

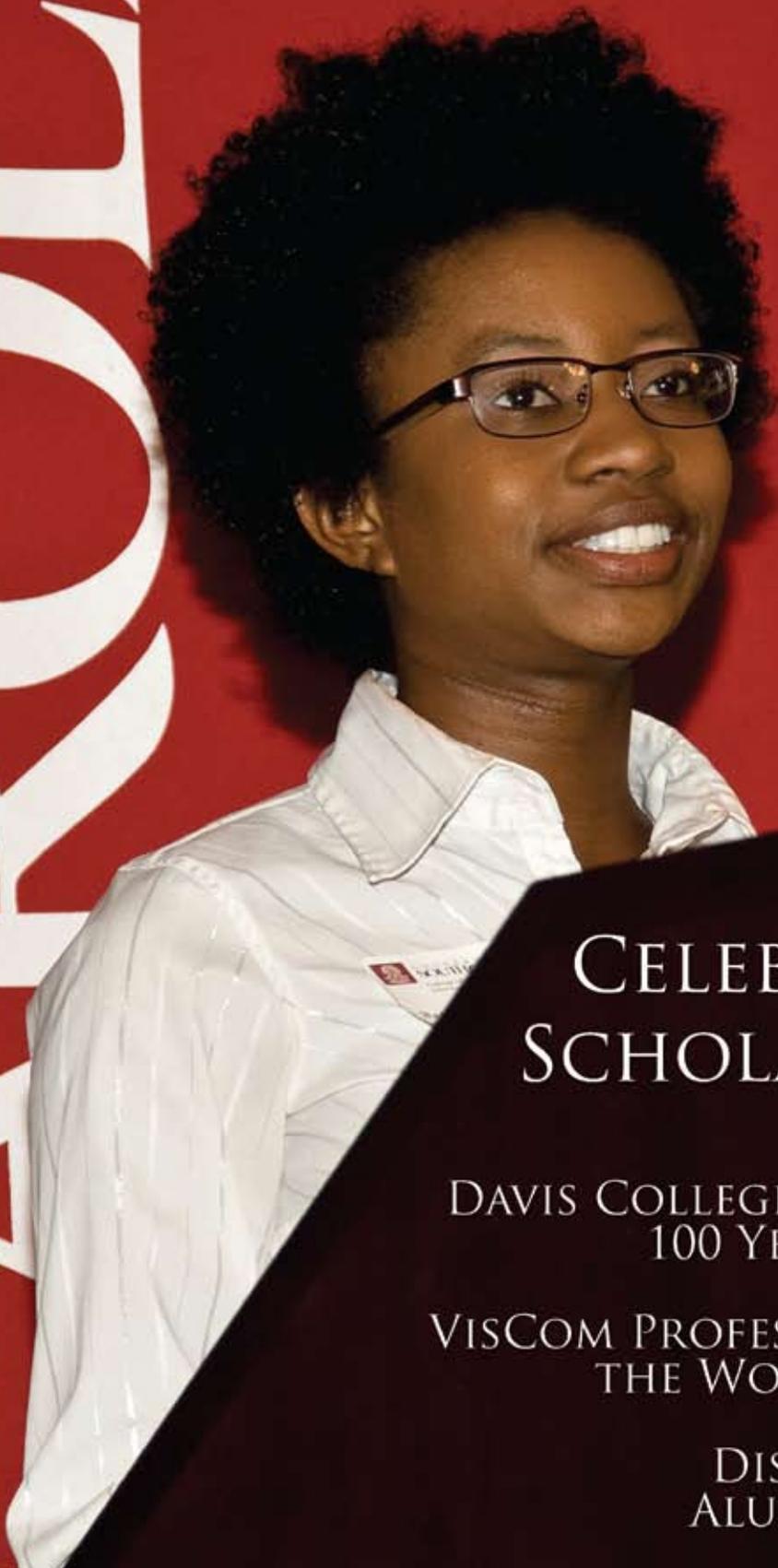
InterCOM

FALL 2009



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

WORLD



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TOP: (LEFT TO RIGHT) DR. MICHAEL AMIRIDIS, USC PROVOST; PATRICIA MOORE-PASTIDES; CALLEE BOULWARE; RODNEY GRAVES; IDA THOMPSON; DR. SAM HASTINGS; DEAN CHARLES BIERBAUER; AND DARCI STRICKLAND

BOTTOM: DEAN CHARLES BIERBAUER; ERO AMIRIDIS; DR. MICHAEL AMIRIDIS

INTRODUCING THE NEW LITERACY LEADERS

BY WHITNEY CHISHOLM

The School of Library and Information Science held its Annual Literacy Leaders awards ceremony to recognize community members who have made great strides in reducing South Carolina's illiteracy rate. Callee Boulware, Rodney Graves and Ida Thompson were honored for their efforts to improve literacy.

The third annual ceremony was held at the South Carolina State Library in September.

Darci Strickland, evening news anchor for WLTX-TV and School of Journalism and Communications alumna, was the master of ceremonies. Charles Bierbauer, dean of the College of Mass Communications and Information Studies, presented the awards.

"Each of the honorees has recognized that literacy is key and are making an impact across the state," Strickland said. "Literacy is a symbol of importance and something that can never be taken away."

The awards were created as part of SLIS' Children, Libraries and Literacy initiative, a campaign launched in 2005 to eliminate illiteracy across South Carolina.

Boulware, state coordinator of South Carolina Reach Out and Read for the past eight years, is committed to making literacy promotion a standard part of pedi-

atric primary care, so that children grow up with books and love reading. Reaching 95,000 children across South Carolina, her efforts have moved the program from 60 sites in 2001 to the 125 sites it currently serves.

"Reading has been a big part of my life," Boulware said. "I am committed to integrating literacy into standard well-care."

