

InterCom

THE COLLEGE OF INFORMATION AND COMMUNICATIONS ALUMNI MAGAZINE

MAKING A STATEMENT

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THE LIGHT OF TRUTH
UPON THEM."

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Broadcast major Kaci Latimore models a shirt designed by instructor Jason Porter. Learn how you can purchase one to support the UofSC chapter of the National Association of Black Journalists on page 21.

FROM THE DEAN



In the middle of 2020's chaos, a new word found its way into our collective lexicon — doomsscrolling. For those who haven't heard of it before, doomsscrolling is that compulsion we get to check Twitter, Facebook or news sites when stress-inducing headlines are highest.

It's easy to get bogged down in the negativity, especially when each page refresh gives rise to more uncertainty about COVID-19 or our nation's political tensions. But my newsfeed isn't all doom and gloom — it's also a regular reminder of the important role our college's alumni play in understanding the world around us and overcoming adversity.

Elections are an especially powerful example of this. From start to finish, the democratic process is heavily influenced by information and communications professionals.

On the communications side, our public relations alumni are often the ones driving political strategy or managing crisis communications. Our advertising alumni are developing targeted ad campaigns — both print and digital — and our vis comm alumni bring those ideas to life. That story you read in *The Washington Post* or saw on CNN is brought to you by journalism graduates whose efforts keep you and other voters informed. And our multitalented mass communications graduates do all of these things and more.

On the LIS side, librarians work tirelessly to make information accessible, and they promote the critical thinking skills needed to understand it. Archivists ensure that our nation's political history is not lost. And data scientists play a critical role in helping us make sense of chaos — sometimes they even predict what's next.

On both sides, our two professions are united by our efforts to stem mis- and disinformation and by our belief that democracy is stronger when people have the information they need to make decisions.

And within our buildings, our faculty work diligently to impart these lessons and skills to our students so that the next generation can continue making a meaningful impact on society.

The past year has not been easy, but it has reminded me of why what we do at the CIC is so important. And I hope you'll remember that, too — not just on Election Day, but every day.

Forever to thee,

Tom Reichert

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QUICK TAKES News and notes from the College of Information and Communications.



ROAD TO REMISSION

Cancer. It's a scary six-letter diagnosis people hope to avoid. Unfortunately, David Lankes, the director of the School of Information Science, received his second blood cancer diagnosis in 2017. He temporarily stepped down as director and received a stem cell transplant from his son.

After two years, Lankes is in remission, back on campus and eager to continue his work.

"Cancer is going to shape my life forever, whether I have it or don't," Lankes says. "I chose to learn from it — to use it to figure out what I want to be and where I want to go."

Support from the university's community was a bright spot for Lankes during treatments. Faculty members brought meals to his family, found possible donors and promoted stem cell matches through "Be the Match."

"The faculty allowed me to focus on what it would take to recover," Lankes said.

— Delaney Richardson

Photo above: Riley Lankes and David Lankes. Riley is David's son and bone marrow donor. Photo by Janice Sanford.

INVESTING IN STUDENTS An SJMC alumnus' goal

It's Thursday night in Washington D.C., and 12 students from across the country anxiously wait to hear if they've been named Washington Media Scholars. The annual contest is made possible by Robin Roberts, who created the nonprofit foundation in 2009 to provide career opportunities and scholarships to high-achieving students.

Roberts, '76, discovered advertising his sophomore year. He began what would become his life's work in reputation management, paired with investing in students with the same academic interest. Today, he serves as president of the Alumni Association's Board of Governors. While working with the board for the past eight years, his foundation has raised more than \$2 million to fund scholarships for 650 students — many from the SJMC.

"Somebody a long time ago helped me — not from a scholarship standpoint but by being a mentor," Roberts says. "I think we have an obligation and responsibility to give back where we can."

— Summer Rogers

Exploring high-tech



Blockchain information is a new technology that will change the information sector — yet most don't recognize it by name. This past fall, iSchool adjunct instructor Gordon Jones taught the first blockchain information class. Blockchain information is the technology that enables cryptocurrencies, such as Bitcoin and Stellar, but in his course students had the opportunity to dive deeper into the world of high-tech.

"I am not just teaching cryptocurrency," Jones said. "I am teaching this generation not only about the new internet but the technology that's going to be the basis of all functionality online. I'm teaching history, economics, how our government is structured, what is money and what's the value of it."

He explained that understanding how to use technologies like blockchain gives young professionals increased value to future employers and the tools needed to create their own business startups.

"We have to know our history as a nation — or a world — and we have to understand what value is," Jones said.

— Monica Williams

Shooting your shot

Alex Grant, '16, is the perfect example of a South Carolina graduate who climbed his way to the top.

Grant majored in broadcast journalism and was involved in Carolina News, Gamecock Productions and the Association of Black Journalists. He had the opportunity to intern for ESPN in 2015, which he says catapulted his career.

"You never know what kind of opportunities may be out there for you until you start seeking them," Grant says. "Nothing will happen if you don't shoot your shot."

After graduation, he became a post-graduate athletics intern, which led to a full-time producer position with Gamecock Athletics.

Now, the accomplished J-school alumnus has left his alma mater to tackle a new challenge — creative director for the University of Maryland's football program.

"It's a new challenge and a new opportunity, but it's something I've wanted to do for a while," he says.

At Maryland, Grant works solely for the university's football team. He assists with graphics, photography, social media, recruitment and more.

— Emma Vallebuona



ALEX GRANT

51 UofSC football games worked

204 hours of football recorded

3 championship rings received
with a fourth on the way!



Photo by Kim Truett.

BACK IN GAMECOCK ACTION

J-school alumnus Larry Thomas, '83, joined the University of South Carolina as vice president of communications and public affairs in May. He was ecstatic when asked to join the Gamecock family. "It was a dream come true," he says.

Thomas earned his master's in public affairs at Valdosta State University while serving in the U.S. Navy. During his time there, he used his skills in communication, which are key in commanding a ship.

As a first-generation college student, Thomas strives to be a role model in education. He is an avid supporter of Cockey's Reading Express, the university's childhood literacy initiative, and continues to promote education by donating scholarships endowed in his parents' names.

Coming back to South Carolina reminds Thomas of his experiences as a Gamecock — especially his favorite places as a student.

"Preston Hall, where I lived freshman year, brought back great memories of my roommates and a one-of-a-kind football experience," he says.

His advice for current students? "Don't forget to pursue your dreams, and I encourage Gamecocks to never settle."

— George Hamm



COCKY'S READING EXPRESS GOES VIRTUAL

A lot of things have changed this year, but one thing that Gamecock fans can still count on is Cocky's Reading Express — or a virtual version, anyway.

Cocky's Reading Express is the University of South Carolina's literacy outreach program that primarily serves pre-K through second-grade students. Students across the state have seen a change in their daily school routines due to COVID-19, and the Cocky's Reading Express team wanted to give them something to look forward to. They created a virtual read-along series featuring "celebrity" readers sharing their favorite books on YouTube. Readers have included SJMC alumna Leeza Gibbons and former CIC dean Charles Bierbauer. The videos also feature a surprise appearance from Cocky.

"Parents, who are doing duty as teachers during the pandemic, need to find new educational outlets and new messengers to communicate with their children," said Gibbons, a former Entertainment Tonight co-host. "Cocky's Reading Express delivers that. The variety comes through the readers and Cocky provides the safety and security of a friend."

The CRE team hopes the videos provide parents and other viewers with a fun way to keep children reading at a time when it matters most.

"I believe in the power of reading and I believe in supporting my alma mater," Gibbons said. "This was a great opportunity to combine both! Besides, it was great fun!"

— Amzie Tanton

▶ Watch all virtual read-alongs at bit.ly/cre_playlist_2020



BUSTLING TO THE TOP

In February, Gamecock alumnus Jason Wagenheim became Bustle Digital Group's first president and chief revenue officer. Wagenheim graduated from the J-school in 1995 and received his master's degree the following year. During his time at South Carolina, he was editor of *The Daily Gamecock* as well as *Garnet & Black* magazine, which he founded in 1994. "I'm very grateful for the time I spent at South Carolina," Wagenheim said. "The combination of student media, a great academic environment and my professors unquestionably set me up for the success and the career that I've had in the past 25 years."

Wagenheim oversees the business revenue side of BDG including *W* magazine, *Nylon* and *Elite Daily*. As the company's first president and chief revenue officer, his focus is driving revenue from advertisers into their various websites. "Today we are a \$100 million company, whereas we were a \$25 million company when I started four years ago," he said.

Bustle, headquartered in New York City, reaches about 60 million people a month through its websites. Wagenheim believes the company's success is due in large part to its efforts to broadcast all voices.

— Augusta Worthington



COUNTING SOUTH CAROLINA IN

What do Darius Rucker, Dawn Staley and Dabo Swinney have in common? All three encouraged census participation in a video created by SJMC students. They weren't the only famous South Carolinians to participate — from Sen. Lindsey Graham to singer Edwin McCain, The Carolina Agency's #CountMeIn campaign featured public figures from all walks of life.

