said.

Chizari is also happy to be in America because it is where she married her "man of life," Navid, an Iranian civil engineering graduate student, on Dec. 18, 2013.

When Chizari graduates with her Ph.D., she plans to use what she has learned about information and take it back to her country. "IT in Iran is focused on technology," she said. "And I would love to go back to add more about information science back to the schools." Chizari also wants to bring the "peace of mind" she has observed in America back to her country.



## Yichao Lin

*MMC student in the School of Journalism and Mass Communications*

**Focus:** Integrated communications  
**Country:** China

Like Chizari, Yichao Lin also comes from a country where freedom of speech is heavily regulated by the government.

Lin is from Xuzhou, China. After getting his bachelor's degree in management at the China University of Mining and Technology, he worked for several years before deciding to travel overseas to further his studies at the School of Journalism and Mass Communications.

Lin was attracted to the university when he first toured the campus. "I think USC is a great university," he said. "Great students, great faculty, great facilities and people here are really nice."

But what really motivated him to join the SJMC graduate program was the major. "There are many majors, like advertising and public relations, in many schools, but not so many schools have majors in integrated marketing communications," he said.

Lin has enjoyed his second semester in South Carolina, but has faced some challenges along his academic journey, one being the language barrier. "The biggest challenge is y'all speak English!" Lin jokingly said in a made-up Southern accent.

He also finds it difficult to find authentic Chinese food in America. "American Chinese food sucks," he said. When it comes to pop culture, Lin said that America has influenced China when it comes to movies. "American movies are very popular in China," he said. In his opinion, the most popular American movie in his country is "Titanic."

Even though American movies are allowed in China, other American media are not. "In China, we use censorship, so media cannot report everything, especially if it's something our government doesn't want people to know," Lin said. "That's why Facebook, YouTube and Twitter are not available in China."

When Lin graduates from the M.M.C. program, he wants to stay in America and start a business that specializes in new media.





## Maria del Mar Tovar

*MMC student in the School of Journalism and Mass Communications*

**Focus:** Integrated communications  
**Country:** Colombia

Maria Del Mar Tovar was born in Colombia. But, unlike the other graduate students, she has lived in the U.S. most of her life.

Her family moved to this country when she was 8 due to Colombia's civil war and war on drugs in the late 1990s. "The country was completely unsafe and very violent," Tovar said. "My parents, as well as other Colombians, were lucky enough to leave."

Arriving in America, Tovar's parents found it difficult to communicate with others, but Tovar and her brother attended a bilingual school, making the transition easier for them. "In school, we were surrounded by people from all over Latin America," she said. "Our teachers were bilingual and we learned very quickly."

Even though she has been in the U.S. for a long time, Tovar visits Colombia often and knows how different the culture in Colombia is from American culture.

"There are big differences in personal space," Tovar said. "My friends from Latin America will talk to me right in front of my face. But with my American friends, there's more of a separation, and it's rude to get into their personal space."

Tovar also notices how there's more organization in America, saying that most people in Colombia do not respect traffic rules.

There are many things that Tovar wants to take back to her country, but the biggest is the value of work ethic. She wants people in Colombia to know that "if you work hard and go to school, you will make it."

After graduation, Tovar wants to work in the field of public relations and advertising within corporate communications. "I want to use my background and my multiculturalism to create culture-relevant messages for the Hispanic market, which is ever-growing."



## Hassan Zamir

*Ph.D. student in the School of Library and Information Science*

**Focus:** Information retrieval and digital libraries  
**Country:** Bangladesh

When looking for the best school to attend for his doctoral studies, Hassan Zamir chose SLIS for several reasons. "The research areas of the faculty matched with my research area," Zamir said, whose focus is on digital libraries and information retrieval.

Zamir researched which library schools were the highest ranking and found SLIS to be one of them. He also found out that the school would accept his Test of English as a Foreign Language (TOEFL) scores.

The main differences that Zamir has found since he came to America are religious practices. "I am a Muslim," he said. "And in our country, we have mosques everywhere, but over here, we have two or three mosques in the area."

When it comes to culture, Zamir said that there used to be a rich variety of musical artists in his country; however, due to a civil war, most of those artists were killed. "We have lost a good generation, so we have a generation gap," he said. Now, more musicians in Bangladesh are integrating a westernized style into their music.

What Zamir wants to take back to Bangladesh is the discipline Americans have when it comes to scheduling and making deadlines.

# *Alumnae Wage Campaign for Richland Library*

*By Makena Cummings*

The Richland Library System has made the move into the digital age, reflecting the changes that are taking place in libraries across the country. And it's gotten a \$59 million vote of confidence to keep changing.

In November 2013, Richland County residents voted to pass a \$59 million bond referendum, funding numerous changes and improvements that will be carried out during the next few years. These changes will take place at the main Assembly Street location and some of the 11 branches.

"The library is about learning, not books," said alumna Padgett Mazingo, the marketing communications manager of Richland Library. She graduated from the School of Journalism and Mass Communications in 1990 with a public relations major. "We have to work to stay relevant in the digital age, and this referendum is going to help us do so."

The campaign to approve the referendum took a grassroots, community-driven approach. Melanie Huggins, executive director of Richland Library and 1995 alumna of the School of Library and Information Science, led the campaign. Her vision became the plan. Because referenda are the only way libraries can obtain substantial public funds for the improvements they need, it was vital that the public was reached effectively to gain the votes. Her communications team was led by Mazingo and included alumni from SLIS as well as the School of Journalism and Mass Communications.

"The effort was successful because we have so many people in the community with such personal and passionate stories about the library," said Mazingo.

The focus of the campaign was on personal testimony and the effect the library system has had in the lives of community residents. As a public entity, the library and those who work for it were limited legally in what they could do to affect the vote. A group of passionate volunteers created [voteforlibraries.com](http://voteforlibraries.com) to help inform the public of the need for these vital enhancements in the library system.

Two J-school alumnae and Richland Library staff members, Betsy Crick and Laura Morris, were also very involved in the campaign. Betsy Crick is the marketing coordinator at Richland Library, focusing on customer and community relations. She studied public relations and graduated in 1997. "This was truly a team effort," said Crick. "I'm grateful to work with so many dedicated, intelligent folks in our marketing and communications department."

Morris graduated in 2005, majoring in advertising. She is the communications coordinator, specializing in media outreach, internal communications and social media. Morris worked closely with Mazingo, Crick and staff designers to keep everyone up to date. "Since this was a purely informational campaign, we had to pay very close attention to how we worded communication to staff so that these pieces informed but didn't advocate," said Morris.

The last bond referendum for the Richland Library system passed in 1989. With it came \$27 million and a new location for the main library. The previous location at the corner of Sumter and Washington Streets could barely hold the number of people wanting to visit the library, let alone the books. That referendum provided the current 242,000-square-foot building along with renovations for other locations.

For the main location and some of the branches, the current referendum will pay for such things as technology friendly programs and spaces, new heating and air conditioning systems, more power outlets, repaved parking facilities and new carpet at the main library. Quiet spaces will be moved to new, quieter locations. More multipurpose meeting space will be available to the public as well as new conference rooms and digital teleconferencing rooms.

The Ballentine area will receive a new facility and the Sandhills branch will be replaced. The goal is to cater to the specific needs of the communities surrounding the branches.



# MEDIA MATTERS:

## *Service Learning in Malawi*

### “The Class That Won’t Stop Giving”



*By Melissa Heim*

Lauren Laubach experienced a complete culture shock during her study abroad trip to Malawi, Africa. The senior broadcast journalism major said, “Traveling to Africa is completely different when you are totally immersed in a culture. You will never truly know what it is like until you see it for yourself.”

School of Journalism and Mass Communications faculty Van Kornegay and Scott Farrand traveled with eight students to Malawi in June 2013.

The students produced stories and photographs for the Ministry of Hope, a non-governmental organization that works to provide food, medicine and education to people in Malawi. The students also set up a mobile medical clinic at a crisis nursery for orphans. The Malawi Service Learning program has continued to affect peoples’ lives. Farrand described the program as “the class that won’t stop giving.”