Graves, director of secondary education in Spartanburg District Seven, is a leading advocate for literacy at the high school level. He supported the first summer reading celebration at Spartanburg High School and because of his vision more celebrations are springing up across the state. Graves is a model for engaging students, parents and the community in reading.

Thompson, director of Instructional Services for Richland School District One, brings enthusiasm to literacy. As a school librarian for more than 28 years, Thompson began her work with the Reading is Fundamental program, quickly realizing the opportunity the program afforded her students. Thompson brought the program to the forefront of her agenda and her dedication to grow the program has gained recognition from the South Carolina Department of Education. Her efforts have increased local funds for the program and helped strengthen such programs across the state.



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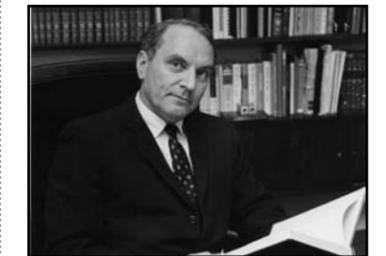
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Like what you see in *InterCom*? Visit <http://cmcisintercom.blogspot.com> for expanded coverage on all of our stories. You also can meet the students who wrote and produced the magazine for you.

On the Cover: Bethany McGowan speaks at a luncheon honoring scholars and donors.

SJMC Mourns Dr. Albert T. Scroggins



Dean Emeritus Albert T. Scroggins died Nov. 21 after an extended illness. He served as Dean of the then-College of Journalism and Mass Communications for 20 years, retiring in 1985.

The USC chapter of the Kappa Tau Alpha journalism honor society is named in Dr. Scroggins' honor. Throughout his career, he was recognized by many professional and academic organizations for his service and scholarship. He cared deeply for his students and supported close relationships with communications professionals nationwide.

Former colleagues and students will remember Dr. Scroggins fondly. His family suggests memorials be made to USC School of Journalism and Mass Communications' Albert T. Scroggins, Jr. Scholarship Fund, 600 Assembly Street, Columbia, SC 29208 or the building fund of Forest Lake Presbyterian Church, 6500 N. Trenholm Road, Columbia, SC 29206.

For a more complete tribute to Dr. Scroggins, please visit sc.edu/cmccis



Charles Bierbauer
Dean

The face on the cover —enthusiastic and engaging — is just one of our College’s scholarship students. You will meet her and others in this issue of InterCom.

We’re pleased that enrollment in all segments of the College — SJMC, SLIS, undergraduate and graduate — increased this semester. We endured a summer of uncertainty trying to gauge the impact the economic recession would have, apart from the budget cuts we’d already endured and addressed.

As we gradually reached and exceeded last year’s numbers, we also received more requests than ever for financial aid. Many students come to the university with state scholarships. The university provides other assistance. And both our Schools, thanks to generous donors, are able to provide scholarship assistance directly to students.

In the fall we awarded \$122,600 to 196 scholarship recipients in the School of Journalism and Mass Communications and \$16,500 to 26 students in the School of Library and Information Science. Most awards are for \$500. Some are higher, according to donor specifications.

It’s every dollar we had available. It’s never enough. With more applicants, the cutoff for financial assistance in the journalism school was at a higher GPA than in the past. We had to tell many good students, some of whom had received aid the previous year, that we had exhausted our funds.

We expect the requests for scholarship assistance to be as high or higher in 2010. Nothing would please us more than to ensure that every deserving student receives some assistance.

Scholarships fall into two categories: endowed and current. Endowed funds need to reach a certain level, typically \$25,000, before their earnings are spendable.

The drop in stock market values over the past year had a negative impact on earnings in endowed funds, though we were able to award accrued earnings.

The advantage of current non-endowed contributions is that we can pass along every dollar we receive. My contribution to the university’s annual Family Fund this year is going to provide immediate scholarships.

It may seem we are always asking for money. I guess we are.

We should have much more to tell you in our spring issue about the building plans for the journalism school. An exciting design is evolving. We hope many of you will want to participate in making that a gleaming reality.

But our appeal now is about need and opportunities. Opportunities for students that are real and immediate and may evaporate without assistance. You can see what a difference you can make in the report on our donor-scholar lunch (p. 11)

If you are already in the picture, we can hardly thank you enough. If you can see yourself in next year’s picture, we thank you in advance.

Please consider a contribution now for direct scholarship assistance for students in either the School of Journalism and Mass Communications or the School of Library and Information Science. For more information contact the College’s Director of Development Terry Dixon at 803-777-6898 or tedixon@mailbox.sc.edu.

There’s another group of students whose work you will see throughout this issue.

They produced it. *InterCom* is now the product of faculty member and editor Lisa Sisk’s Magazine Production and Internal Communications course. Over the past few years, InterCom has evolved from a too occasional newsletter to its now twice yearly magazine format. It’s also available in an online format. <http://www.sc.edu/cmccis/news/intercom>

Recent issues have been an amalgam of student, faculty and staff work. Making *InterCom* more of a student production seemed the logical next step, drawing students and alumni closer together. We welcome your thoughts on this issue. We’d also like to know how best to get stories about the College to you. Do you value the twice yearly printed issues? Once a year with more information online? Online only? We do send our monthly electronic eNews and hope you find that useful for quick updates. Let us know. Alumni relations manager Elaine Taylor loves to hear from you. She’s at taylor@mmailbox.sc.edu.

Best wishes for the holidays,

Reflections on Africa *A student perspective by Paul Bowers*



“I can’t solve the problems I saw in West Africa. And I don’t have to. My job is to tell the stories of the wailing mothers and begging children and to help people make sense of them. Really, that’s all I’m equipped to do.”
-Paul Bowers

I could have stayed home this summer. I could have skipped out on the sweaty nights beneath mosquito nets and the long days spent pondering disease and poverty.