TCA is a student-run agency that works alongside industry experts to solve clients' communication challenges. When Lt. Gov. Pamela Evette tasked the group with increasing South Carolinians' census responses, student account manager Jonathan Corchado originally planned to hold events to display what the census does for South Carolina. However, their whole plan changed with COVID-19. "This project was no longer just about the census," Corchado said. "It was about sending the message that the census directly affects things like unemployment services, health care, schools, roads and much more." Corchado and his team then reached out to South Carolina celebrities for help.

"Without TCA and their network, we wouldn't have been able to pull this off," Corchado said. "The J-school prepares its students to produce fully integrated campaigns by having such amazing talent throughout the school."

— Katie Whorton



HAVE A STORY TO SHARE?

EMAIL REBEKAH FRIEDMAN AT REBEKAHB@MAILBOX.SC.EDU

A LITTLE PUSH GOES A LONG WAY

Story by Alexandra Koch, Senior, Journalism



Lee Wardlaw almost changed his major — until he met professor Michelle LaRoche.

Wardlaw ('19 journalism) started writing at 12 for *Bleacher Report*, *Fansided* and other publications. He even saved newspaper clippings from every Gamecocks football season since 2004. However, after hearing how difficult it was to make it in sports writing, his father pushed him toward business school. He was at a standstill — pursue something challenging that he loved, or choose something more stable?

LaRoche turned that around. “I took Michelle’s class and she transformed my line of thought,” Wardlaw said. “After going to her, everything came together.”

LaRoche, who serves as the University of South Carolina’s Baldwin Chair and has more than 20 years of experience in news, said she models her teaching style after those who influenced her.

“In my lifetime, the people who had the most

“The people who had the most impact on my growth were people who were tough but fair — people who pushed me because they believed in me, even when I didn’t know I should believe in myself.”

impact on my growth were people who were tough but fair — people who pushed me because they believed in me, even when I didn’t know I should believe in myself,” LaRoche said. “That is the kind of teacher I want to be.”

That push prepared Wardlaw for challenges he would face later in his career. “She makes you really go out of the box and do crazy things,” he said. “When I was in her class we had an assignment where we had to go up to 40 kids on the Horseshoe — it was pretty uncomfortable — but you learn how to talk to people and are prepared for situations like that in the future. I got put in so many more uncomfortable situations after that [in my career].”

One of his first stories in *The Daily Gamecock* was a profile of Gamecock Jesus written for LaRoche’s class. “He did exactly what I want students to do and that so few students do,” she said. “He took an interesting character on campus but learned something new about him that others haven’t. He did that by talking to him and people around him ... Lee’s story brought out a new side of Gamecock Jesus. Everyone sees this guy who’s crazy in the stands, cheering for our basketball teams and whatnot, and Lee showed that, but he went even deeper into the person — the human.”

Since graduating, Wardlaw has written for *Cola Daily*, *FITSNews* and *The Daniel Island News*. His success comes as no surprise to LaRoche. “You have to be kind of obsessive about news to be successful,” she said. “It’s hard, but it’s less hard if you’re really excited about it ... It’s that passion that is going to really make you live and breathe it — and it sounds like that is what he’s doing. It bodes well for his future.”

Michelle LaRoche

Baldwin Business and Financial Chair in Journalism



GOT SKILLS?

Story by Sabrina Grassi, Senior, Public Relations

As podcasts rise in popularity, several industries have discovered the benefits of participating in the insightful and engaging platform. While some focus on entertainment and comedy, other podcasts focus on education. In a time when in-person lectures are not always an option, these educational podcasts offer professors the opportunity to create lecture-based content that is easily accessible and filled with real-life experience. With these factors in mind, *The Skillset Podcast* was formed.

The Skillset Podcast is hosted by the University of South Carolina’s own David Lankes and Nicole Cooke. It was launched and formed in collaboration with *Publishers Weekly*, where Cooke is a regular columnist. Lankes and Cooke both hold prominent roles in the School of Information Science — Lankes as director and Cooke as Augusta Baker Chair. The podcast was created with the intention of educating graduate students who are working toward becoming librarians on how best they can serve the public and make connections within their communities.

“We devised the idea of having

these interviews with thought-leaders and directors in the field and then turning those conversations into lectures for our class,” Lankes said.

To combat the learning structures that have been restricted by COVID-19, they found a way to give students a resource that can offer them the knowledge they need to excel in their field. The weekly podcast focuses on bringing to light the multidimensional issues that libraries and other institutions are facing during a time of uncertainty.

“We have the pleasure of chatting with some of the top LIS professionals and creatives in the field,” Cooke said. “These are people who ‘walk the walk’ and are having hard conversations and initiating the programs that move the library and information profession forward.”

The first episode of the podcast features Tamara King, head of community engagement at Richland Library. The interview is focused on the “Let’s Talk” program, which has encouraged many Richland County residents to engage in honest and dynamic conversations about race.

The university’s collaboration with *Publishers Weekly* has not only opened the doors for insightful conversations about librarianship, but it has also created a powerful partnership between two very influential forces.

CHECK OUT THE SKILLSET PODCAST



Scan QR code with your phone to listen!

MAKING IT THROUGH MAIP

Story by Yuanzhen Chang, Senior, Public Relations

MAIP should be a familiar acronym in the communications world — the 4A's Foundation hosts its Multicultural Advertising Internship Program annually. It partners with top agencies across the nation and provides the selected fellows summer internships. The highly competitive program is a world-class professional development opportunity for young talents of diverse backgrounds to launch their careers.

Three students from the University of South Carolina were chosen as 2020 MAIP fellows in February, and two more participated in the Virtual Engagement Program — their COVID-19 pandemic response.

Josh German, '20, was one of the three. Goodby, Silverstein & Partners would have had him in San Francisco this summer. Fortunately, the agency kept the paid internship but offered it remotely. Missing personal interactions, German still enjoyed the work experience, the team and the company culture. "They have a diverse group of people to make a cohesive whole," he says. "The team has a great disparity between preferences, beliefs and viewpoints of life." As a

communications planner, accounts he has worked on include Comcast, HP and BMW. He was glad when he was brought on full-time in August. "Here, I could ask questions and make ripple effects among so many people beyond myself."

At GS&P, German has seen the virtual workplace give voices to people who have traditionally been left out of conversations. "They've clearly been conscious about what the agency, the industry and the world need," he says. "When advertising campaigns seem tone-deaf to current events, it shows that the agency lacks a team that actively represents their audience."

In the past four decades, the 4A's Foundation has aimed to identify, develop, empower diverse talents and ensure that they enter and succeed in the industry. "MAIP educated the mindset that our unique perspectives are so valuable," German says. "There is no way you don't become a better person and a better future advertising professional out of the program."

Barron Coleman, '20, was one of the fellows who went through the VEP because his internship

was canceled. "This was my first professional opportunity out of college," he says. "MAIP is a gateway for people of diverse backgrounds and cultures to enter the industry." His favorite part of the VEP was the project-based training. In groups, he and other fellows partnered with an agency and built a campaign around a real client brief. "I could connect with talented people and collaborate on the specific project," he says. "Constantly bouncing ideas around, we tried to use our strengths together well. I got to be more involved in research and design, too."

CIC career services manager Shirisha Mudunuri, along with advertising sequence head Jeff Williams and Dean Tom Reichert, were proud of the J-school fellows' MAIP experience. They adamantly encouraged students to apply last fall. They also share a same goal with MAIP — putting top talents on display and pushing them toward larger cities and markets. "We're well-known as a great journalism school," Mudunuri says. "But a lot of people don't realize PR is our biggest major. We try to educate employers about the incredible talent we have at the CIC."



JOSH GERMAN



BARRON COLEMAN

Mudunuri continued to be a resource for students amidst the pandemic, albeit completely virtual. This was a good change, she says. Walking distance, parking, scheduling ... these are just a few things to consider before an in-person appointment. "We were not necessarily accessible to everybody all the time if you lived

far away or didn't have a car," she says. "We don't always think about those little nuggets of privilege that are not equal. I hope to some extent that's improved because you and I can just talk over Zoom, you have equal access to me and the services we have wherever you are. That's something important that perhaps we didn't pay as

much attention to before." Coleman's "get involved" message not only applies to the students but also the alumni and the professionals. "Support these organizations in the CIC. Learn about them, talk about them, because students coming out of these opportunities will change the world and make it a better place."

THE PROGRAM AT A GLANCE ...

47 years old

80 universities represented

3,800+ MAIP alumni worldwide



MAIP



GIVING OPPORTUNITY

Story by Alexandra Koch, Senior, Journalism

Ken Baldwin always wanted to help budding journalists excel in business and financial reporting. After a successful career in journalism, he is finally able to do it.

When Ken Baldwin graduated from the University of South Carolina in 1949 with a degree in journalism, he wasn't sure what he wanted to do. "I was hoping to do something that had some significance — be meaningful and helpful," Baldwin said. He discovered his interest in covering business after getting a job in Norfolk, Virginia, in 1956.