While in Malawi, the class met Kondwani Chitekwere, a Malawi native who makes religious beads out of paper from leftover magazines. She sells the beads to villagers and missionaries to raise money for the Ministry of Hope. Farrand teaches an Informational

Graphics in the Mass Media course, involving more students beyond those who traveled to Africa. These students created packaging for the religious beads, morphing the study abroad experience into a related, but unique learning situation.

Farrand explained, “The students’ challenge is to properly market the product and create packaging with little to no money.”

Kornegay and Farrand are currently working together to create a new relief program that will allow the religious beads to be sold in the U.S. The profits will benefit the Ministry of Hope.

Farrand said, “My fall semester class did some prototype work on the packaging, and my current class will also create some new packaging ideas. I am planning to take the best of these ideas to Malawi in June and show the Ministry of Hope staff.” Farrand and Kornegay will be taking a second group of students with them on the 2014 trip.

The Malawi Service Learning program received recognition from the National Association of Student Personnel

Administrators (NASPA) for the philanthropic work. NASPA awarded the program its 2014 Best Practices in International Higher Education Student Philanthropy Award. The NASPA award recognizes institutions for exceptional work relative to international higher education.

Frankie Dee Pruitt, a junior visual communications major, said, “This trip showed me that people who have nothing in a materialistic life, can have everything in a spiritual one. Despite the villagers living in severe poverty, they were some of the happiest people I have ever met.”

The students’ work was displayed at a community exhibit at 701 Whaley in December 2013.

Pruitt said that having his work on display felt amazing. “Seeing how people were so interested in the story behind each photo made me appreciate having the opportunity to be behind the camera even more.”



# SLIS DIVERSITY PLAN IN FULL SWING

By Annie Wilson

"Diversity takes everyday action."

That's the mantra of the School of Library and Information Science as its faculty and staff work on initiatives to promote diversity in its programs.

SLIS students, alumni and faculty reflect the people they serve, encouraging intellectual freedom and differing ideas. "We want them to all to feel included in this family and that takes a real effort," said Dr. Sam Hastings, SLIS director. "We want to ensure a sense of belonging and freedom to pursue intellectual endeavors. We nurture a place where everything is acceptable."

Immediate goals of SLIS's diversity plan include fostering an inviting campus environment that respects differences, encourages inclusiveness and increases the recruitment and retention of diverse students.

"We're not trying to compartmentalize or shutter or stomp on people's ideas and beliefs," Dr. Hastings added, "For example, reading a book about a gay lifestyle is not considered a crime."

In addition to the intellectual freedom, SLIS offers various scholarships to promote diversity among its students. The South Carolina Library Association and South Carolina Association of School Librarians both provide scholarships for underrepresented students. The American Library Association has a highly competitive scholarship for Spectrum scholars. The Richland Library Foundation created the Ethel Bolden scholarship for a SLIS student. Bolden, who worked tirelessly to promote excellent services to African-American children, served in South Carolina libraries for 40 years.

SLIS also has several endowed scholarships for specific students interested in serving populations with special needs. "The various scholarship opportunities make all the difference," said Dr. Hastings. They allow various students to showcase their strengths and become a part of the tight-knit SLIS community. Though a variety of scholarships are available to the SLIS student population, more help and donations are always welcome.

Nonie Price, SLIS alumni relations and continuing education coordinator, founded the Diversity Leadership Group in 2005. This volunteer group is composed of practicing library professionals and SLIS students. In 2008, the group created a diversity plan for the student, faculty and staff communities. According to Dr. Hastings, this "secret weapon" is used daily. SLIS is one of the first library and information science programs to have a diversity plan in the university setting. Of 62 accredited LIS programs nationally, the plan sets SLIS apart. "Diversity scholarships help with recruiting for the doctoral program. SLIS has a family feeling, and we all have mutual trust and camaraderie," said Price.

The various alumni in the group care not only about SLIS students, but the South Carolina library community as a whole. "Intellectual freedom is more about inclusivity than diversity," said Price. "Everybody needs to feel welcome, a part of whatever they are a part of. There needs to be interaction among faculty, staff and students, and everyone should be on the same page."

The Diversity Leadership Group met in April to discuss the school's diversity plan as well as strengths of SLIS and areas that need improving. "I am so proud of our numbers," said Dr. Hastings. "Of our undergraduate students, 23 percent are from diverse backgrounds." Faculty and staff presented updates on class curriculum and research, informing the Diversity Group on SLIS events. There is room for improvement, Dr. Hastings said. "Our willingness to collaborate is one of our greatest strengths."

Dr. Hastings was a keynote speaker at the University of Maryland's Symposium on Diversity and LIS Education in April in College Park, Md. The symposium, which focused on preparing LIS students to serve diverse populations in today's information age, centered on the issues of advocacy, outreach and inclusion.

Looking to the future, SLIS will keep its diversity plan in place. "We are as diverse as we need to be to reflect the public that we serve," said Dr. Hastings. "Libraries are all about communities, and we need to put more people in the field who reflect people in the communities."

# SECURING DIVERSITY IN THE FUTURE

By Noelle Jones



The Diversity Committee includes Bonnie Drewniani, Dr. Shirley Staples Carter, Cecile Holmes and Dr. Ran Wei (not pictured)

As the university completes its year-long commemoration of the end of segregation, the School of Journalism and Mass Communications is making sure its programs will remain diverse into the future with its Diversity Committee.

Started in 1991, the Diversity Committee was developed to give voice to the school's mission and student learning outcomes by highlighting diversity and its importance in the journalism field.

Dr. Shirley Staples Carter, the committee chair, said the committee's main focus is to "improve the representation or percentage of underrepresented students, diversify the curriculum and improve outreach in the community." Its initiatives include developing and supporting an active diversity committee to implement plans to strengthen the school's diversity among faculty, staff and students.

This year, the committee has partnered with local organizations, including the American Advertising Federation of the Midlands for its Breakfast of Champions event featuring a panel of advertising professionals.

The committee also hosts its own events, such as Word-Play, which featured a panel of award-winning writers, editors and folklorists.

# BREAKFAST OF CHAMPIONS

(And no, we're not talking about Wheaties)

By Tiffiney Miles

The committee plans to do more community outreach and build awareness to attract students to the field of journalism, encourage their interests in attending the school and to retain the students in their SJMC majors. There are currently 53 students from underrepresented groups in SJMC.

Associate Professor Cecile Holmes, Professor Bonnie Drowniany and Dr. Ran Wei serve on the Diversity Committee as well.

There are also financial opportunities and awards for underrepresented groups of students. Two scholarships are available to SJMC students: The Janie Mae and LaFayette Thomas, Sr. Scholarship Fund and the Kathryn Linwood Scholarship. The American Advertising Federation's Most Promising Minority Student Award goes to top minority college seniors who have excelled both academically and professionally in the field of journalism. This national award offers students a chance to network with some of the advertising industry's top professionals. Since 1997, SJMC has produced 23 finalists who have received the award.

Aside from the diversity committee and the financial awards offered to underrepresented students, the school has also taken steps to diversify its curriculum. Minorities, Women and the Media is taught by Dr. Kenneth Campbell, the school's longest serving full-time African-American professor. The African-American Freedom Struggle and the Mass Media is taught by Associate Professor Dr. Kathy Roberts Forde and Visiting Professor Sid Bedingfield.

Dr. Forde also coordinates the school's Media & Civil Rights History Symposium, a biennial event that brings together civil rights scholars and media historians to discuss the growing relationship between the civil rights movement and the types of communication issues found in our present society.



This Breakfast of Champions provided much more than nutrition - students walked away with valuable lessons that will help them become strong leaders in their careers.

On Martin Luther King Jr. Day, the School of Journalism and Mass Communications Diversity Committee teamed up with the American Advertising Federation of the Midlands (AAF) to host "Breakfast of Champions: You Can Do It, Too," which included a discussion panel of six young journalism professionals who shared their experiences in the field.

"The goal of the breakfast was to celebrate diversity and the diversity in the advertising and marketing industries," Jernell Simmons, diversity chair of AAF, said.

Students enjoyed breakfast as they listened to Patrick Stapleton, promotion manager at WIS-TV; Jeremy Lethco, co-founder and producer of Dust of the Ground, and Kaela Harmon, public relations and government affairs manager at the Columbia Metropolitan Airport.