But I wouldn’t have learned the things I did. And I wouldn’t have gotten to write for the *New York Times*.

I spent the first two weeks of the summer in West Africa with Nicholas Kristof, a *Times* columnist who’s got a couple of Pulitzers under his belt. We saw five countries, and I posted a blog to the *Times* Web site every day.

The things I learned ranged from the problems of healthcare in the developing world to the etiquette of eating from a neighbor’s mango tree, but the lessons that will stay with me the longest are the ones about journalism.

For journalists, there are few halls more hallowed than those of the *New York Times*, and Kristof is one of those globe-trotting giants we all think we’ll be when we grow up. So naturally, I felt I had skipped a few steps.

One of the first things I learned on the ground was the importance of asking hard questions. It’s a pretty basic concept, but until I met Kristof, I had never seen someone live it out so relentlessly.

Frankly, I wouldn’t have had the guts to ask a pair of Bissau Guinean parents whether they intended to mutilate their newborn daughter’s genitals. It’s a dangerous practice with deep cultural roots and various religious rationales, but the basic idea is that, by eliminating pleasure from your daughter’s sex life, she will be faithful to her future husband. Asking these parents about it was like stomping on all the world’s most delicate toes at once: sexuality, family life and religion.

But you have to ask those questions. It turned out this family wasn’t going to do it, but we learned some startling things by pursuing the topic with other families. In the Guinean village of Kouttan, a traditional birth attendant explained the bizarre social dynamic in which women pressure each other to have the procedure done to their daughters.

I learned that I can’t do a foreign country justice in my writing if I focus only on the hardships. I was surrounded by fascinating people and a striking landscape, and to omit those details would be to paint West Africa as an oversimplified victim. So my reporting on malnutrition and maternal health was peppered liberally with things like rooftop dancing and pickup soccer games.

I learned why multimedia work is important. Our party had a third person: Patrick Farrell, a young *Times* videographer who describes the online news video format as “mini-documentary.” Patrick handed me an HD camcorder and gave me the simple directive to shoot what I saw fit. As I blundered my way through shooting videos and recording voiceovers, my Luddite tendencies slowly faded. It’s one thing to write about a foreign country; it’s quite another to let your readers see and hear it all.

And that experience — the seeing and hearing of news and issues — is what this job is about, after all. A journalist can put a face on injustice. In the times that I felt impotent to help the people I saw suffering, I tried to remember that I was a conduit.

I can’t solve the problems I saw in West Africa. And I don’t have to. My job is to tell the stories of the wailing mothers and begging children and to help people make sense of them. Really, that’s all I’m equipped to do.

InterCom

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Dr. Carol J. Pardun
Director, SJMC

Dr. Pardun and Dr. Sam Hastings, director of the School of Library and Information Science, will alternate their columns for *InterCom*. Look for Dr. Hastings' thoughts and insights in the spring issue!

Several decades ago, when I was just beginning my career as an advertising copywriter, I had a recurring dream. My creative director would hand me a pile of pink and blue index cards, telling me to separate the cards, blue in one box, pink in the other. At the end of the dream, I was always excited because I had accomplished the task. I would usually wake up shouting something like "I did it! I did it exactly right! I finished the job!"

I mention this silly — and decidedly annoying — dream because it demonstrates my love/hate relationship with multi-tasking. Completing a task seems so desirable, yet I constantly put myself in situations where finishing much of anything becomes a Sisyphean duty.

Looks like I did it again. On Oct. 1, I began my term as president of the Association for Education in Journalism and Mass Communication (AEJMC). Wasn't one job enough? The short answer is: Yes, my job as director of the School of Journalism and Mass Communications is more than enough to keep me occupied. But, the long answer is: Being in charge of AEJMC for a year will actually let me do my job at the J-school better. Or, at least that's my theory. Here's why:

AEJMC's mission is to "promote the highest possible standards for journalism and mass communication education, to encourage the widest possible range of communication research, to encourage the implementation of a multi-cultural society in the classroom and curriculum, and to defend and maintain freedom of expression in day-to-day living" (AEJMC Web site). It is the oldest and largest group of communication educators and administrators with over 3,780 members worldwide.

AEJMC began in 1912 and has grown steadily throughout the years. We now publish three highly regarded research journals (many of the groups within AEJMC also publish journals), host a yearly national convention and two popular regional conventions, and are active throughout the year supporting the media, criticizing the media, trying to figure out the future of the media, you name it.

When I speak or write on behalf of AEJMC this year, I do so as both the president of the organization and as a faculty member of the University of South Carolina. So, one thing that AEJMC does for the J-school is give it additional national exposure.

Being president also solidifies our School's commitment to the importance of journalism education and all that it encompasses. This means that our faculty members know I value their involvement, which is vital in this age of "are-we-sure-we-need-to-spend-this-money" budget strategies. The good news is that the J-school has been involved in AEJMC long before I arrived. The Accrediting Council on Education in Journalism and Mass Communications has accredited us since 1954. We have more than 200 years of collective service to AEJMC. And, more recently, at our Boston convention in August, our faculty participated in over 30 events, including presenting research papers, moderating panels, leading workshops and running divisional meetings. It is exciting to see how engaged our professors are in the field of journalism and mass communications.

Since my professional background is advertising and my research focus in recent years has been on the impact of media on adolescents, it is obvious that I don't know everything when it comes to the field of journalism education. Far from it. But, what AEJMC has given me is a whole bevy of experts who I can rely on to help me better understand our field, which, in turn, has made me more informed about critical media issues, and that has made me understand at a deeper level the issues that impact our students, our faculty and our field.