Baldwin's career at the *Norfolk Ledger-Star* included a variety of reporting and editing before he was named business editor, a new field for him. "That's where I had the opportunity to achieve some goals that I never expected to achieve," he said.

While working in the field, Baldwin realized the need for business reporters. "I've interviewed hundreds, probably thousands of applicants for

news reporting jobs over the years, and I can't really think of any of them who said they wanted to be a business or financial reporter," Baldwin said. "Even if few prospective reporters wanted to write about those topics, the ability to understand them was still necessary, no matter the beat. It's hard to think of many endeavors that don't have a lot of financial or business angles," he said.

The Norfolk papers he joined soon evolved into Landmark Communications with other dailies, weeklies, radio and TV stations, specialty publications and a top-tier cable system. Its biggest feat, however, was launching the Weather Channel in 1966, a huge hit, which the privately-held company sold for more than \$4 billion in 2008.

Landmark grew rapidly and Baldwin soon became an executive shareholder, which is how he acquired his wealth. But the most interesting part of his story is what he chose to do with it after he retired from Landmark in Greensboro, North Carolina, where he worked the final 20 years of his career.

Baldwin said he had always been interested in philanthropy but wasn't able to do anything about it for a long time. In 2009, he made a gift to the university to help students studying business and financial journalism. Since then, his gifts have totaled more than \$3 million to the School of Journalism and Mass Communications to support the Baldwin Initiative. It funds research, symposia, guest lecturers, visiting professors, student assistantships and other related programs.

His initiative includes the Baldwin Business and Financial Chair in Journalism, a position currently held by Michelle LaRoche. "She's gotten it off to a great start — she and the dean have got some excellent ideas to further enhance the program," Baldwin said.

Taylor Washington, a senior journalism major, has taken three of the business journalism classes taught by LaRoche and funded by the grant. "Taking classes with her helped me realize that business is everywhere, and it impacts all of our lives — regardless of class, regardless of race," Washington said. "She just made business news seem accessible to me. It was no longer foreign; it was something that I was able to do too."

Baldwin's contributions to the SJMC have made a big impact on South Carolina students, but his generosity hasn't stopped there. He also supports United Way of the Midlands, an organization that provides resources to the homeless and basic health services to those in need.

"I'm very much in favor of philanthropy," he said. "I've set up some funds that will eventually go to the community foundation in Columbia and the community foundation in Greensboro, where I was for nearly 30 years. All of these will benefit things of local interest like charities, arts activities, organizations like The Salvation Army and others. These things, I think we absolutely have to support, and everybody ought to be encouraged to do that."

Looking ahead, when a COVID-19 vaccine is widely available, Baldwin will be one of the first in line.

Left photo: President Bob Caslen, left, presented Baldwin with a coin of excellence in September. Photo by Still Hopes Episcopal Retirement Community

"I want to be more free the rest of my life. I want to go to the beach and get some sand between my toes," he said.

The 94-year-old described himself as a "beach bum" and said that going back to the coast is something he's looking forward to when the pandemic settles down. "My parents lived in Myrtle Beach, and both passed away there," he said. "I feel a real attachment to the beach. I have not been able to enjoy it in a good while."

His second wife and college sweetheart, Phyllis, died in January 2020. "We have our aches and pains," he said, "but we keep moving ahead."

Baldwin is very optimistic about what he and the university will be able to accomplish in business journalism education.

"It's a challenge and I love it," he said. "I'm doing everything I can to encourage it and pull for the Gamecocks."



\$3 MILLION +
In funding for the
Baldwin Initiative



64 STUDENTS
Took business
journalism classes
in fall 2020

LEARNING FROM THE PROS

A new sports media concentration is taking the SJMC by storm

Story by Rachel Busler, Senior, Public Relations

You might have heard that the SJMC launched a new sports media concentration this fall, but did you know students are being taught by seasoned sports media professionals?

Associate professor Kevin Hull got a new title as the concentration rolled out — sports media lead. Other instructors include Greg Brannon, a former executive producer of TV broadcasting and digital media for the Carolina Panthers, and Manie Robinson, a two-time South Carolina Sportswriter of the Year.

“My hope is that students will never watch or read about sports the same after taking these classes,” Hull says. “I’ve already received lots of feedback that that’s exactly what is happening.”

Sports media classes have been available for years at the SJMC. Senior broadcast journalism major Rebecca Fair took as many as she could. She did play-by-play commentary for South Carolina football and covered the university’s women’s tennis beat for a semester.

“I have learned how to operate production cameras both in studio and on the field,” Fair says. “I have worked on actual sportscasts that have aired on TV, and I have commentated on multiple South Carolina sporting events.” She says Hull has had a major influence on her. “He is one of the most interesting, energetic and knowledgeable professors at this university,” she says. “Every

student who has had him loves him.”

There are currently eight classes in the program, including Super Bowl Commercials, Sports Announcing and Multimedia Sports Storytelling. Sports Media and Society is one of the most popular classes in the SJMC. The 200-person class typically fills on the first day of registration and has an extensive waiting list.

Ava Ciavolino recently added the sports media concentration to her public relations degree. She took Multimedia Sports Storytelling with Robinson in the fall.

“Even through remote learning, he has found inventive ways to keep us engaged in the content,” Ciavolino says. “His style is very laid back and light-hearted which makes students feel encouraged to ask questions and lead discussions.” She said that the SJMC has prepared her to think harder and more creatively in a supportive and challenging atmosphere.

Alumni working in sports media across the nation give the new concentration a boost, too. ESPN SEC Network’s Alyssa Lang, ’15, has guest-lectured in classes to share about her career and the industry.

“Student demand is high, and faculty and administration are supportive of what we’re doing — so why not aim high?” Hull says. “I don’t see why we can’t be one of the top sports media programs in the country.”

MEET THE FACULTY



Associate Professor Kevin Hull
Former TV sportscaster at WECT-TV in Wilmington, N.C.



Instructor Greg Brannon
Former executive producer, TV broadcasting and digital media for the Carolina Panthers



Instructor Manie Robinson
2018 and 2019 S.C. Sportswriter of the Year and former Clemson beat writer at *The Greenville News*

AN IMMENSE LOVE OF PEOPLE

Story by Emma Vallebuona, Senior, Public Relations

When I sat down at my desk to ask Rosalyn Durant a few questions, the first thing she did was ask me a question instead. “Where do we find you today, Emma?” I was in my bedroom at the off-campus student housing past Williams-Brice Stadium. She had lived off Broad River Road as a student, on the opposite side of town.

“Many, many, many years ago,” she told me. “But good times. I always enjoy getting back there.”

The 1999 broadcast journalism alumna is now senior vice president of operations at Walt Disney World Resort supporting Disney Springs, Water Parks and ESPN Wide World of Sports — a long way from Columbia. “I carried with me a belief that I needed to make my family and my university proud,” Durant said. “That really encouraged me to stay on the journey, even when it was difficult.”

As a freshman, she shadowed journalists at WOLO. Later, she interned at Turner Broadcasting in Atlanta and WIS in Columbia.

“I would frequent the career center, check out the wall at the J-school that would post about job fairs and different opportunities,” she said. “I was there every day, constantly looking, constantly

seeing what was available.”

An internship with ESPN eventually led to a full-time marketing coordinator job. She went on to work in distribution sales, rights acquisitions, partnership management, and led the college networks business, including overseeing the SEC Network before moving to Walt Disney World in March 2020. Since then, she’s been thrown into the deep end, organizing the “NBA Bubble” during COVID-19.

“Coming to USC really expanded my view of the world,” she said. “Having the opportunity to meet people who weren’t like me, who didn’t look like me, who had different cultures and different beliefs helped me tremendously with learning how to adapt in the real world, how to adapt professionally.”

Copyediting professor Henry Price was one of her biggest influences. “He was tough but fair, and I learned so much from him,” she said. Price set a high bar for his students, she told me, and that bar helped her set high standards for herself.

Senior instructor Rick Peterson had a different approach. “He had a soft hand and constantly provided

reassurance,” Durant said. “He believed in us and told us that all the time.” She credits him with helping her be more thoughtful and not losing herself or her culture.

“You have the sense and the knowledge that she genuinely cares about you as an individual,” said Chris Turner, one of Durant’s former ESPN coworkers. Durant was challenging, he says, and she had an eye for detail, but she didn’t get caught up in the process as long as the job was done — and done well.

“The thing that strikes you first about Roz is always her personality,” Turner said. “She can fill up a room with her personality and her love of people, a real love of engaging with people.”

Before ending our call, Durant reminded me that we don’t need to know what’s coming next, that our first jobs won’t be our last jobs, and that when things settle down we will be prepared.

“No one has all the answers right now, but I am confident that you are getting what you need at USC to be able to navigate whatever the future looks like,” she told me. “You will be OK.”