They were joined by alumnae from the J-school: Shana Till (B.A., broadcast journalism, 2006), assistant news director at WIS-TV; Kim Jamieson (B.A., public relations, 2006; M.M.C., 2008), director of communications at the Midlands Authority for Conventions, Sports and Tourism; and Meredith Houck (B.A., visual communications, 2006), the creative services and production coordinator at Municipal Association of South Carolina.

The Diversity Committee chose the six for their recognized leadership qualities in the field. "We were looking for people who are established in the profession, and also young enough to know what it was like to get their first jobs," said Associate Professor Cecile Holmes, a member of the committee. "They are people who represent a

cross-section of ethnicities and specializations within advertising."

The panel, facilitated by Simmons, discussed several food-for-thought topics, like taking advantage of opportunities provided by the school. "I did everything," Till said. "I worked for *The Daily Gamecock*, I was a DJ at WUSC and I did some work for *Garnet & Black*. If there was something I could do, I wanted to do it."

The professionals also shared their stories of when they were searching for jobs. "When I worked at Starbucks, I would bring some resumes," Jamieson said. "I worked in the drive-through, and when people pulled up I would tell them, 'Here's your latte, and here's my resume.'"

Harmon also provided some advice for minority students who are doing internships. "You are expected to excel," she said. "And as minority students, the expectation of you is going to be even higher. And when you fail those expectations, you make it harder on yourself and other minority students around you."

The event gave Lauren Harper, second-year public relations student, a lot of encouragement about her future. "It was a great opportunity for the professionals to share their career paths with us," she said. "It shows that they care about our success. It was also great to network with them afterwards."

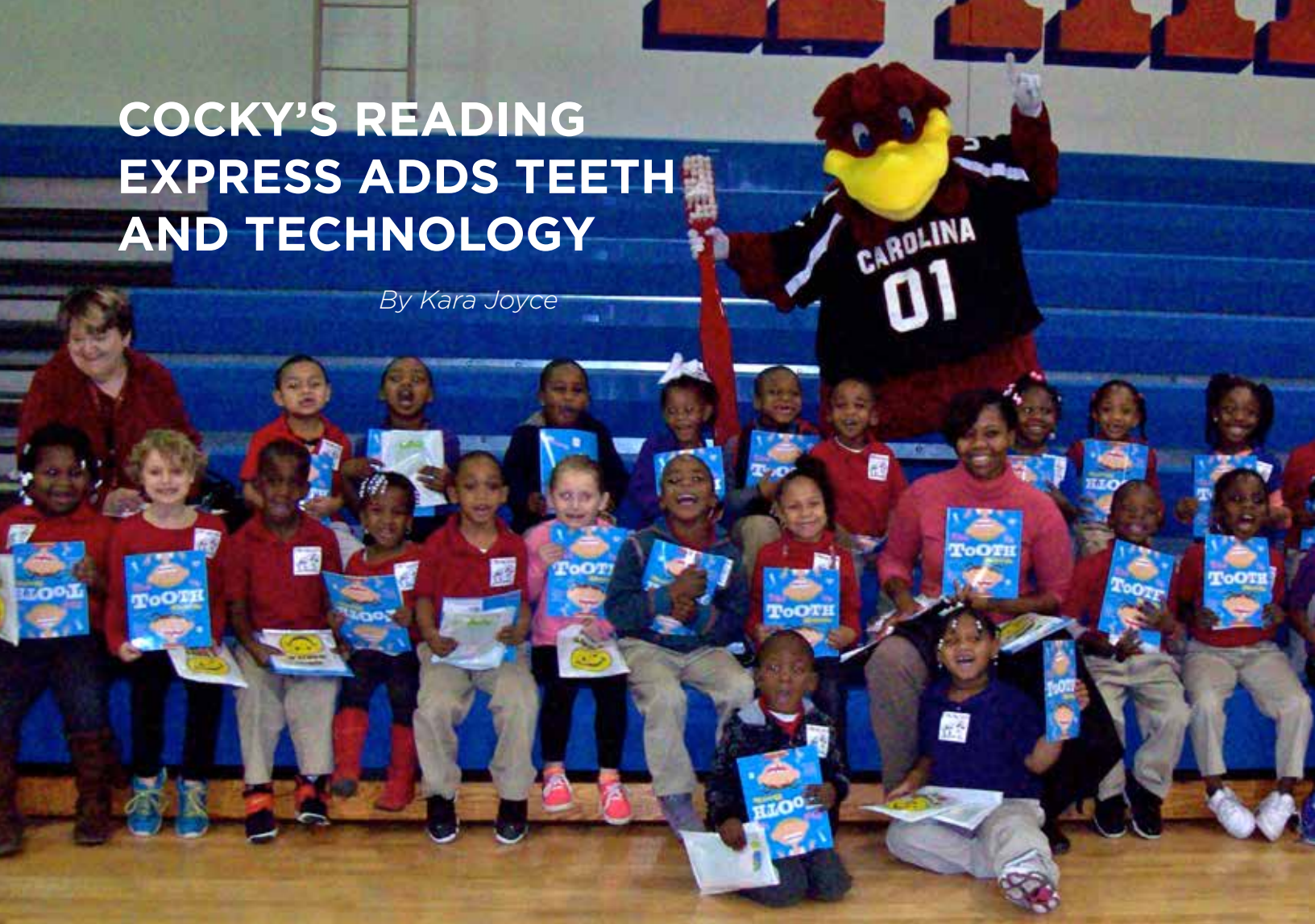
The J-school Diversity Committee and the AAF encourage students to become the best they can be when they graduate, hence the name, "Breakfast of Champions."

"We wanted to both support minority students in their quest for success and to give them a picture of all of the areas that they could go into and the things they could aspire to," Holmes said.



# COCKY'S READING EXPRESS ADDS TEETH AND TECHNOLOGY

*By Kara Joyce*



Inspiring kids to read takes more than donating thousands of books. It takes a from-the-ground-up program that makes kids associate reading with fun.

Cocky's Reading Express™ is a literacy outreach program founded in 2005 by then USC student body treasurer Tommy Preston and the USC student government. These students partnered with the School of Library and Information Science and the South Carolina Center for Children's Books and Literacy.

This year Cocky's Reading Express received a grant from the Central Carolina Community Foundation, which allowed CRE to create a year-long program with Calhoun County, S.C. This grant has enabled CRE to take a more "holistic approach" to reading, says CRE Coordinator Christine Shelek. The visits to Calhoun County teach students

from pre-K through second grade about important everyday topics, including the environment, health, nutrition, fitness, finance and dental health.

As part of the new program, parents had the opportunity to participate in family nights led by the CRE staff. "The goal of the family nights was to encourage a love of reading among children and their families and provide education for the whole family," said Shelek.

"Children were treated to an hour of stories and activities that were led by USC students and Cocky himself. Meanwhile, the adults were engaged in presentations and discussions on how to help their children continue to expand their knowledge of that particular topic."

The technology used by CRE has also evolved. When the program began, volunteers read to students from oversized books. Now they use the latest technology to project the books onto a screen for all of the students to see. The grant has also given CRE the opportunity purchase 10 iPads for the schools they are partnered with in Calhoun County. Each iPad contains 43 eRead downloads. Storia, a program installed on the iPads, sends data back to the staff at CRE. It informs the CRE staff which books are being read and how often.

Shelek has high hopes for the future of Cocky's Reading Express. "Now I can't wait until other universities come to see how successful our program is and want to emulate it."





Students at Brockington Elementary School are excited to read and brush their teeth.



Cocky's Reading Express Coordinator Christine Shelek talks with Cockey while reading to students at Briggs Elementary School.

## CONNECTING SMILES WITH COCKY

*By Kara Joyce*



For an elementary school student in South Carolina, what could be better than missing class to have Cocky visit your school? I experienced first hand how excited the children were to spend the afternoon with Cocky's Reading Express™.

After meeting with CRE Coordinator Christine Shelek I knew immediately I wanted to go on a trip with CRE. To really get an understanding of how these topic-specific visits worked, I spent a day with the staff and volunteers of CRE in Florence, S.C. where they discussed dental health with students at Brockington and Briggs Elementary Schools. The kids were thrilled to see USC student volunteers at their school. They were so wound up that one girl exclaimed, "Oh my gosh, I hope Cocky is here!"