Finally, what AEJMC has done for me is help me appreciate on an even deeper level, how exceptional our School of Journalism and Mass Communications is. As president of AEJMC, I interact almost daily with faculty, administrators and students across the country. And, while the interaction is stimulating, at the end of the day, I sit back, thankful, yet again, that I'm a part of the family here at USC. Now, if I could just stop having wacky dreams....

Welcome, New Faculty!

J-School Adds Three New Faculty Members

BY SHAYLA MERRITT

What do a public relations expert, a media historian and a former international correspondent have in common? They are the new faculty hires at the School of Journalism and Mass Communications. This fall, Dr. Sei-Hill Kim, Dr. Kathy Roberts Forde and Dr. Miron Varouhakis joined the J-school's staff, furthering the School's mission of research and scholarship.



Dr. Kim, an associate professor, enjoys sports and television when he isn't teaching. "I like to golf, watch Animal Planet and play with my children. My interests extend far beyond what I teach my students in class," said Dr. Kim.

His ability to balance his outside activities with his teaching responsibilities makes him an excellent teacher. He parallels his experience as a public relations practitioner with his work outside of academia, which is why students enjoy his teaching style.

In the past, Dr. Kim has taught courses in public relations and politics at Auburn University. His areas of expertise include political communication, public health and public relations. Dr. Kim's research has appeared in a number of journals, including *World Futures* and *Public Relations Review*.

"Support for research and talented students attracted me to the University," said Dr. Kim.

"South Carolina was the next best step for me and my family. Compared to Auburn, Columbia is huge. But, I am glad to say that my family has settled in. Everything looks great, and as an added bonus I have found many wonderful restaurants that I love."

Dr. Forde, assistant professor and media historian, came to USC after spending four years at the University of Minnesota in the Twin Cities. Her interests of media law and literary journalism add to the School's curriculum, providing students with a deeper understanding of mass communication law.

"I am deeply committed to the idea that quality journalism is crucial in the creation and sustenance of a vibrant democracy. I have a lot to learn about the University and the School's strong undergraduate program, but I'm enjoying getting to know my colleagues and students," she said.

Dr. Forde has taught undergraduate courses in journalism history, media law, and information gathering and evaluation. In 2008 she published her book, *Literary Journalism on Trial: Masson v. New Yorker and the First Amendment*. She is also the winner of the Frank Luther Mott-KTA book award and the AEJMC History Division book award.



Dr. Miron Varouhakis is a visiting assistant professor with seven years of professional media experience. He has worked as a foreign correspondent for The Associated Press covering the Iraq War, the 2004 Olympic Games and the regional World Economic Forum.

What attracted him to the University of South Carolina? "South Carolina is a research one institution and I like the direction the J-school is going," he said.

Dr. Varouhakis is teaching undergraduate journalism writing and research methods. In the spring he is slated to teach a new military correspondence course that will focus on the tactics reporters should use when working with military personnel.

"The course will teach students about the military's structure. They will learn how to cover and analyze aspects of the military that they find interesting. And, they will learn it all in one semester. It's sure to be eventful," he said.

Dr. Varouhakis is excited to join the J-school's faculty. "The campus is lively and the students are extremely spirited. It's an adjustment, but one that I am enjoying."



Terry Dixon
Director of Development

It's That Time of Year Again

In the midst of the holiday season, bookend between memories of too much Thanksgiving turkey and the anticipation of beginning the New Year with grand and glorious resolutions, we've entered into what could be described as a sort of year-end 3-G mindset of gratitude, gifts and goals. In an era in which folks start carving Halloween pumpkins the day after the Fourth of July and Christmas decorations go up soon thereafter, musing about gratitude, gifts and goals might, by this time, begin to sound like hackneyed holiday clichés. But let me risk it.

Overall, 2009 has been a successful, albeit challenging, year. Financial strains, which often impact student needs, continue to be felt by many. Nonetheless, our loyal alumni and friends have responded graciously and generously in ways that support our students as well as our dedicated faculty and staff. I know that many of you have experienced your own financial setbacks, but you've remained steadfast in honoring commitments and creating new ones. You've presented gifts of priceless time, tireless volunteerism and mission-centric financial support. In so doing, you've demonstrated your belief in the ideas and the people that comprise our College and our University. You know who you are and so do we. Thank you very much.

Your support has shown up in a variety of ways. We've announced several major gifts this year thanks to Ken Baldwin, Central Carolina Community Foundation, Jim Hayes, Larry Thomas and Verizon Communications. We've received several significant gifts-in-kind for which we are grateful from BP America, Jack Bryan, Sam Hastings, Leonard Price, Roger Leonard, SpiritTelecom and Nancy and Lee Zimmerman. Members of the College's Dean's Circle have provided no-strings-attached support that is especially meaningful during economic downturns. And the year is not over yet in case you'd like to make any last-minute gifts....

There are countless numbers of you who have become involved with our initiatives. Cocky's Reading Express comes to mind. To the 200+ guests who attended February's Red Carpet Premiere, thank you for your continued interest and, in many cases, participation. There's more to come in April (look for an evening of CockyTales presided over by a 6 ft. red rooster). And thanks to the faculty-staff leadership of SJMC's Tom Weir and SLIS's Nonie Price, we are enjoying a successful Family Fund Campaign.

There are a number of you who simply are always there for us – literally. Largely because of the leadership of my assistant director, Elaine Taylor, we have an increasingly impressive College Alumni Society membership whose volunteer staffing support of our many events is invaluable. Ditto, the College's "Street Team" of faculty-recommended student volunteers. And there are those faculty and staff who can be counted on rain or shine.

Let's see, where am I? Gratitude, gifts ... ah yes, goals. We have some lofty ones for the coming year. We're on the threshold of a pivotal building campaign for the School of Journalism and Mass Communications. There will be rewarding opportunities at all levels, so plan to be involved. We'll have virtual building tours ready to present in January. Please consider hosting an alumni gathering in your area.