COVID-19 SUMMER INTERNSHIPS

Story by Bethany Hill, Senior, Public Relations



Junior information science major Elle Boyle worked at Colonial Life | Unum over the summer.

Students already have a slew of questions when choosing an internship. Who will I intern for? What kind of work will I do? Will networking be hard? But summer 2020 internships brought a totally new question to the table: What will an internship look like in the midst of a pandemic?

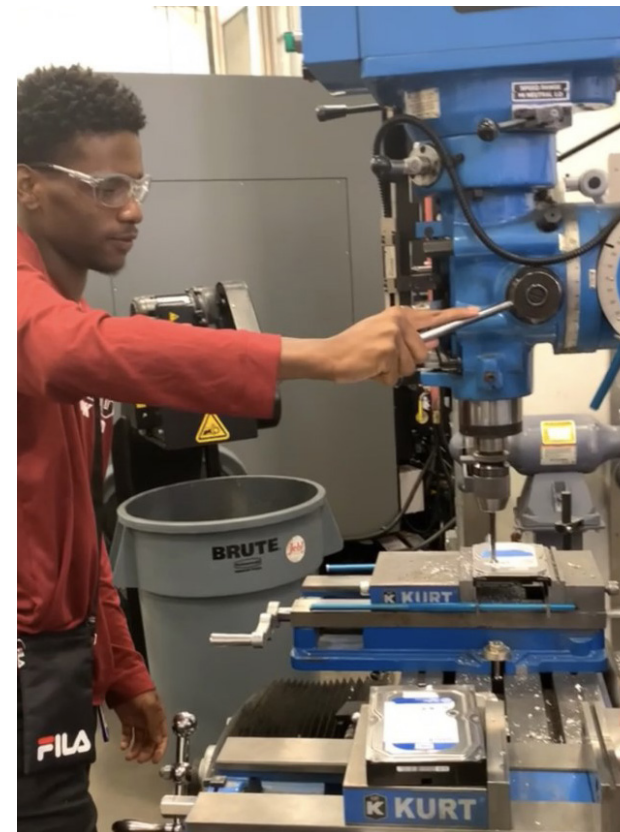
“The project I applied for would have been very hands-on, but the library closed its buildings and implemented remote work for all of its employees in March,” said MLIS student Meredith Atkinson, who participated in the Library of Congress’ Junior Fellows program. “Everyone was working from home, and everyone was struggling with new technology at the same time. There was very much a process of figuring out what worked, especially when it came to web-conferencing.”

Junior information science major Elle Boyle interned at Colonial Life | Unum in Columbia. “I worked remotely the entire summer,” she says. “It certainly made it harder to connect with teammates and hit a general stride in the beginning.”

Noah Walker, now an information science alumnus, interned at Nephron Pharmaceuticals in Columbia. “When the state opened back up, the CEO, Lou Kennedy, enforced masks to be worn 24/7 in the facility,” he says. “Also, hand sanitizing stations were at every entry and exit as well as a computerized temperature checker.”

Fitting in at an internship during a pandemic comes with its challenges; from figuring out how to work remotely to adhering to different protocols on site, there are new obstacles everywhere. But the students agreed there were still plenty of positives.

“I had a lot of built-in supports through my mentors, both on my team and through the intern program,” Boyle said. “I was also able to meet people living all over the world — seriously, from London, England to Carlow, Ireland and Baton Rouge, Louisiana, two different Portlands and more.”



For the Junior Fellows program, the internship coordinators and program mentors helped Atkins and other interns transition to virtual projects.

“It was different than expected, but I still learned so much,” Atkins said. “It was also nice not having to worry about a commute, and my cat kept me company while I worked.”

Even though 2020 internships were a shot in the dark, students still gained important skills and made a positive impact on their employers.

“Toward the end of my summer experience, we had a staff meeting where myself and another intern on the team shared some final thoughts on what we’d worked on,” Boyle said. “When I finished talking about my experience, a couple of team members gave me shout-outs on my work and my skills. That was really validating and made me happy because I was able to contribute to the team, even though I was only there for a short time.”

Senior information science major Noah Walker interned at Nephron Pharmaceuticals.

A VIRTUAL INTERNSHIP EXPERIENCE



Story by Sloane Stevens, Senior, Public Relations

When COVID-19 turned the world upside down, many internships for students were canceled or adapted to a virtual format. However, faculty and staff at the J-school stepped in to provide opportunities for students to still gain internship experience.

Samantha Winn, a senior journalism major, hopes someday to work for *The Washington Post*. After her summer internship plans fell through, she signed up for the J-school’s virtual internship replacement class, taught by Scott Farrand and Kirstin Pellizzaro. The class was a mixture of journalism, advertising and public relations majors.

“My favorite part was getting to work with different classmates from all different majors that I

normally wouldn’t get to work with,” Winn said.

The final project at the end of the eight-week course was a campaign for practicing safe protocols for COVID-19. The campaign consisted of a written message along with a short video or a graphic. Winn’s campaign emphasized that people are not invincible to the virus — she wanted to create something more impactful than just “wear your mask.”

“My professors were very hands on and helpful with every student,” Winn said. “It is so nice that our university provided a class like this because internships are essential to starting your career. I am so thankful to have gotten this opportunity.”

NOT QUITE DONE

Story by Mateo Sanders, Senior, Visual Communications

When faculty members retire, their impact at the University of South Carolina doesn't end. Conversations with three College of Information and Communication retirees — Sam Hastings, Charles Bierbauer and Henry Price — demonstrate exactly that.

Sam Hastings came to the university in 2006 to be director of the School of Library and Information Science — now the School of Information Science — at the encouragement of former associate provost John Olsgaard. “The thing that absolutely drew me to the university was this refined intelligence,” Hastings says. “The staff and faculty were absolutely stellar and at the time Charles Bierbauer was the dean of the college.”

She's proud of helping establish Cockey's Reading Express and the undergraduate and Ph.D. programs. She was good friends with former president Harris Pastides and jokes that she “got him trained to say library every chance he got.” Hastings thinks about the many MLIS alumni who have become state librarians or government information specialists and takes pride in the program she served with for so long.

Since retiring and moving to Florida in 2016, Hastings now spends her time doing yoga at her local senior center, working with community libraries

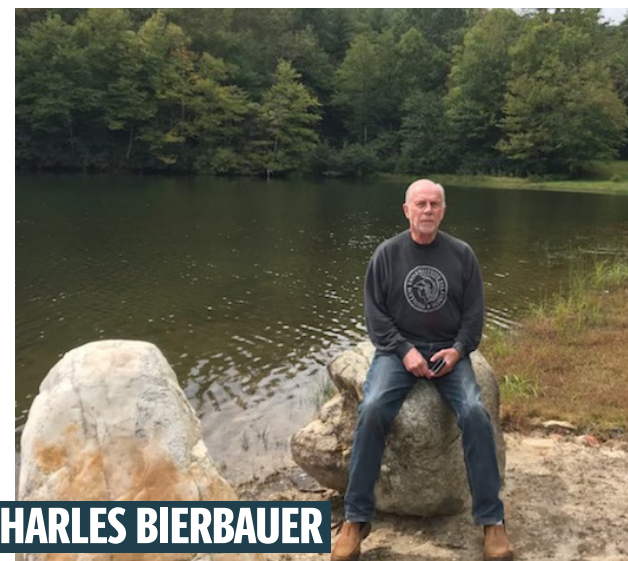


SAM HASTINGS

and helping get people out to vote. She's also three-quarters of the way done teaching her dog Rozland 100 words. “Now my husband and I have to spell if we want to keep anything from the dog,” she jokes.

Charles Bierbauer came to the university in 2002 after being hired as the first dean of the then-College of Mass Communications and Information Studies. He'd been a professional journalist for decades, even serving as CNN's senior White House correspondent during the Reagan and Bush administrations. Before retiring in 2018, Bierbauer oversaw the J-school's move from the basement of the Carolina Coliseum to a more modern building on Sumter Street. “If anything, I'm proud of that,” he says.

Bierbauer now spends most of his time in western North Carolina isolating in the mountains. With ample time for hiking and taking it easy, he keeps a close eye on things that relate to media and politics. He volunteers with the Appalachian Therapeutic Riding Center, working with children and horses. And he



CHARLES BIERBAUER



HENRY PRICE

serves as president of a homeowners association of about 120 properties. “A homeowners meeting is a bit like a faculty meeting — lots of very earnest people with different opinions,” he says.

Henry Price came to South Carolina in 1955 as an NROTC scholarship student, which meant that he didn't choose the university — the Navy chose it for him. Price ended up in journalism after a detour in electrical engineering as a student. When he returned to the university after a stint in the Navy, he was married with one child and another on the way and got his master's degree in journalism. He joined South Carolina's journalism faculty in 1969 after a four-year stint as an assistant professor at the University of Missouri School of Journalism, completed his doctorate at Michigan State University in 1972 and stayed until his retirement in 2002.