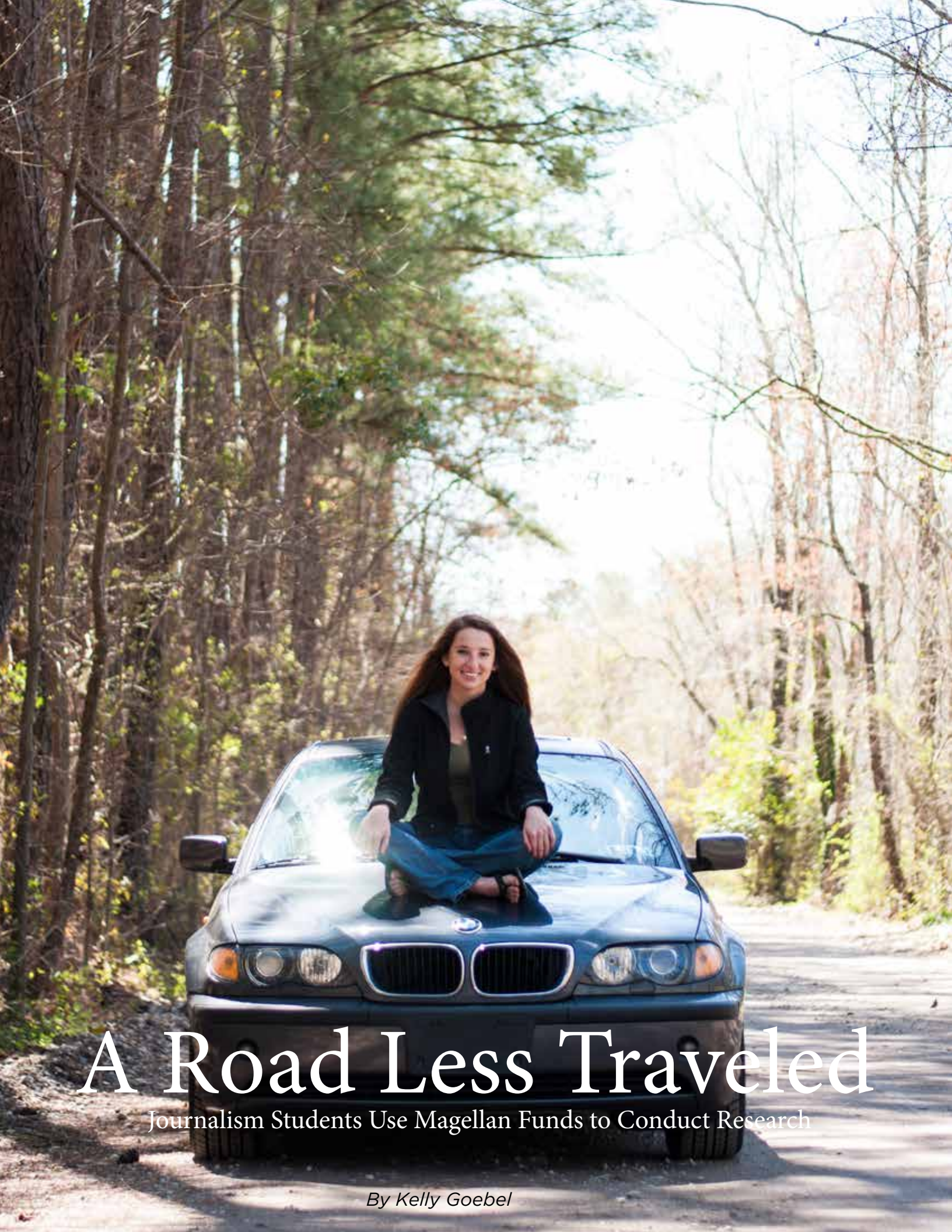
During each visit, volunteers read books about dental health to an assembly of students. The students eagerly listened to the volunteers and were entranced by chains of events happening in the stories about dental health. One of the students, who I found especially adorable, interrupted and said, "I know what plaque is! It gives you cavities!" It was great to know some of the kids already knew the importance of brushing their teeth.

The volunteers brought out a surprise special guest to help them read the third book—USC mascot Cocky. The children roared with laughter when Cocky acted out the scenes from the book. A favorite book of the students was "Pete the Cat I Love My White Shoes." I had no idea this was such a well-known book. Every child in the assembly sang along with the story, "I love my white shoes, I love my white shoes, I love my white shoes!"

After all the books were read, the children each had to promise Cocky that they would read one book every day and brush their teeth. Each child received an "I promise Cocky" sticker, "The Tooth Book," and a dental goody bag. It was amazing for me to see how excited the students were about going home to read at the end of the visit. Taking home their goody bags will open discussions with their parents about what they learned that day in school. They can tell their parents about the promise they made to Cocky.

After visiting the elementary schools, I see clearly why this program is so successful. It excites kids about reading and motivates them to broaden their education in important life topics.





# A Road Less Traveled

Journalism Students Use Magellan Funds to Conduct Research

*By Kelly Goebel*



Few students use the words “research” and “adventure of a lifetime” in the same sentence. However, for three outstanding students in the School of Journalism and Mass Communications, it’s a perfectly natural combination. Austin Price, Madeline Willett and Monica Munoz share an intellectual curiosity like no other – a curiosity that only the Magellan Scholar program can satisfy.

Price, a senior visual communications major, earned the Magellan Scholar award in Fall 2013. He traveled through South Carolina with his mentor, Associate Professor Ernest Wiggins, to discover the 315 miles of paths known as the Palmetto Trail. They analyzed the impact that the trail has had on the communities it passes through by examining its strengths, weaknesses, opportunities and threats.

“I’ve always really enjoyed the outdoors and the idea of the cross-state trail intrigued me, and so I jumped at the chance to spend the semester studying it,” said Price.

The Magellan grant is a high honor and comes with a certain degree of responsibility. Students enter the university-wide competition by submitting detailed proposals with their faculty mentors. Of the 160 applicants in Spring 2014, 75 were accepted. Only the students who

clearly demonstrate the exceptional ability to explore their respective interests outside the classroom are awarded funds for their research. If granted the scholarship, students receive up to \$3,000 and are expected to present their findings on Discovery Day. They are also encouraged to use other creative platforms to display their work. For example, students may publish in the Caravel, USC’s undergraduate academic journal.

Price is preparing a magazine-style book to convey the SWOT analysis and a short documentary featuring interviews with people associated with the Palmetto Trail.

Munoz, a senior public relations student, was named a Magellan Scholar in Spring 2014. She is studying how climate change affects national parks with David Weintraub, an SJMC instructor.

“My mission is to convey the information on parks more visually with a website so people have access and can easily interpret what’s out there. I am synthesizing different books and news articles into one place,” said Munoz.

During a two-month cross-country summer road trip, Munoz will visit five national parks to collect her data. As a former Capstone Scholar and Magellan Apprentice, Munoz is no stranger to getting her hands dirty

and going the extra mile (or maybe a few thousand).

Willett, a sophomore Spanish major, was awarded the Magellan in Spring 2013, when she was majoring in visual communications. Her research determined how U.S. study abroad students’ identities were influenced by international education immersion.

Willett’s mentors were Dr. Andrea Tanner, an SJMC associate professor, and Dr. Jennifer Engel, director of USC’s Study Abroad office. Both helped her design a case study for her study abroad semester in South Africa.

She studied nine students throughout their journeys. Her observations, field notes and interviews led her to categorize the influence of study abroad into four main levels – social, personal, national and global.

Regardless of her change in major, Willett said that the tools she was given as a J-school student contributed greatly to her research.

“My journalism classes gave me the confidence I needed for interviewing,” said Willett. “I knew what kinds of questions to ask out in the field and how to be concise.”

The Magellan Program has distributed more than \$2 million to fund undergraduate research at the University of South Carolina. The College of Mass Communications and Information Studies boasts 10 Magellan scholars since the program was established in 2005.