'Tis the season to be grateful, to be generous, to be hopeful. I truly believe 2010 will be a transformational fundraising year for our College. Let's make that a New Year's resolution that we keep.

New RCPL Director is One of Our Own

BY CHARLOTTE BISHOP

An alumna of the School of Library and Information Science would like the library to be the first place people go when they have a spare hour. Melanie Huggins, who began her career at Richland County Public Library, has returned 15 years later as its executive director.

The West Columbia native entered the Master of Library Science program at USC in 1995. She specialized in youth services and graduated in 1995.

Huggins said being a children's librarian is the best training for being a library director. She said librarians who serve youth have a philosophy of respecting children, talking directly to them and helping each child find the right book. She believes that same philosophy should be applied to adults.

"I want every person who walks in to any of our libraries to have the best customer service," Huggins said.

After graduating from USC, she moved to Charlotte with her husband, J.C., who earned his Master of Mass Communication degree from USC in 1993. She worked as a children's librarian for four years at the Public Library of Charlotte & Mecklenburg County before becoming its Youth and Outreach Services director. Huggins led the creation of ImaginOn, a combined children's library and theater, which opened in 2005. "I would love to do something like that here," she noted.

She said one idea would be for the library to team with Richland County Recreation Commission so that children can do more physical things to learn how to read. "I think libraries are better served, and people are better served, when they're in joint-use facilities," Huggins said.

Huggins is happy to be back in Columbia, close to her parents while raising her children. She, her husband and three children moved back to Columbia from St. Paul, Minn., where Huggins was the library director for three years. Her husband currently telecommutes, traveling to Minne



DR. PAT FEEHAN AND DR. DONNA SHANNON CATCH UP WITH MELANIE HUGGINS AT THE RECEPTION IN HER HONOR.

sota for about a week out of every month, for his job as Web engagement manager for Blue Cross and Blue Shield of Minnesota. He is responsible for user experience and interactive marketing on all of the company's online communications.

Huggins said her children, Adeline, Lila and Shepard, love going to the library. Shepard has a "huge vocabulary for a 2-year-old," which she attributes to his two talkative older sisters and his love of books. Lila loves to be read to, and Adeline is a "rabid reader" whose books are always overdue.

SLIS is also happy to have her back in Columbia. About two dozen people, including professors, administrators and current and former students, attended a tea the School held in Huggins' honor on Sept. 25.

Dr. Pat Feehan, SLIS associate professor, called Huggins a "superstar in the field." Huggins "has done a lot and contributed a lot to the profession," Dr. Feehan said. "And now, we're looking forward to what she's going to do in Richland County."

"We are absolutely delighted to have one of our alums as director of the best public library system in the state," Dr. Sam Hastings, SLIS director, said. "We look forward to many collaborations and great projects together."

Celebrating SCHOLARSHIPS

As the cost of college has increased, some students may be forced to compromise their educational goals because of financial restraints. Both schools in the College of Mass Communications and Information Studies award many scholarships to alleviate a portion of tuition for some, and make college education at all viable for others.

Chantelle Lytle, a senior public relations major from Charlotte, says scholarships are what make her education at the University of South Carolina possible. She has received both the School of Journalism and Mass Communications scholarship and the Public Relations Student Society of America scholarship for her four years in college. Thanks to her scholarships, she receives in-state tuition and money to pay for loans and financial aid.

"Without these scholarships, my family and I would not be able to afford the cost of out-of-state tuition at the University. Thanks to the scholarships I've received from the School of Journalism and Mass Communications, I've earned an exceptional education while being relieved of substantial financial obligations," Lytle said.

Scholarships allow Lytle to excel at the university where she serves as president of USC's chapter of PRSSA. With some financial burdens alleviated, the high achiever is also broadening her options for her future beyond USC, aiming to enroll in law school.

For the 2009-2010 school year, SJMC awarded 196 students a total of \$122,600 from 49 scholarship funds. The School gave 181 scholarships of \$500 and 15 scholarships ranging from \$1,000-\$6,000. The School of Library and Information Science awarded 14 scholarships to 26 students this year. The dollar amounts range from \$250 to \$3,000, equaling \$16,509.

Many of these scholarships are awarded to freshmen and are renewed for all four years of the students' collegiate careers. Because students keep their scholarships, one student per class represents each scholarship.

Because the SLIS undergraduate program is new, most of its scholarship recipients are graduate students. Dr. Sam Hastings, SLIS director, says she is eager to see the number of undergraduate scholarships grow.

Bethany McGowan received the Cooper-Davis Fellowship from SLIS and credits the experience for transforming her academic career.

"In addition to financial assistance, it has granted me the opportunity to work in an academic library, allowing me to enhance my professional skills and put book knowledge into practice," McGowan said. "I am also a more competitive applicant in other endeavors because of the fellowship. It is an extraordinary experience that I am truly grateful for."

Carolyn Delton, SLIS administrative coordinator, recognizes the impact scholarships make. "A scholarship can make the difference in whether or not a student comes to USC for his or her degree. In a highly competitive environment, everything we can do to help our students is important and scholarships are the most productive method," she said.

Schools create close relationships with their scholarship recipients, producing alumni who use their degrees to make an impact in their professional fields. When alumni provide scholarships to current students, they foster a tradition of giving back to the Carolina community. Whether the scholarships help pay for a semester's books or provide funds for a portion of tuition, they enrich the education of deserving students.

When other financial resources run dry, both schools do their best to offer financial support for families. Lytle, for one, appreciates the help.

"I feel immense gratitude to the J-school, as I'm certain my scholarships have been a motivating force in my desire to succeed at the University," Lytle said.