“It's a place that I will always love,” Price says. “I hope I gave Carolina and the students I worked with the best I had to offer.” He takes pride in how he conducted his copyediting class. “It was designed to be a beast of a course because the business demanded a lot of self-discipline and hard work, and if I didn't prepare them for that, I wasn't doing my job.” Price knew the business and what it took to succeed in it.

In retirement, Price spends time keeping up to date on the newspaper industry, and he enjoys spending time with his son and daughter in town. “I like to call us a Carolina family,” he says. “Both of our children and my son's two children went to Carolina as well.”

A luncheon for recipients of the Henry Price Copyediting Scholarship in 2019. Left to right: Sarah Eissmann, Maria Jutton, Price, Morgan Hill and Sarah Ellis.

THE END OF AN ERA

Story by Rachel Busler, Senior, Public Relations

He wasn't a doctor, but senior instructor Doug Fisher spent his teaching career urging students to understand they were navigating the human brain.

“This is a business, whether you're in PR or journalism, you are in people's brains every day,” says Fisher, who retired in May after 19 years with the SJMC, where he was also curriculum chair. “You do more in people's brains than a brain surgeon.”

Fisher, who spent almost 30 years in broadcasting and newspapers and at the Associated Press before joining the faculty in 2001, says that was why his courses, among them copyediting, data journalism, advanced reporting and digital signage, were rigorous.

Fisher's copyediting class was seen as one of the hardest in SJMC. It wasn't unusual for students to complain that he was hard, harsh and seemingly unfair.

“For many students, it really was the first time, in this line of work that someone had said there is right and there is wrong, and this work is not right,” Fisher says. “That can be a tough thing.”

Since retirement, he's kept busy. He has been renovating his house in the Georgia mountains, digging out from several years of throwing things on piles, guest lecturing for people he knows and spending time with family.

Looking ahead, he hopes to be able to do pro bono writing and editing work for charities that cannot afford it.

Fisher says he won't miss faculty meetings, but he will miss his students.

“I love watching students be successful,” he says. “And I love watching and seeing their families.”



▶ Watch Fisher's retirement video at bit.ly/doug-fisher



MAKING A STATEMENT

Story by Katie Whorton, Senior, Public Relations

Around 8 p.m. on May 25, 2020, George Floyd walked into a convenience store with the intention to buy a pack of cigarettes and be on his way — that all changed in a matter of 17 minutes. By the end of these 17 minutes, Floyd lost his life, and his name became a symbol for justice and reform throughout the nation.

The College of Information and Communications watched and listened in the days following Floyd's tragic death. Knowing tensions were high, the CIC, School of Information Science and School of Journalism and Mass Communications released statements expressing their support and commitment to an environment that is diverse, equitable and inclusive to all.

"Here we are at this moment," says Shirley Staples Carter, associate dean for diversity, equity and inclusion. "Dealing with not only Black Lives Matter but being in the moment and realizing that there is still a movement for social justice by people who have not been a part of the majority."

The CIC historically has taken steps to ensure that the college is a safe environment for all — from its Brown Bag Let's Talk About It series to the Dean's Dive-In Lunches, it has shined a spotlight on conversations around the topic of race. "Race has always been a difficult subject to talk about, even in classrooms," Carter says. "These series are a way for us to look at those difficult issues and create meaningful solutions and get students involved."

After Floyd's death and the movement that followed it, CIC leadership knew they still had to do more — not only for people of color, but also with all students, faculty and staff. "We need to educate on

how to act," Carter says. "You can be empathetic, and you can act in such a way that you recognize not only your privilege but your unique position to be an ally."

The CIC hosted online forums and diversity training and altered teaching curriculum to emphasize diversity across the board. Kim Thompson, associate dean of academic affairs, worked alongside Carter during these changes. "The goal is that we have diversity, equity and inclusion designed into our courses," Thompson says. "We aren't just tagging it on to the end of our teaching or research — it's something that we think about all the time so we are able to speak on it whenever possible."

After a diversity training session this summer, members of the CIC met again to discuss diversity, this time as a panel with faculty from both schools. The panel, composed of Kenneth Campbell, David Moscovitz, Vanessa Kitzie and Nicole Cooke, discussed how they designed courses with diversity, equity and inclusion woven throughout. "It was a wonderful conversation about what they are doing," Thompson says. "Their readings and assignments are not just from one race, one gender or a single perspective — instead, they're opening it up and allowing different points of view to follow."

The changes in the CIC don't stop at curriculum. Its leadership is working to ensure that everything from the class syllabus to their strategic plan embraces diversity, equity and inclusion.

"We realize there is work to be done," Carter says. "And although it may not be the best time, we know we have the right tools, energy and expertise within our college to make a strong and important contribution to all of these efforts."



SUPPORT NABJ SCHOLARSHIPS

This shirt design is by instructor Jason Porter and was released with the SJMC statement. When you purchase a T-shirt, you're supporting scholarships for UofSC's chapter of the National Association of Black Journalists.

Get yours at bit.ly/uofsc-nabj-tshirt or scan QR code with your phone to purchase merchandise!



CONGRESS STILL SHALL MAKE NO LAW

Story by Samantha Douglas, Junior, Public Relations

For more than 200 years, the First Amendment has guaranteed freedom of religion, speech, press, assembly and petition. It is what allows people to question the government and speak up when something is wrong. It is vital to democracy for these reasons and is especially important now during a presidential election year, a period of social unrest and a pandemic.

“That’s how society progresses — by people identifying an issue and speaking out about it,” Eric Robinson, an assistant professor in the SJMC, said. “That’s the only way to convey something should change, and there’s always been resistance no matter what it is.”

The freedoms that were promised in 1791 came into question after the death of George Floyd last May. In some cities, news reporters were arrested, peaceful gatherings were broken up and crowds became violent.

J-school alumnae Miranda Parnell experienced this violence firsthand while reporting for WIS News at a Black Lives Matter protest in downtown Columbia. Someone threw a brick and hit Parnell in the head, sending her to the ER with a concussion. That prompted discussions on how to balance the importance of covering these events with the safety of those covering them.

“If you want journalists to be truth seekers as they should be, then you have to give that space for us to do that and violence is not that space,” Parnell says.

In August, protests caught media attention on the University of South Carolina’s campus. Jim Gilles, an evangelical pastor who travels to different universities, came to Greene Street with a “BLM are racist thugs” sign. Students held a counter protest, and freshman Trey Hogan made headlines for drowning Gilles out with his trombone.

“For years, people have just gone by and ignored the people like that who pop up on campus,” Parnell says. “Shout out to this generation for saying, ‘You know we have time in between classes. We’ll sit out here and do a protest.’”

While Gilles’ remarks prompted a statement from

President Bob Caslen explaining that they were not reflective of the university’s values, Robinson says it’s important to remember that the First Amendment’s protections still apply.

“A university, at least ideally, is supposed to be an exchange of ideas and thoughts and debate and discussion, and even some discussion or ideas that you might find abhorrent or you might find horrible still have to be a part of that mix,” Robinson says.

In recent years, the use of terms such as ‘fake news’ has fueled distrust of the press. And when those attitudes take hold, Robinson says, people can lose sight of the important role journalists play in a healthy democracy.

“One of the main reasons we have the media is to look over the shoulder of people in power and say, ‘What are you doing?’” he says.

One of the biggest obstacles journalists face is people who spread false or misleading information. Parnell says media literacy education is key to combating the issue.

“I don’t think that this should be a class that you just take if you want to be a journalist,” she said. “You have to teach people how to see the signs of something that’s not journalism.”



KA-CHING!

CIC duo cashes in at business startup competition

Story by Yuanzhen Chang, Senior, Public Relations

Last April, amidst the glow of cameras, teleprompters and various screens, Nick Jeffcoat and Jonah Rotholz pitched their startup business, parAnimo, to a panel of experts and spectators at The Proving Ground, the Darla Moore School of Business’ entrepreneurial ventures pitch competition. The annual event was held virtually, and the two College of Information and Communications students won \$17,500 in the Maxient track — its undergraduate division.

When Rotholz (’20 information science) and Jeffcoat (’20 advertising) applied to the competition, they penned the business plan just one word short of the page limit — the idea had been in the back of their heads for a while, and it drew on both of their majors.

“Our business is essentially the combination of all the different skills the college provides,” Jeffcoat says.

A seasoned solar industry door-to-door salesperson, Rotholz found his job repetitive, especially the arduous process of locating customers. He recognized the potential in renewable energy, but “even the biggest guys haven’t figured this out,” he says.

Inspiration came when Rotholz interned in the CIC’s Social Media Insights Lab. There, he used artificial intelligence technology-powered software to generate, visualize and interpret data on everything from consumer sentiment to crisis response. The system prompted him to think about a more feasible solution for solar sales — identifying prospective clients using data.

That’s when Rotholz went to Jeffcoat for help. “Halfway through his description I pulled up the information and showed it to him, because what

Jonah wanted was something I knew how to get,” Jeffcoat says.