**ABOVE: Willett posing in an elephant sanctuary in the Western Cape of South Africa.**

**LEFT: Munoz eager for her cross-country drive.**

**RIGHT: Price capturing photos of a collapsed bridge on the Enoree passage of the Palmetto Trail.**



# From the Classroom to the *Main Stage*

By Monica Munoz

Pageant winner, reality-TV contestant and successful vocalist. Junior broadcast journalism major Rachel Tripp is letting her voice be heard in more ways than one.

Tripp is a G. Richard Shafto Fellow, an honor awarded to only one broadcast journalism student each year since 1977. Named after the founder and original president of the South Carolina Broadcasters Association and first inductee into the SCBA Hall of Fame, the fellowship consists of an intensive, 200+ hour internship with WIS-TV in Columbia, a \$3,000 stipend and a follow-up project completed in collaboration with a faculty member. The broadcast faculty select recipients based on their applications and samples of their writing and broadcast work.

After completing her internship this summer, Tripp will work with her mentor, Dr. Andrea Tanner, a SMJC associate professor, to complete an in-depth multimedia piece about breast cancer co-survivorship and submit it for consideration for the Hearst Award, a scholarship recognizing outstanding performance in college-level journalism.

“Learning how to be on camera, how to present myself and how to conduct interviews has really helped me interact with people and to not be afraid to make phone calls to strangers,” Tripp said. “I’ve learned how to hold myself when talking to professionals and also how to do my research so that I am educated about the topics that I am going to interview them about.”

These qualities are especially important to someone who spends so much time in front of audiences, on stage as well as on camera. Tripp was crowned Miss Hilton Head Island 2014, surpassing experienced contestants and showcasing her vocal prowess during the talent portion of the competition,

despite her lack of pageantry experience. She will train with 1990 Miss America, Debbye Turner Bell, as well as with a personal fitness trainer to prepare for the Miss South Carolina competition in June.

Only a year earlier, Tripp was honored with an invitation to sing at the Kennedy Center at a master class, where she was critiqued by country singer Allison Krauss among other noteworthy artists. The National Young Arts Foundation, a nonprofit organization dedicated to the development of aspiring artists, recommended her for the class.

The same organization selected Tripp as a winner of its popular voice scholarship program from a pool of 10,000 applicants during her senior year of high school. Tripp received a \$3,000 scholarship and earned an all-expenses paid trip to Miami, where she spent a week working with other students and professionals in her field.

Additionally, Tripp made it to Hollywood in September 2013 on the reality TV music competition, the X-Factor. In the first round, Tripp received three yeses from the judges, only hearing “no” from the infamous Simon Cowell.

“There are a lot of things about these reality TV shows that people don’t realize. In Hollywood, I didn’t even get to sing. I was there for two days and then they just sent me home. They filmed everyone who was sent home crying and boo-hooing, but I was just standing there like, ‘Okay, can I leave now? I’m hungry.’”

Thinking toward the future, Tripp doesn’t want to stop performing, but she is ex-

ploring other options as well. A sports and entertainment management minor, she aspires to be an ESPN sidelines reporter; however, Dr. Erik Collins’ media law class now has her considering law school as an option.

While she continues to figure out what the future might hold for her, Tripp is excited to step into the newsroom at WIS-TV this summer, merging what she has learned at the J-school with a professional experience that is sure to add to her future success.





# John O'Hara--Spotlight on Sales

By Noelle Jones

John O'Hara introduces recording artist Jay-Z at the Adult Swim Upfront Party



What do Ellen, TMZ and the Big Bang Theory have in common? They are sales properties managed by John O'Hara, a 1982 graduate of the School of Journalism and Mass Communications.

O'Hara started in media planning at an advertising agency in New York when he graduated from USC. Because of his expertise in advertising, people began calling on him for advice, and he decided to tailor his career path to the area of sales.

As executive vice president of media sales at Warner Bros., O'Hara has garnered much attention and respect for his dynamic work in sales. He said his current duties "include management of national television sales for all Warner Bros. domestic syndication sales properties including Ellen, TMZ, Extra, Big Bang Theory and Two and a Half Men."

"New business is a big initiative for me," O'Hara explains. For him, it is about growing the revenue of the company and spending more money on shows. He joined Warner Bros. in October 2013.

Prior to joining Warner Bros., O'Hara served as executive vice president and general manager of young adults advertising sales for 24 years at Turner Broadcasting, a sister company of Warner Bros. He was at Turner Broadcasting when Adult Swim, a segment of the Cartoon Network that caters specifically to adult audiences, launched.

"I am most proud of the role I played at Turner as an executive who took an interest in mentoring younger people in the company," O'Hara says. "Also, the launch of Adult Swim and growing the revenue base from an initial few million dollars to a several hundred million dollar cable network was a great challenge and experience I was fortunate to be a part of as well."

In addition to being successful in sales, O'Hara is also extremely passionate about students having the opportunity to succeed.

When mentoring college students, he likes to constantly challenge himself and often tells students that they must sometimes have a "selfish agenda."

O'Hara explains that students must always do research on their intended fields of study and that they must constantly ask themselves, "Am I learning or challenging my mind?"

When O'Hara started in sales, he chose Ted Turner as a role model. "Ted is a unique visionary and I have been very fortunate to represent networks he created, like CNN and Cartoon Network, over the years. I have learned much from the culture he cultivated and all of us who worked for him in those years are better executives because of the experience we gained from Turner Broadcasting's approach toward business."

O'Hara hopes to make a positive impact on Warner Bros. His professional goals for this year are "to be a strong leader within Warner Bros. and to expand their base of advertisers and grow the revenue base."

# FROM STUDENTS TO OFFICERS

By Brendan Murphy

When the majority of Americans think of the military, writing press releases and expertly following AP style usually do not come to mind. However, those skills, like many others learned in the School of Journalism and Mass Communications, are necessary to public affairs officers in the United States military. Like all students hoping their degrees from the J-school can be used for a future career, ROTC cadets and active duty officers know their time at USC will be valuable in preparing them for a career in the military.

U.S. Air Force Lieutenant Sarah Hamilton Burnett knew her degree in public relations and career as an ROTC cadet would help her in the nine-week Public Affairs Officer Qualification Course (PAQC) at the Defense Information School (DINFOS) in Ft. Meade, Md. DINFOS, a joint operating school where members of all military branches receive the same training, is the home to many courses, including PAQC, the course future PAOs must pass to continue their careers.

Before DINFOS, Burnett, like the majority of civilians in the U.S., did not have a clear understanding of the difference between public relations and public affairs. "People generally use the terms interchangeably. I myself was guilty of that," she said. "Now that I have graduated, when I explain what I do to civilians, I usually say 'I'm in public affairs, which is similar to PR in the fact that we write news stories and interact with the media.' However, public affairs is much more than that! We are the commanders' most trusted advisors—the PAO helps keep the commander out of trouble with the media."

After completing PAQC in March, Burnett, who graduated in 2013,

Air Force Lieutenant Sarah Burnett receives her diploma from DINFOS.



returned to her assignment at Peterson Air Force Base, Colo., with a better understanding of what her responsibilities as a PAO entail and thankful for the knowledge she obtained while taking classes at the J-school.

Burnett said, "The Journalism 202 class was a great introduction to AP style, copy editing and writing news releases. I am by no means an expert in AP style but that class at USC helped jump start the learning process. The majority of the students attending PAQC did not have journalism or communication backgrounds, so it was useful to me that I had some experience."

Jeff Ranta arrived at the University of South Carolina as a journalism major on a Naval ROTC scholarship. Following graduation in 1986, Ranta began his career as a Surface Warfare officer prior to competing for a position as a PAO. Like Burnett, Ranta completed PAQC at DINFOS, which was then held in Indianapolis and lasted four months, and served the remainder of his U.S. Navy career as a PAO.

After 10 years, multiple deployments and serving as the acting director of a field office – which, he said, was as far as he wanted to get – Ranta decided to leave the military to pursue a career in the marketing and advertising industry. In 2001, Ranta

returned to his alma mater and began serving as an adjunct instructor for the J-school. He was hired as a full-time instructor in 2005, where he has used his experience in the Navy and his professional career.

"The qualities you learn as a military officer translate to the classroom. There is a lot of opportunity in the armed forces that you don't find anywhere else," he said. "I would say I am a better person for having been in the military, which includes being a better teacher, a better employee and a better mentor for students, which are all skills I was able to develop in the military."