BY EMILY KO

SCBA—35 Years of Support

BY CHRIS HARVIE

The South Carolina Broadcasters Association has been one of the most generous and consistent donors of scholarships for School of Journalism and Mass Communications students for the past 35 years. In that time, SCBA has helped further the education of more than 200 journalism students at USC.

"Support of broadcast students has always been a top priority for us," SCBA Executive Director Shani White said. "Our partnership with USC is a long-standing and very special one, and we enjoy our opportunity to support both undergraduate and graduate scholarships. We feel the most important thing we can do as industry leaders to assure the continued growth and vigor of our industry is to invest in the broadcasters of tomorrow."

After years of donating scholarships to the fund, The South Carolina Broadcasters Association formalized the effort and established the SCBA Education Foundation in 1982. Since then it has awarded hundreds of thousands of dollars in scholarships. SCBA funds a \$2,000 scholarship for six undergraduate J-school students every year, and the Richard M. Uray Graduate Fellowship is awarded to one student enrolled in the J-school's graduate program.

The need for student scholarships has grown immensely. White said SCBA hopes to inspire other organizations to follow their lead.

College Celebrates Scholars and Their Donors

BY TENISHA WALDO

The College's newest scholarship recipients had the opportunity to meet and thank those investing in their education at a recent scholarship luncheon.

It was the first such event of its scale for the College, connecting students with their scholarship donors. Charles Bierbauer, the College's dean, said it has hosted smaller gatherings for students and donors, but that this year's scholarship luncheon was the largest "thank-you" yet.

"I think it's certainly a tribute to the people who believe in what the College is doing and have in-

vested in its students," he said.

USC President Harris Pastides addressed the participants. He said while students are applying in record numbers, the decision for many comes down to the smallest amount of financial aid or scholarship assistance.

Dr. Pastides said events such as the CMCIS scholarship luncheon are a great way for students and their supporters to get acquainted on a personal level. "I think it's a wonderful coming together," he said.

"Opportunities to thank the peo-

ple who make it possible for our students to succeed are rare. The more we can do it, the better we fare," said Dr. Sam Hastings, SLIS director.

Freshman Adam Harms of Toledo, Ohio, who was awarded the Sig and Judy Huitt Scholarship in Journalism and Mass Communication, said he was honored to meet the couple helping him pay for his education.

Virginia Weathers, volunteer librarian and head of public services for Thomas Cooper Library, voiced similar sentiments about lunching with SLIS second-

year graduate student Bethany McGowan, recipient of the Cooper-Davis Fellowship.

Henry Haitz, president and publisher of McClatchy-owned *The State* newspaper, said after the luncheon that he was glad he met SJMC doctoral student Anthony Palmer, who received the McClatchy Minority Scholarship and Fellowship.

TENISHA WALDO IS FROM COLUMBIA AND IS PURSUING HER MASTER OF MASS COMMUNICATIONS DEGREE.



ADAM HARMS HAD THE CHANCE TO MEET JUDY AND SIG HUITT, WHO FUNDED HIS SCHOLARSHIP.



DR. HARRIS PASTIDES, USC PRESIDENT, PATRICIA MOORE PASTIDES AND DONORS VAN AND ALICE NEWMAN ATTENDED THE SCHOLARSHIP LUNCHEON.



CHANTELLE LYTLE AND JENNA QUIGLEY





Stephanie Huckabee

J-school Alumna Exercises Her Degree In Unique Way

BY JENNIFER LIAS

Stephanie Corley Huckabee is not your typical broadcast journalism graduate. You won't find her behind an anchor desk, on the streets interviewing, reporting the local weather, or talking with football coaches at halftime.

You will still find her in front of a rolling camera. Last April, Huckabee launched PowerFit, a comprehensive health and fitness program which advocates healthy living and a joyful life. Her program consists of five DVDs containing workouts targeting key muscle groups and a 14-day meal plan guide. Huckabee not only created and developed the program, she also serves as its spokeswoman and fitness specialist.

"I absolutely love hearing from women who are figuring out that they have to take care of themselves in order to take care of others," Huckabee says. In addition to the DVD set, Huckabee also manages a Web site where she

blogs daily fitness tips, inspirations, personal stories and PowerFit news.

Dr. Andrea Tanner, an associate professor in the School of Journalism and Mass Communications and Huckabee's friend, thinks PowerFit is a good example of how to use the skills learned in college in a unique way. "I think what's neat is that she has been able to translate the communication skills she learned here into something she loves."

Raised in Aiken, Huckabee began her studies in broadcast journalism in 1990. "All I knew about broadcasting as a profession was that Joan Lunden and Katie Couric seemed to have exciting jobs, so I decided that's what I wanted to do. Of course, I had no idea how hard people have to work to get to that level!" Huckabee said.



After graduating with a bachelor's degree she decided to diversify her talents by earning a Master of Arts in Teaching. She then took a job at Dutch Fork High School in Irmo, S.C. where she was an English and mass media teacher and ran the school's daily news broadcasts.

Huckabee was also expanding her fitness knowledge and skills. In 1996 she became certified by The Firm, a local fitness studio that has earned national fame by selling more 10 million copies of its DVD collection of workouts. She received national certification in group fitness, personal training and Internet training through the Aerobics and Fitness Association of America. She began teaching fitness classes at The Firm studio in Columbia, S.C.

She was soon offered the opportunity to lead five fitness videos and appear in many others. This led to a career hosting infomercials and selling products for The Firm on QVC.

"I got my first chance at hosting an infomercial in 2002, and it was my training from the J-school that

absolutely landed me that opportunity. I had to read from a piece of paper, but at the same time walk from one point to another and try to glance at the camera as much as possible. It all came so naturally to me as part of my experience at USC where I learned to project confidence in front of the camera."

"Whether I'm on a large set, shooting outside or even working on a green screen, I believe my studies at Carolina thoroughly prepared me to handle the pressures of production and enjoy the challenges I face."