Microsoft Excel math accompanied Jeffcoat for some sleepless nights after applying for The Proving Ground. “It’s officially now no longer math but magic,” Jeffcoat says. “We are taking Excel and doing things with it that no sane man would do.”

Magic must come from somewhere. His freshman year, Jeffcoat took a three-week research class from Brent Appling, a collection assessment librarian and 2007 iSchool alumnus. He also developed these skills during an internship with the Red Cross, where he used free public data to extend the organization’s South Carolina volunteer pool.

Their roles were clear: Rotholz provided the background knowledge, and Jeffcoat figured out how to use it. With Excel, they built a relational database that collected and analyzed information through algorithms and produced lists of people who could benefit from switching to solar energy.

Their business plan impressed the experts, and as the competition’s final round approached, the duo knew they needed to prepare. Jeffcoat used the design skills honed under retired J-school senior instructor Doug Fisher to make sure the PowerPoint was “pixel perfect,” and Rotholz wrote every word and practiced until the delivery seemed natural.

With the prize funding, Rotholz and Jeffcoat founded J&R Informatics. “We are still in the sweat equity phase,” Jeffcoat says with a hopeful glimmer in his eyes. “Jonah and I are in the process of teaching each other and improving.”

Nick Jeffcoat, left, and Jonah Rotholz.



PAVING THE PATH

Story by Amzie Tanton, Senior, Public Relations

TORI RICHMAN

To some, the NFL may seem like an industry dominated by men, but photographers Kara Durette and Tori Richman have a different thought.

Both women are photographing NFL teams — Durette for the Atlanta Falcons and Richman for the Tampa Bay Buccaneers. The two see it as chance to pave the way for women hoping to work in sports.

“We are each responsible for showing that we can do this job well so doors will continue to open for others,” Durette said. “No matter where we all go from here, we were a part of something much bigger. Watching this group grow and encourage each other means everything to me. The support we receive from our male counterparts is also pretty unbelievable. Football really is family.”

Durette and Richman were both visual communications majors, and they credit the program for helping them get where they are today and preparing them to take on the NFL. The J-school provided them with access to top-of-the-line equipment, giving them the experience needed to take professional pictures in sports.

Richman was not going to pursue a career in photography until she began working with cameras in her J-school classes. From there, everything fell into place. She believes that the vis comm program is a big part of all that she has achieved.

“I learned a lot about having to separate yourself

KARA DURRETTE

from your work when taking critiques,” Richman said. “That has helped me so much now because I have thick skin and can’t take things personally, even though the work we create is so personal. My vis comm classes gave me a lot of freedom to be creative because creativity was encouraged by all my professors. It gave me the opportunity to learn through trial and error without having a lot of risk involved like you would in the real world.”

Durette and Richman believe the Falcons and Buccaneers are each one small family. Everyone in the organization wants each other to succeed because they are all working toward the same goal. The two want fans to experience that through their photos.

“Action photos are great, but I love getting to capture the moments that aren’t seen on TV or from the stands — the close-ups of players, capturing their pre-game routines, or just finding the stuff that makes each player unique so that fans can see and relate more to the people they cheer on,” Richman said.

Both acknowledge the vis comm faculty members who went out of their way to help them have the proper gear for a shoot and encouraged them to speak up for themselves and their work.

“I’m extremely happy and grateful to be where I am,” Durette said. “I can’t say I have an end goal — I just try to get a little better each day.”

Top left: Tori Richman and Kara Durette. Top right: Richman. Bottom: Durette high-fives Atlanta Falcons player Mohamed Sanu. Photos provided by Richman and Durette.

LEARNING WITH LOVE

Story by Gabriella Guzman, Senior, Visual Communications

Puppets, puppies and karaoke. These are some of the nontraditional tools that Penny Esterley uses to teach at Community Literacy Lab.

As an online space for learning and teaching, it's a place where students can get supplemental help with creative writing, academic tutoring and technology literacy, among other things.

Esterley and her husband, Randy, are both distinguished retirees from the U.S. Air Force and now teach at the Literacy Lab. Before they started the company in 2018, Esterley earned a bachelor's in business management in 2013 and a master's in library and information science in 2016 from the University of South Carolina.

Her MLIS was instrumental in launching her online tutoring service. "Clayton Copeland is still my mentor," Esterley said of the School of Information Science faculty member. "The things that she taught me in class, I am

constantly bringing back into focus with my students."

The Literacy Lab offers group and individual sessions with teachers. It also offers interactive clubs and blogs for students — many of whom are home-schooled or have learning disabilities. Esterley knows that each student learns differently, so she uses a variety of techniques ranging from research-based approaches to singing songs.

One way Esterley helps students who don't enjoy the traditional classroom is by encouraging them and their parents to play educational games or learn through music. "The kids don't know they're learning," she said. "They just think they're having a good time."

Students learn computer literacy through online gaming clubs and educational puppet shows. Sometimes she brings in animals, and her international students practice English using word games. Esterley enjoys some classic styles of tutoring as well.

One first-grade student came to Esterley hardly able to sound out the alphabet. He is now in third grade reading *Charlotte's Web*. She knew he had potential and just needed extra reading help. "It's just so amazing to see how he has risen above everything and the dedication that he's had," she said.

Although her business was originally inspired by the need she saw in her community for affordable supplemental learning, she now teaches English as a second language to students around the world.

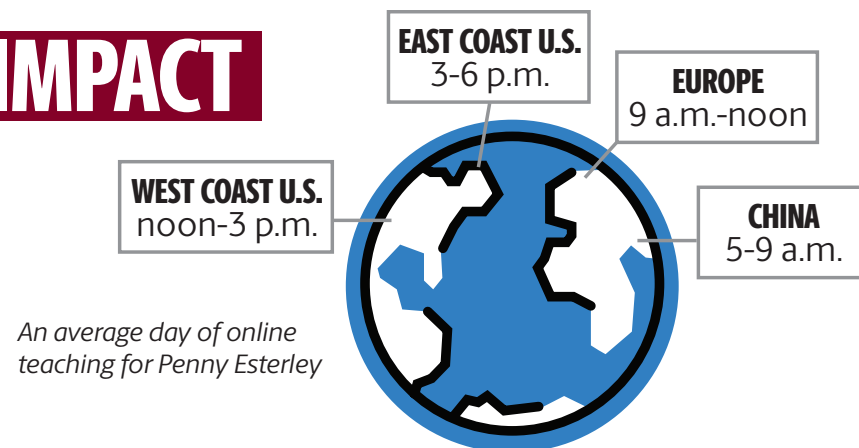
Her efforts have earned her praise from Literacy Lab students and parents.

"One of my children is dyslexic and has difficulty reading," one reviewer said on the Literacy Lab website. "After taking classes with Miss Penny, his reading abilities improved tremendously. Thank you, Miss Penny. The Literacy Lab is such a blessing."

A GLOBAL IMPACT

300+ students

20 countries



Valerie Byrd Fort records a virtual Cockey's Reading Express read-aloud.

The Heart of the School

Story by Daniella Ramirez, Senior, Journalism

For many students, March 2020 became a pivotal moment. Classes went online, and teachers began rescheduling deadlines while trying to figure out how exactly the pandemic would affect learning. Luckily, school librarians have played a critical role in helping everyone adapt.

"I'm in charge of devices, figuring out copyright laws, how to use Google classroom and getting the best quality content to students," says 2019 School of Information Science alumna Mary Anne Mouthaan, a teacher-librarian at Oakland Elementary School in Charleston. "I aggregate as much digital content based on different teachers' comfort levels all to make sure that the students' needs are being met."

Many families have struggled

to keep up with technology, information and other resources required by schools — teacher-librarians are helping to fill those gaps.

"I make sure every parent and student has an outreach," Mouthaan says. "I can get them the resources they need."

Mouthaan has implemented her studies of different resources and technology into her day-to-day librarianship.

"Technology really pushed us to get out of our comfort zone," she says. "It pushed us to innovate, and the exposure to so many different tech tools has made any new thing easier to figure out."

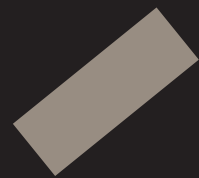
Teacher-librarians play an important role in modern education and shaping how literacy is taught.

"Information literacy is critical,

and that's definitely a school librarian's expertise," says Valerie Byrd Fort, an iSchool instructor and coordinator for Cockey's Reading Express.

Fort stresses that librarians are in a good position to promote the importance of literacy in South Carolina and use their knowledge of informational resources and technology to aid schools.

"They had a little bit of an advantage over classroom teachers because they were already knowledgeable about some things," Fort says. "It's not just a person who is checking in and out books — that person plans lessons, they select books, they do programming and they encourage the love of reading."

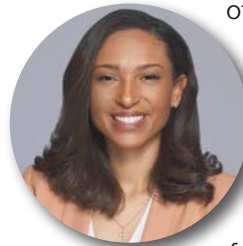


A WOMAN'S PLACE IS IN POLITICS



Story by Autumn Gruber, Junior Public Relations

Powerful women in politics are responsible for some of the world's greatest accomplishments and innovations. From holding office to making an impact behind the scenes, the world has watched as women in politics leave their mark and pave the way for others.