ROTC cadets are not the only students who apply what they learned at the J-school to be better public affairs officers; active duty Army PAOs do as well. U.S. Army Colonel Jonathan Withington entered the military after graduating from East Carolina University, where he was enrolled as an ROTC cadet. In 1998, after serving in the Army for 12 years as an armor officer, Withington received a call to change careers and headed to Ft. Meade to complete PAQT.

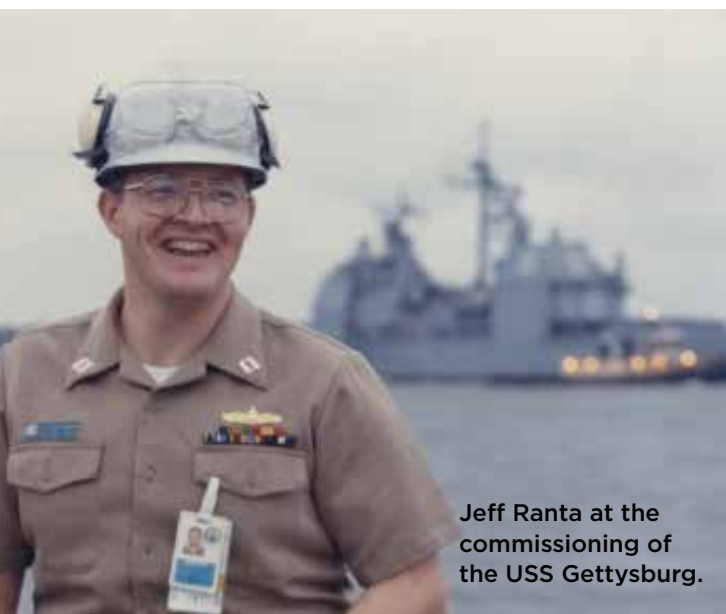






After graduating from DINFOS, Withington served as a PAO for U.S. Army Special Operations Command at Ft. Bragg, N.C., and then was one of six Army officers to be selected for fully funded advanced schooling. In 2002, he chose to enroll in the Master of Mass Communication program at USC and graduated in 2004.

Withington noticed he became a better PAO because of his master's degree. "We focused on integrated marketing communications at USC. I was able to take the skills I learned while at USC and apply them while at Ft. Hood creating integrated communication plans to advance the goals of the commander, for the internal and external audiences," he said. "I applied all of the tools that I mastered while at USC."



Jeff Ranta at the commissioning of the USS Gettysburg.

# U.S. Army and the J-school

By Brendan Murphy



Rick Kiernan briefs the media at the Foreign Press Center in Washington, D.C.

The School of Journalism and Mass Communications has a long history with preparing students for careers in the military. From 1981 until 1996, the J-school hosted the Advanced Army Public Affairs course for the U.S. Army.

Following the 10-week summer course, the 15 to 20 officers enrolled would have obtained 12 credits to use toward a master's degree. Approximately 225 officers passed through the doors of the J-school during the program's 15 years.

Dr. Lowndes Stephens, a retired U.S. Army Reserve colonel and 35-year SJMC faculty member, headed the course. "It is always a good thing when professional schools have continuing professional development opportunities for folks in the field," Stephens said.

Retired U.S. Army Colonel Rick Kiernan, a former Army PAO, completed the course and remained at USC to finish his master's degree. Kiernan arrived at the J-school after only two years of experience as a PAO. Initially an infantry officer, Kiernan cross-trained into public affairs when the Army realized that he was an English major at Virginia Military Institute. While stationed in Georgia, he was accepted to attend the 10-week program and earned credit hours toward his master's degree. In June 1982, with the credits he earned and six additional credits from the University of Alaska, Kiernan enrolled in the Master of Mass Communication program at USC and completed the remaining credits that December.

"I loved every day that I was in the Coliseum. My time there helped me become a much better PAO," Kiernan said.

Named a School of Journalism and Mass Communications Distinguished Alumnus in 2005, Kiernan understood the value of his master's degree. "The most important thing you can learn is communication. Communication between people, between countries, the media and the people you want to reach. Whether you're selling automobiles, patriotism or freedom, communications is the most important thing you can study," he said.

# LEADERS OUTSIDE THE CLASSROOM

By Bethany Schifflin

Walking down the halls of Davis College and the Carolina Coliseum, it is not unusual to glance inside an open office and see walls covered in various awards and plaques. Take a closer look and you'll notice that many of the honors are from respected academic organizations.

The College of Mass Communications and Information Studies is well known by other scholars around the nation because of its outstanding faculty. Most of its professors are respected leaders in their academic fields.

"I look at leadership as a duty," said Dr. Samantha Hastings. "Leaders take turns and together, have the chance to affect change."

Serving as director of the School of Library and Information Science is just one leadership role Dr. Hastings has. She also serves as president-elect of the Association for Library and Information Science Education and is a past president of the American Society for Information Science and Technology.

Dr. Hastings encourages her faculty to get involved in academic organizations.

"Leadership infuses new ideas into the college and brings opportunities to students," she said. "Having leadership experience brings a larger perspective into the classroom and connections

with people who may not be in the typical student network."

Dr. Ran Wei, a professor in the School of Journalism and Mass Communications, spends his time

**"Leaders take turns and together, have the chance to affect change."** -Dr. Samantha Hastings

outside the classroom serving as editor-in-chief of Mass Communications and Society, an internationally recognized academic journal of research on mass media. His role exposes him to cutting-edge research and allows him to stay up-to-date in his field. Dr. Wei often brings his work to class, involving his graduate students to help further their own careers as scholars.

"The journal is challenging in that it has hundreds of moving parts to keep up with, but the experience continues to be extremely rewarding," said Dr. Wei. In his first term as editor-in-chief, Dr. Wei strives to make inclusion in Mass Communications and Society "the equivalent to the Nobel Peace Prize."

SJMC associate professor Karen Mallia benefits from her involvement in the Association for Education in Journalism and Mass Communications by learning from and sharing teaching ideas

with other advertising professors. As the incoming head of the advertising division of AEJMC, her opportunity to network with such people greatly contributes to her success in the classroom.

As a former advertising professional, she brings "a voice from the other side, as balance," said Mallia.

Leadership is not just something Mallia practices; it is something she has focused much of her research efforts on.

In addition to boosting the reputation of the college, professors are setting an example for their students by inspiring them to get involved in pre-professional organizations. Morgan Kinder, president of the national Library and Information Science Student Association, takes full advantage of the professional development opportunities offered through the organization.

"Being able to dip my toes into professional organizations at the state and national levels and networking as a student is hugely empowering," said Kinder, who is in the Master of Library and Information Science program.



# Dr. Martin returns to alma mater to deliver the 2014 Lois Lenski Lecture

*By Christine Coper*

Growing up, Dr. Michelle Martin never envisioned herself to be a teacher, let alone being invited to deliver one of the most important children's literature lectures. She said her parents were both educators and she always thought she would be practically anything but a teacher. But, she said, "Never say never."

Dr. Martin is now a professor in the School of Library and Information Science and the Augusta Baker Chair in Childhood Literacy. Every step in her career seems to have paved the way to her invitation to give the 21st Annual Lois Lenski Children's Literature Lecture at Illinois State University. ISU is Dr. Martin's alma mater, where she earned her doctoral degree in English.

"I was overwhelmed at having been asked," said Dr. Martin. "I said, 'Are you sure?'"

She recalled something that one of her dissertation advisors had told her when Dr. Martin felt nervous and unready to teach her first children's literature class.

"She said to me that you're never ready," explained Dr. Martin. "I just wanted to make her proud."

And she sure did. The Lenski lecture is the longest-running literature lecture to focus on literary criticism in the United States. The Lenski Lecture is named for Newbery-Award-winning children's author Lois Lenski, who donated her writings to Milner Library before her death in 1974.

Dr. Martin's March 3 lecture was titled, "Black Childhood Abroad: Langston Hughes and Arna Bontemps' Popo and Fifina." The story follows a brother and a sister as they move with their family from a small inland village to the larger town of Cape Haiti. Dr. Martin chose this novel because she is working on a book-length project that examines the works for young people written by Bontemps and Hughes.