Now, Huckabee is a success story with the launch of PowerFit. "The combination of a broadcast journalism degree with a master's degree in teaching truly prepared me for what I'm doing now. Whether I'm on a large set, shooting outside or even working on a green screen, I believe my studies at Carolina thoroughly prepared me to handle the pressures of production and enjoy the challenges I face."

Huckabee hopes to continue the success she has found with PowerFit. Although she may not have a typical broadcast job, she is extremely grateful for the skills she learned at the J-school and is excited every day to apply them in innovative ways.



PHOTOS PROVIDED BY STEPHANIE HUCKABEE

LIVING AND LEARNING ON A NEW LEVEL



STUDENTS IN LAUREN WELCH'S U101 CLASS ENJOY SOME TIME OUT OF THE CLASSROOM.

BY KATIE MCKAY

On a brisk October morning, the Journalism University 101 class stands outside the WLTX television studio chatting, waiting. They shuffle their feet around the building as Rich O'Dell, president and general manager, shows them the recording studio, master controls, and marketing and advertising departments. You can see they are excited by the way they whisper to each other as they move from room to room. You can tell they really want to be there by the questions they ask, even if none of them wants to be the one to show it. They are, after all, first-semester freshmen.

Fifteen of the 22 students in this group are part of the new Journalism Living and Learning Community, housed on the ninth floor of Columbia Hall. All 15 are journalism majors. Living and learning communities are built on the premise that students who live and take classes together, share common interests and have common goals will perform better and be more engaged and involved within their areas of interest.

Stephanie Warren is the class mentor and she agrees. "They are more bonded than your average U101 class. They study together and are in many of the same general education classes," says the second-year Master of Mass Communication student. She says, "I love the J-school, and having earned my undergraduate degree here in public relations, I know I have something to share. I want to make sure these students can get as much as they can out of the major and the School by giving them a head start in their U101 class."

Visual communications freshman Chris Brown says, "I think the stuff we do in class is helpful. It's interesting information we wouldn't learn anywhere else. They relate everything back to journalism, which is really cool."

Instead of learning things such as the shuttle system on campus, these students are discovering what the field of journalism holds for them. They visit television stations and newspapers, and they hear student panels on campus organizations. "We make everything work for their benefit and show them what they need to be successful journalism majors," Warren says.

"We hope to see the LLC fill up an entire floor and possibly become available to upper-class students," says Lauren Welch, the LLC liaison and U101 teacher.

She agrees with Warren's observations about the students being close, saying these students have a sense of belonging with others with shared interests.

The LLC and the U101 class will continue to hone in on what our incoming students need and want from their new environment as journalism majors and future journalism professionals.

Introducing the 2009 J-school First-Year Scholars

BY JENNIFER LIAS

Each year, the University of South Carolina selects a handful of highly acclaimed and academically qualified students to be the recipients of its two top scholarships: the Carolina Scholarship for in-state scholars and the McNair Scholarship for out-of-state scholars.

The School of Journalism and Mass Communications is home to five of these highly touted students, Elena Elizabeth Faria, Jenni Lynn Knight, Amit Kumar, Madeline Anne McDowell and Lizzie Mahoney. They began their studies in August, each counseled by a J-school faculty mentor who will help them excel throughout their years here at Carolina.

Faria, a McNair Scholar from Milledgeville, Ga., is pursuing a degree in broadcast journalism. "After visiting USC for my McNair Scholar interview, I completely fell in love with the campus and spirit of the University. I realized this was the place for me, and that I would thrive on the academic challenges, personal friendships and innumerable opportunities awaiting me. I'm so glad to be a part of the Carolina community!" Her faculty mentor is Dr. Andrea Tanner.

Knight's mentor is Randy Covington. The McNair Scholar is a broadcast major from Lynchburg, Va. She sees opportunities in the J-school. "I'm really looking forward to mastering not only gathering and reporting the news but also the technical, behind-the-scenes aspects of the newsroom. While my main career goal is to eventually become an anchor, I'd like to try out the different roles involved in broadcasting."

Kumar's faculty mentor is Dean Charles Bierbauer. "I could not be more excited about my faculty mentor. Just to have any kind of relationship with someone who has such a wealth of experience and who is so well-known in the journalism industry is amazing. Already, Dean Bierbauer has advised me on what kind of decisions I should be looking to make with my studies in the upcoming years." Kumar is a Carolina Scholar from Greer, S.C., majoring in broadcast journalism.



LIZZIE MAHONEY, LISA SISK, DR. CAROL PARDUN, DEAN CHARLES BIERBAUER, RANDY COVINGTON, MADELINE MCDOWELL, JENNI LYNN KNIGHT, KAREN MALLIA, AMIT KUMAR, ELENA FARIA AND DR. ANDREA TANNER GET TO KNOW EACH OTHER AT THE MCCUTCHEON HOUSE.

A McNair Scholar from Houston, McDowell says, "My main goal for my college experience is to challenge myself. I want to meet people who have different ideals and talk to them about their beliefs. I want to travel abroad and know what culture shock feels like. I want to take classes that are way beyond my comfort zone, but at the same time completely fascinating. I want to get involved in rewarding activities that will leave their mark both on the university and me." She is an advertising major and her mentor is Karen Mallia.