Lauren Harper ('16, public relations) is a South Carolina political and public affairs strategist. She is also the co-founder and senior advisor for Secure the Ballot, an organization that seeks to make voter registration easier and more accessible for young people in the South. Additionally, Harper serves as the state executive director of The Blue Lab SC, which provides services to assist with political campaigns.

From her work with various nonprofits to serving as state director for Beto O'Rourke's presidential campaign, Harper got involved in politics for one reason. "I love helping people — my heart is for public service," Harper says. "I wanted to be involved at a local level with the people that live,

work and play here." That interest led her to create the Columbia Food Policy Committee, launch the Books 2 Boys & Girls program and host the state's first peer-to-peer election for the Columbia Youth Commission.

Harper believes women play an important role, not just in crafting legislation, but in recognizing what kind of legislation is needed. "Women are able to provide a different perspective, thoughtfulness, intentionality," Harper says. "Women may have more friends who are teachers, nurses or lawyers, and they are able to provide insight from a different perspective based off their firsthand experiences and conversations that help them better gauge what the community wants and needs."

Amanda Loveday ('07, broadcast journalism) spent the first part of her career covering politics for Dateline NBC as an assistant producer before making the switch to politics herself. Now chief operating officer at NP Strategy in Columbia, she previously served as executive director of the South Carolina Democratic Party and communications director for

House Majority Whip Jim Clyburn. "In journalism, every day is different because the story is different, but in politics every day is different because the situation is different," Loveday says. "One day you may be focused on fundraising. One day you may be focused on policy. One day you may be focused on debate prep."



Having graduated from the university right before a presidential election, Loveday was thrown into the real world of politics right off the bat. "The number one thing I took away from the J-school was to always be professional," Loveday says. "You're being looked at all the time — you always have to be prepared. My professors were always strict about deadlines but at the same time, you have to be as prepared as possible to get the shots you need and the interview you need to meet those deadlines. And that just comes with professionalism in every sense."



Top: Harper speaks to Politico's Eugene Daniels. Middle: Harper kneels in front of a sign for S.C. Sen. Mia McLeod, whose campaign she managed in 2020. Bottom: Loveday and her son with the Bidens.

A DEEPER LOOK AT WOMEN IN POLITICS, GOVERNMENT AND NONPROFIT WORK

WOMEN IN POLITICAL OFFICE



Women fill only 23.2% of the House of Representatives and 26% of the Senate

ipu.org

WOMEN IN THE MEDIA

37% of all news anchors and 41% of online news authors are women, yet they hold just 27% of top management positions in news media.

statista.com

WOMEN IN NONPROFIT WORK

66% of staff positions in nonprofit orgs are held by women

71% of nonprofits have male CEOs

69% of nonprofits said their boards were "predominantly male"

techimpact.org



A PIPELINE AND PATHWAY

Story by Samantha Douglas, Junior, Public Relations

In October, the University of South Carolina formally signed an agreement establishing a new 4+1 pathway partnership with Claflin University. The collaboration between South Carolina's flagship university and one of the nation's premier historically black colleges and universities in Orangeburg, South Carolina, will offer students the opportunity to earn an undergraduate degree from Claflin and a graduate degree from the College of Information and Communications in just five years. The effort also aligns with South Carolina President Bob Caslen's goal of increasing diversity within the student body.

"The goals are twofold," said Shirley Staples Carter, the associate dean for diversity, equity and inclusion at the CIC. "It is a pathway program as well as a pipeline program. A pathway program exposes under-represented students to a degree opportunity that they might not otherwise have, and students who enroll in this program will pursue the master's and

contribute to a pipeline of talented underrepresented students in the profession."

Beginning fall 2021, the program will enroll the first two students seeking a Master of Mass Communication. Carter hopes to expand the opportunity to more Claflin students in the future, including students interested in the Master of Library and Information Science degree.

"It is the only program of its kind in the country that is a partnership between a flagship university and an HBCU where students can earn a master's degree in journalism and mass communications or in library and information science," Carter said.

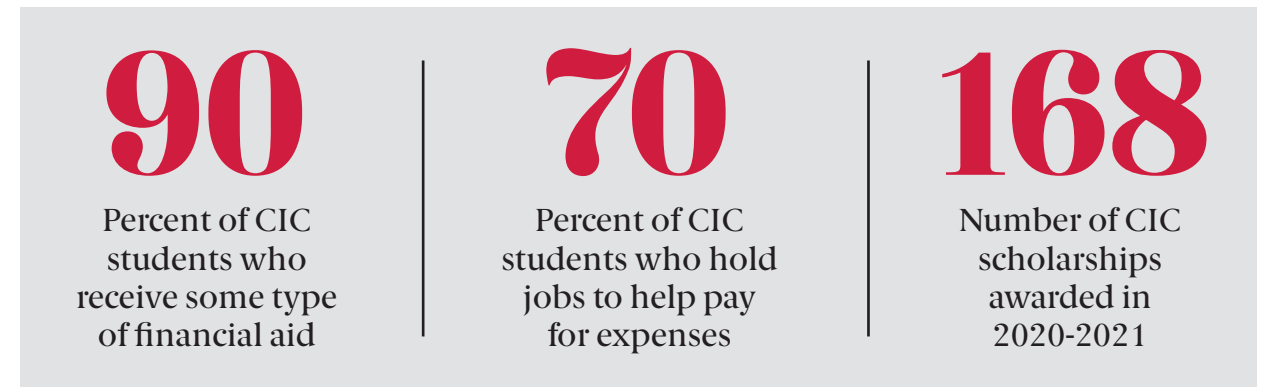
This program will also reduce the amount of debt that students have after graduation by condensing the time it takes to earn two degrees. "You are talking about a three-to-four-year program where they're coming out with two degrees," said Isaiah McGee, dean of Claflin's School of Humanities and Social Sciences. "Now the students have a reduced

debt load and really are able to launch their careers a little bit more quickly."

It was at an open house for prospective graduate students from several HBCUs where Carter's confidence in the program reached its height. "Hearing the questions and seeing the faces of those students, they're engaging and they're interested, and at that moment I thought, 'Yes, this is the right program,'" Carter said.

Throughout her studies on diversity issues in higher education and the journalism and mass communications industry, Carter has found that Black students are largely underrepresented. This pathway will enhance diversity in the CIC's graduate programs by expanding access and opportunity.

"This is a perfect partnership, and it is something that, in spite of all of the social unrest and racial justice issues still unresolved, is a beacon of hope," Carter said.



TAVASHIA BERRY
2020, information science

"This may sound simple, but this scholarship means that I get to go to college. It's what scholarships help for, but not everyone can receive one. It's money that I don't have to struggle to build so that I can continue my education."

TOM SANTANIELLO
2021, broadcast journalism

"As someone who lost multiple opportunities due to the COVID-19 pandemic, which put an unexpected financial burden on me, receiving this scholarship helped reassure me as I enter my final year as Gamecock. Your generosity is something I will always be grateful for."



LEARN MORE about ways you can support students at bit.ly/cic-giving

Top photo: UofSC President Bob Caslen, left, and Claflin President Dwaun Warmack meet to sign the agreement.



Spotlight on DONORS



ARIKA DICKENS

Arika Dickens earned her MLIS in 2000 and has supported the iSchool nearly every year since. She now works as a K5 teacher librarian at Sunset Elementary School in Washington's Issaquah School District.

What's the most interesting or significant thing you've done since graduating?

The most significant thing overall has been learning to look at the library as a whole and thinking about how the actual physical space can best meet the needs of the user, no matter who that user is or what accessibility needs they have.

What are a few goals that you still have for your future career?

Dickens' accomplishments already include a position on the 2021 ALA Newbery Award committee and a stint teaching overseas at an international school in London. Looking ahead, her short-term goals are to make the space at her school as accessible and inclusive to her students as possible. She would also like to pursue more leadership and mentorship opportunities in the future and continue to give back.

What are you passionate about in your work?

In addition to building relationships with students and colleagues, she is passionate about building and sharing an inclusive and representative collection in her library with students, staff and families. She also believes that the library isn't just for reading books — it's an incredible place made for managing information and taking in, finding and analyzing that information, which can come from a plethora of sources.

What did you learn while in school at the CIC that still resonates today?

Dan Barron instilled in Dickens that librarianship is a service profession. Pat Feehan taught her how to interact with people and the value of learning through observation.

What advice do you have for MLIS students hoping to follow in your footsteps?

First, Dickens advises students to join the ALA and stick with it. The resources and the conferences (once available again) are absolutely invaluable in the long run. Second, social media is great, but temper it. Third, everyone has something amazing that they're doing, but don't be afraid to share when you've done something that's really impactful because that matters too.



MANNY GAETAN

"I consider contributing to the college a moral imperative: when I arrived in Columbia in 1970 with the title of editor of *Bobbin*, I had done a lot of writing in my previous jobs, some of which had been published, but I knew nothing about the business side of being an editor for a publication, much less editor for a publishing company.