Dr. Martin has an extensive writing background in African-American children's literature. She wrote, "Brown Gold: Milestones in African American Children's Picture Books 1845-2002." Along with her research on African-American picture books, Dr. Martin is co-editor of *Sexual Pedagogies: Sex Education in Britain, Australia, and America, 1879-2000*.



From never wanting to be a teacher, Dr. Martin is now a prominent individual in children's literature and the perfect fit to have given the Lois Lenski Lecture.

# Garnet & Black's SJMC Connection

By Makena Cummings

If it hadn't been for 1995 alumnus Jason Wagenheim, *Garnet & Black* would still be the school yearbook, dying a slow and painful death. It had been in circulation for 95 years but popularity was on a steady decline in 1994.

Wagenheim and a few friends initiated a plan to make *Garnet & Black* into something that was more "representative of the culture, people, events and news that were shaping USC," said Wagenheim. Now *Garnet & Black* has been in its current format for 20 years, and while it is a part of Student Media, it has been led by many students of the J-school.

The idea was to create a "fresh and cool quarterly magazine" for the student population. "We thought it would add some welcomed style and substance to student life at Carolina," Wagenheim added.

When Wagenheim and his colleagues remade it, *Garnet & Black* was still a little different than the magazine on racks today. The revamping also included the end of *Portfolio*, Carolina's literary magazine, which meant that *G&B* included a poetry, fiction and photography to keep the tradition of the past publications alive. The yearbook aspect was still present, with every issue including a section called "G&B Seniors."

Now 20 years later, *Garnet & Black* is still that "fresh and cool" magazine and has included edgy stories such as the legalization of marijuana, the mystery of Boombox Guy, profiles on local celebrities and much more. It has won awards and received national recognition. It has also affected the lives of students in the J-school.

J-school alumni who have held positions on the masthead all have unique stories to tell. However, there is a common thread in each one. This magazine has taught them skills they may not have learned before graduating.

It has brought teams of gifted people together to create something beautiful. It has challenged and prepared students and been an irreplaceable experience for everyone.

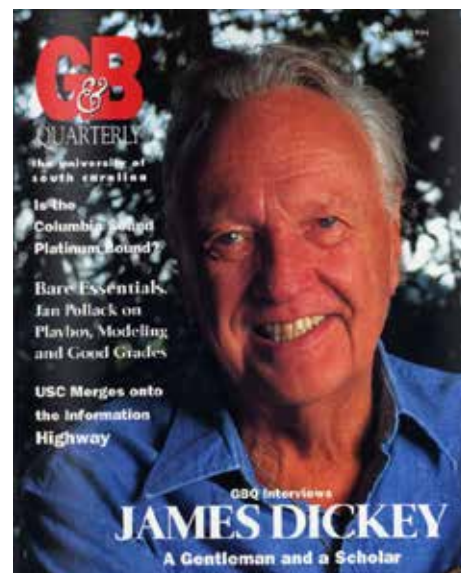
"The students who work on it also share the same passion and enthusiasm we did back in 1994 when we launched it," said Wagenheim, the original editor-in-chief of the "new" *Garnet & Black*. "I feel like we share a common bond because of that." Wagenheim is the vice president and publisher of *Teen Vogue*.

***"The students who work on it also share the same passion and enthusiasm we did back in 1994 when we launched it."***

**-Jason Wagenheim**

Blake Welch, a 2012 visual communications graduate and former editor-in-chief, recalls, "There were more sleepless nights than not while I was there, but I couldn't imagine college without it." Since graduating, Welch has worked at *Garden & Gun* Magazine and, through his accomplishments and a connection with a family friend, is now working for an international chemical company as well as launching a startup company. "I'm no longer in magazines, but I know that these skills were exactly what I needed to be successful in the career," said Welch. "There's no way that I could do half of what I do on a daily basis without what I learned from *Garnet & Black*."

"Being able to really truly do what I loved with no limits is the best feeling," said Stephanie Pope, class of 2013 visual communications major and former creative director. "When you have control over a photo shoot, or design



of something outside of a class assignment, and you get to see it published and people walking around looking at your work, you feel like you accomplished something." Pope has gone on to work in graphic design and intern at *Maxim*.

Jordan Osborne, former editor-in-chief, online editor and J-school alumna is currently working at OMD Media Direction as an assistant strategist. "In Student Media, you are only as present and involved as you want to be, which means you're among the most driven and determined students in your respective fields."

The current editor-in-chief, visual communications major and soon-to-be alumna Annie Drowne, says she has had a similar experience. "Working at *G&B* has been the best experience I could have gained in college. I feel that I am significantly more prepared to go into the workforce after this."

There is no doubt that *Garnet & Black* prepares young adults to enter the world of media in a way that one cannot find elsewhere. Wagenheim had the right idea when he and his friends decided to take the old yearbook and turn it into something new.



Part of a continuing series of family connections within the  
College of Mass Communications and Information Studies

## Baby Showers and Master's Degrees at Davis College

*By Annie Wilson*



The last thing one may associate with Davis College and the School of Library and Information Science is a baby shower. But that is one of many fond memories for Cecilia and Josh Hem Lee, who both earned Master of Library and Information Science degrees.

They chose SLIS based on its ranking, of course, but also because of the family atmosphere. Little did they know just how much they would enjoy that environment. When Cecilia received her assistantship at SLIS, she was pregnant with their first son, Ismael. "Dr. Hastings, our advisor and other professors had a baby shower for us on the second floor of Davis College," said Josh. This special event has a special place in the Hem Lees' hearts.

Cecilia and Josh Hem Lee met in Puerto Rico, where Cecilia is from and Josh was studying as an exchange student. They moved to Columbia so Josh could complete his master's degree in Spanish at USC, which he completed in 2004. Cecilia was studying at SLIS, and soon after, Josh followed suit. Cecilia graduated from SLIS in 2007, and Josh in December 2013.

Graduate degrees from SLIS have allowed Josh and Cecilia to advance their careers as librarians. "My degree from SLIS has been instrumental," said Cecilia. "A lot of the contacts I made as a student later became my supervisors. The network system allowed me to progress in my career."

Josh and Cecilia now live with their two children in Denver, Colo. Ismael is 6 years old, and Mateo is 4. Josh is a children's librarian at Denver County Public Library and Cecilia works at Jefferson County Public Library developing library policy with the underserved population.

"We are able to help the populations we serve together and network and make things happen," said Cecilia. "We both work with Hispanic Latino customers, and our population benefits from having both of us because we overlap."

Though college is far off for their children, Josh says it would be nice if their sons attend the School of Library and Information Science, as they "both love to read!"

# From MMC to Faculty: Professional Experiences Breed Academic Lessons

By Joanna Meyer

An aspiring educator who wishes to teach at the university level often follows the traditional route and earns a Master of Arts or doctorate. But three School of Journalism and Mass Communications faculty members took a different path, earning their Master of Mass Communication degrees.

The MMC is designed for students who wish to pursue professional management careers in mass communications. Dr. Bruce Konkle, Van Kornegay and Carmen Maye have used their master's degrees in their careers and in the classroom. Armed with real-world knowledge, these educators effectively prepare their students for the challenges they will face.

## Dr. Bruce Konkle

Dr. Bruce Konkle, an associate professor, teaches in the visual communications sequence. He chose the MMC because, he said, "I wanted to take a photo course and a design course and a writing course, and I would not have been able to take those with the M.A."

After he earned his degree in 1982, Dr. Konkle was the director of communications at the Greater Columbia Chamber of Commerce.

Dean Albert Scroggins approached him about applying for an open faculty position and also offered him the position of director of scholastic journalism. While teaching in the J-school, Dr. Konkle earned his doctorate in education.

Dr. Konkle said today's lectures are geared more toward general communications and marketing, instead of just public relations or just advertising.

To future teachers, Dr. Konkle suggested adding different perspectives to students' understanding of technology. "Even though it's tough to stay current on technology, you have to."

## Van Kornegay

Associate Professor Van Kornegay worked for five years in public relations before pursuing his graduate degree. In graduate school, Kornegay said, he developed tools for teaching informational graphics. "At the time, graphics production was changing to a digital format. I saw an opportunity to exploit that."

He is now head of the visual communications sequence, but originally had no desire to teach. The SJMC, wanting to incorporate infographics and computer generated graphics curriculum, asked him to join the faculty because of his interests and expertise.

Kornegay was involved in establishing free press in Eastern Europe. "I was on a team that went four times to Albania and Romania right after the fall of communism and I helped start some of the first newspapers there." Kornegay passes the lessons he learned there, such as how to meet deadlines in high-stress situations, on to his students.

Kornegay said there are more avenues for information for current students than when he was in school. Mass media have seen a "radical demassification and fragmentation. The pathways to a career were much clearer than they are today."

## Carmen Maye

Carmen Maye, an advertising instructor, completed her MMC in 1993. She chose the degree because of its professional orientation. That led to her becoming corporate communications director at Palmetto Health Alliance. She said, "That remains one of the most rewarding places I've worked in terms of experience and relationships." The expertise earned in that position has allowed her to better convey to her students the day-to-day responsibilities they will have in their own professional careers.

Maye earned her Juris Doctorate from USC in 2003, and worked in private practice for a few years. She is working on her doctoral degree, with an expected August 2014 completion.

She said mass communications has changed with the expansion of the Internet, which has created more potential interactions between consumers and brands.

Maye said a challenge for educators is to "take advantage of new technology in a way that aids in pedagogy, but does not become the focus in and of itself."



CARMEN MAYE

VAN KORNEGAY

DR. BRUCE KONKLE



# Your Spring 2014 *InterCom* Class

This semester's Publication Writing and Design gave upper-level J-school students the opportunity to evolve throughout the semester. The fast-paced classroom environment allowed each of us to get a taste of the hard work that goes into publishing a magazine. Our stories constantly changed and we were responsible for staying on top of our game while meeting our set deadlines.

We know our stories will be read long after the class is over, so we worked hard to deliver the most newsworthy *InterCom* articles and features for our alumni and friends. All of us are graduating in May or December, and we have big plans for our future careers!



Professor Lisa Sisk



**Christine Coper**  
*Downingtown, Pa.*

I am moving to NYC where I will be interning for Now & Zen Public Relations.



**Kelly Goebel**  
*Edgewater, Md.*

I plan to attend law school in hopes of practicing intellectual property law.



**Amanda Hendrix**  
*Columbia, S.C.*

I plan to work as a public relations and communication coordinator at a major equine hospital.



**Kara Joyce**  
*Crofton, Md.*

I plan to move back home to Maryland and work for a public relations firm in Baltimore.



**Joanna Meyer**  
*Alpharetta, Ga.*

I plan to become the marketing director for a major professional theater company.



**Monica Munoz**  
*Daylestown, Pa.*

I am conducting research in five U.S. national parks before returning home to begin a career in public relations.



**Kelsey Publicover**  
*Crofton, Md.*

I plan to return to the Baltimore area and hope to work for a public relations agency.



**Bethany Schifflin**  
*Centerville, Va.*

I plan on pursuing a career in public relations at an agency in DC, while continuing my involvement in PRSA.



**Annie Wilson**  
*Coronado, Calif.*

I plan on traveling and working abroad.



**Makena Cummings**  
*Raleigh, N.C.*

I will move home and continue the job hunt in hopes of moving to Brooklyn in July.



**Melissa Heim**  
*Mt. Airy, Md.*

I will be working for Pepsi Co. in the sales division.



**Noelle Jones**  
*Lexington, S.C.*

I plan to move to DC and start a career in the field of government relations.



**Erin Koons**  
*Cincinnati, Ohio*

I plan to intern in Columbia before moving to California in the fall.



**Tiffney Miles**  
*North Augusta, S.C.*

I plan to work as a graphic designer and eventually own a graphic design business.



**Brendan Murphy**  
*Sumter, S.C.*

I will be a Logistics Readiness Officer for the U.S. Air Force, stationed at Aviano, AB Italy.



**Drew Ricci**  
*Potomac, Md.*

I will be attending law school at the University of Maryland.



**Cameron Stehle**  
*Annapolis, Md.*

I will be starting a career as a mortgage broker.



**Eli Windham**  
*Charlotte, N.C.*

I plan on getting a job in advertising or marketing in the Charlotte area.

# ALUMNI **NOTES**

## 1990s

**Stephanie Stinn**, BA, 1998, is managing the communications for the C-130 military program at Lockheed Martin, where she has worked as a public relations specialist since 2008. The C-130 is a mid-sized cargo plane, nearing 60 years in service. Stinn's day-to-day duties include strategic communications counseling to program executives, handling crisis communication, providing branding and marketing support and internal communications for the program.

Special Event Material and silver for Logo Design from the Carolinas Healthcare Public Relations and Marketing Society for her work as Web and Graphics Manager at South Carolina Hospital Association in Columbia, S.C.

**Gabay, Barry**, B.A., 2009, is a law clerk at the Strother Law Offices in Richmond, Va.

**Gregg, Kiosha**, B.A., 2009, was named to The State Newspaper's 2013 20 Under 40 List for her work as president of Digitize Marketing in Columbia, S.C.

**Jones, Katherine**, B.A., 2010, is a reporter at The Greer Citizen newspaper in Greer, S.C.

**Lamb, Zachary**, B.A., 2011, is on the campaign trail as the digital director for Mark Jacobs, a U.S. Senate candidate for Iowa.

**Lawson, Kristen** (Nebesky), B.A., 2006, is the director of the Learning Resource Center at Clemson University's College of Health, Education and Human Development.

**Loveday, Amanda**, B.A., 2007, is the new spokeswoman for U.S. Rep. Jim Clyburn (D-SC), leaving her position as the executive director of the S.C. Democratic Party.

**Marston, Tim**, B.A., 2012, is the brand ambassador and event coordinator trainee with Octagon Sports Marketing in Huntersville, N.C.

**Norris, Tina**, B.A., 2013, is the library director for the Cannon County Library System.

**Powers, Courtney**, B.A., 2012, is a sales representative at The Florence Morning News in Florence, S.C.

**Roberts, Chris**, Ph.D., 2007, was named Professor of the Year at the University of Alabama College of Communication and Information Sciences.

Did you notice the Alumni Notes is particularly short this issue? That's because we haven't heard from you. Update us! Please contact our development office at (803) 777-6791.

**IS YOUR NAME MISSING?** There may be several reasons why.

1. You made your gift before Nov. 1, 2013 or after May 1, 2014.
2. Your gift was designated to a college other than CMCIS.
3. We omitted your name in error. If we have made a mistake, we apologize. Please let us know so it will not happen again.

**QUESTIONS?** Please contact our development office at (803) 777-6791.

## 2000s

**Beam, Adam**, B.A., 2005, is the lead statehouse reporter at the Associated Press in Frankfort, Ky.

**Bodiford, Jennifer**, MLIS, 2013, is a data exchange analyst for BoomTown! in Charleston, S.C.

**Bowers, Paul**, B.A., 2011, won weekly journalist of the year award from the South Carolina Press Association

**Coquillard, Amy**, B.A., 2000, is working in Cairo, Egypt as the head librarian for the Cairo American College middle and high schools.

**Foussat, Eva**, B.A. 2009, won the silver award for





## *In Memoriam*

### **Debbie Garris**

July 3, 1951 - Feb. 14, 2014

Debbie Garris, a long-time staff member of the School of Journalism and Mass Communications, died unexpectedly Friday, Feb. 14, 2014.

Debbie joined the staff of the school in 1997 as administrative assistant to the director of development.

In 2003, she became administrative assistant to Dr. Shirley Staples Carter, then director of the school, and later to Dr. Carter's successor, Dr. Carol J. Pardun.

An overflow crowd of faculty and staff attended the celebration of her life at the Steeplechase Museum in Camden on

Monday, Feb. 17. Rev. William R. Bouknight officiated the service and spoke of Debbie's life-long passion for horses, her zestful personality and dedication to her mother, Phyllis Cash Saunders. He also spoke of the "new life she was given" in 2000 when Dr. Keith Kenney, a professor at the J-school, donated a kidney to her.

Memorials may be made in Debbie's memory to the Walter M. Crowe Animal Shelter, 460 S. Fair Street, Camden, SC 29020 or a charity of one's choice.

# THANKS, DONORS

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