Space limitations do not allow me to elaborate how Dean Al Scroggins opened the college doors to satisfy all of my needs and answer all of my questions — and there were many. The proof is in the pudding: 28 years later I retired with the title of president emeritus of *Bobbin* International and *Bobbin* was regarded as the bible of the sewn products industry. Since the college shares my success with the good Lord, I never hesitate to give credit to both and support those who helped me succeed. That's why I am a proud charter member of the Dean's Circle and was the first one in the room to write a check for \$1,000 to get the ball rolling.

Upon retirement, I donated to USC's Thomas Cooper Library all the magazines and publications for which I was responsible in mint condition from June 1970 until September 1998."

DOMINION ENERGY

Dominion Energy is proud to partner with the South Carolina Center for Community Literacy to bring Cocky's Reading Express to thousands of children annually.



"We know reading is the fundamental building block for all learning and a child's long-term success," said Keller Kissam, president of electric operations at Dominion Energy South Carolina. "This program is a perfect example of how we can support education initiatives that have a lasting impact on our future workforce." Kissam said. "I do not know what I like better — the lights coming back on after a major storm or the lights in children's eyes throughout South Carolina when I have the privilege to participate in Cocky's Reading Express. Once Cocky appears and acts out the book I am reading, the excitement for reading is contagious. Each child is rewarded with a free book and sticker after they make a promise to Cocky to read every day. I love to read to future engineers, linemen, gas journeyman and electricians who get their start through a promise to Cocky to read."



Keller Kissam speaks to students during a 2019 Cocky's Reading Express visit.



LEARN MORE ABOUT OUR DEAN'S CIRCLE SOCIETY
See our list of members at bit.ly/cic-deans-circle

Contact Elaine Arnold at earnold@sc.edu or 803-777-6898 for more information

ALUMNI Notes

ALUMNI NOTES

Weddings



Collyn Taylor, BA, 2017, and **Michaela Baker, BA, 2019,** married in October. Taylor, a journalism alumnus, is a reporter for *Gamecock Central*. Baker, a visual communications alumna, is a member of the CIC's communications team.

1960s

Sam McCuen, BA, 1963, received Columbia Museum of Art's 2019 John Richard Craft Leadership Award.

1970s

Robin Roberts, BA, 1976, is president of National Media Group. Roberts and his firm received TVB's Excellence Award for Political Agency of the Year.

1980s

Mark Bryan, BA, 1989, will release his fourth solo album, *Midlife Priceless*, in April. Bryan is a founding member of Hootie & the Blowfish.

Rita Cosby, BA, 1989, has been named chair of the Global Service Institute at Long Island University in New York. Cosby is an Emmy award-winning TV host, veteran correspondent and bestselling author.



Margaret Gregory, BA, 1985, writes for the University of South Carolina School of Medicine and College of Pharmacy.

Randall Hawk, MLIS, 1989, has retired. He is having a blast working in his garden.

Lou Kennedy, BA, 1984, was one of 11 women honored by South Carolina ETV's Women Vision SC initiative. Kennedy is president, CEO and owner of Nephron Pharmaceuticals in West Columbia.

1990s



Martha Blackwell, BA, 1991, is executive editor of *Texas Monthly* in Austin.

Chris Winston, BA, 1996, has joined South Carolina State Housing Finance and Development Authority as spokesman. Winston previously worked as managing editor of *WorkLife* at *Colonial Life* in Columbia.

2000s

Maha Bashri, BA, 2002, Ph.D., 2007, is co-editor of *Minority Women and Western Media: Challenging Representations and Articulating New Voices*, which was published by Rowman & Littlefield this year. Bashri is an association professor of communication at United Arab Emirates University.



Marikay "Katie" Gomez Kervi, BA, 2003, has been named principal of Cardinal Newman High School in West Palm Beach, Florida.

Merritt McNeely, BA, 2005, has been promoted from VP of marketing to executive vice president at Flock and Rally in Columbia. In addition to leading the agency's marketing and advertising operations, McNeely's role has expanded to include management of the company.

Andy Pierrotti, BA, 2003, was nominated for six 2020 Southeast regional Emmy awards.

Eva Pilgrim, BA, 2004, has been named to Variety's 2020 New York Women's Impact Report for her reporting following the city's first responders during the COVID-19 outbreak. Pilgrim is a correspondent with ABC News.

Katie Santilli, BA, 2005, has joined Southeastern Grocers as manager of internal communications and events. Headquartered in Jacksonville, Florida, SEG is the parent company of BI-LO, Harveys, Fresco y Más and Winn-Dixie grocery stores.

Rachel Beanland, BA, 2003, wrote her first novel, *Florence Adler Swims Forever*. It was published by Simon & Schuster in July 2020.



Hilary Dyer Brannon, BA, 2008, MMC, 2012, has been named director of continuing education and conferences at the University of South Carolina. Brannon previously served as director of communication and events for the university's department of student life.

Santi Thompson, MLIS, 2008, has been selected as the inaugural recipient of the Eva Digital Research Endowed Library Professorship at University of Houston Libraries.

2010s

Anya Bonnette, MLIS, 2010, was named Teacher of the Year at Robert E. Howard Middle School in Orangeburg, where she works as a school librarian.

Cecilia Brown, BA, 2016, has received the South Carolina Daughters of the American Revolution Public Relations and Media award. Brown is editor of the *Moultrie News* in Charleston.



Emily Chavez, BA, 2019, was one of the first University of South Carolina students to take and pass the Certification in Principles of Public Relations through the Public Relations Society of America in summer 2020. Chavez is now a junior communications strategist at Vansary, a marketing and events organization in Brooklyn, New York.

Hailee Ellsworth, BA, 2018, has joined Mashburn Construction in Columbia as its first communications coordinator.

Lee Goble, MMC, 2019, has been named to the Columbia Opportunity Resource Board of Directors. He is also a member of Public Relations Society of America South Carolina Chapter. Goble works as a communications associate for Central Carolina Community Foundation.



Kelsey Hagon, MMC, 2019, has joined the UofSC College of Arts and Sciences as a communications coordinator and has been accepted into the health communications graduate certificate program at the Arnold School of Public Health.

Mills Hayes, BA, 2019, has joined KATV ABC 7 in Little Rock, Arkansas, as a general assignment reporter.

Colin Jones, BA, 2010, has joined New York-based Courier Newsroom as growth director. Jones previously worked as director of audience development for Vice Media in New York.

Adam Lautenschlager, BA, 2012, is a morning producer/AM director for WLTX in Columbia. Lautenschlager won the

2020 Southeast Emmy Award for Director at WLTX.

Zoe Nicholson, BA, 2019, covers Clemson University and the city of Clemson for *The Independent Mail* and *Greenville News*.

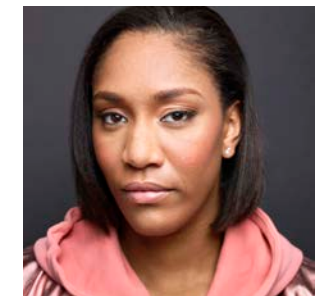
Tori Richman, BA, 2019, has been hired as a photographer by the Tampa Bay Buccaneers. She is one of just five full-time, female photographers in the NFL.

Kristen Schneider, BA, 2018, has joined the digital team at WJLA, the ABC affiliate covering Washington D.C., Virginia and Maryland. Schneider previously served as a senior news producer at WACH Fox in Columbia.

Kellie Smith, MLIS, 2015, is a media specialist at Landrum High School in Campobello, South Carolina. Smith has been named Spartanburg County Literacy Teacher of the Year, and her program has been named Outstanding School Library Program of the Year by the South Carolina Association of School Librarians.

Patrick Sutton, BA, 2013, has been named director of communications for AVA Labs, one of the most anticipated cryptocurrency and blockchain technology products to launch this year.

Jade Unser, BA, 2013, has been named account supervisor at Mode in Charlotte, North Carolina. Unser directs the company's largest account, Boar's Head, and has led the agency to two gold ADDYs and a Best of Show for her work.



A'ja Wilson, BA, 2018, was named the 2020 WNBA Most Valuable Player. A forward for the Las Vegas Aces, Wilson was the 2018 WNBA Rookie of the Year and a WNBA All-Star selection in 2018 and 2019.



STAY CONNECTED!

Submit your alumni notes online at bit.ly/cic-alumni-update

THE PARTY IS JUST GETTING STARTED.

THE iSCHOOL TURNS 50 ... AGAIN

Our 50th anniversary in 2020 didn't happen as planned because of COVID-19, so we're spreading the celebration out over the next two years to mark the founding of our program in 1970 and the graduation of our first class in 1972.

SHARE YOUR STORY IN OUR PODCAST

We're seeking alumni and former employees to share stories for a podcast series honoring the impact we've had in communities. Fill out this form if you're interested in helping: bit.ly/cic-ischool-memories