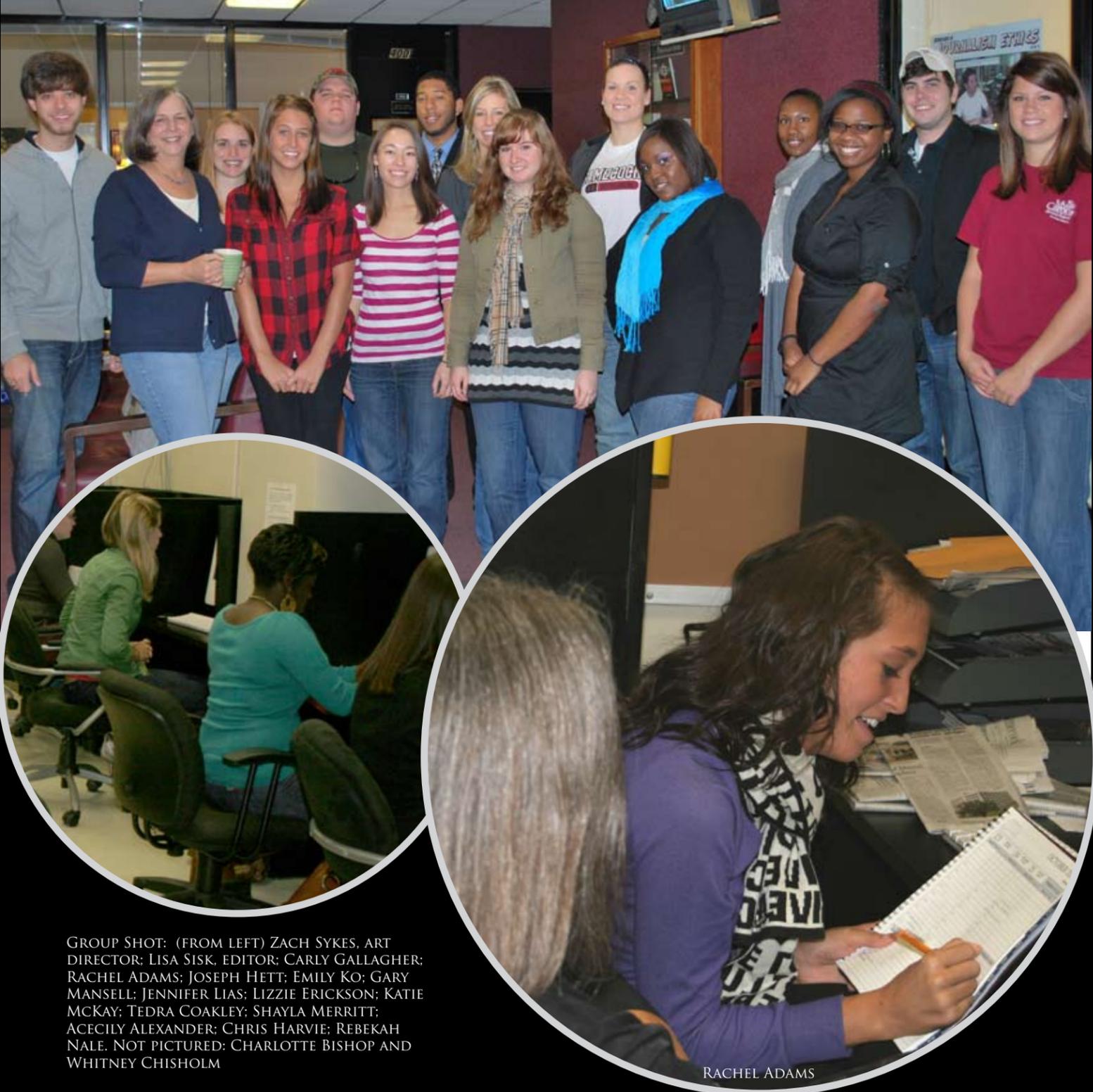
A public relations major from Aiken, S.C., Mahoney says, "I'm happy to be at USC because I believe they do everything they can to provide new and interesting opportunities for students of every major and need." She is a Carolina Scholar and her faculty mentor is Lisa Sisk.

Jan Smoak, a 1989 journalism alumna, is associate director of USC's Office of Fellowships and Scholar Program. "All five of these new scholars are simply outstanding. They're bright, ambitious and full of humor. It's encouraging to see such excellent students come to the University as well-rounded individuals," she says.

"They encompass qualities of both scholarships so well!"

Summing up the scholars' sentiments, McDowell says, "When I graduate from USC, I want my college experience to be an inextricable part of my identity. I want to be who I am because I was a Gamecock."

Diving right into life as Gamecocks, these five scholars will certainly leave a noticeable mark on the J-school and the lives of their faculty mentors.



GROUP SHOT: (FROM LEFT) ZACH SYKES, ART DIRECTOR; LISA SISK, EDITOR; CARLY GALLAGHER; RACHEL ADAMS; JOSEPH HETT; EMILY KO; GARY MANSELL; JENNIFER LIAS; LIZZIE ERICKSON; KATIE MCKAY; TEDRA COAKLEY; SHAYLA MERRITT; ACECILY ALEXANDER; CHRIS HARVIE; REBEKAH NALE. NOT PICTURED: CHARLOTTE BISHOP AND WHITNEY CHISHOLM

RACHEL ADAMS

BY TEDRA COAKLEY

InterCom, the biannual alumni magazine of the College of Mass Communications and Information Studies, is brought to you by students in the Magazine Production and Internal Communications class.

The course, taught by Lisa Sisk, is an upper level elective focused on magazine production for an internal audience. The students have produced this issue of *InterCom*, as well as material for the InterCom pages on the College's Web site.

"This class is an excellent venue to showcase our students' talents for our alumni and other friends. I'm pleased that Dean Bierbauer and the two school directors have been so supportive. They've encouraged us to think beyond a typical magazine format and have inspired us to pursue a variety of stories," Sisk said.

The 12 undergraduate and three graduate students have a variety of backgrounds and interests, such as creative writing, law, graphic design, editing and fashion. Sisk is excited to introduce you to the student writers and designers.

Author of the book "The Crickets Know My Secret," Acecily Alexander is a sophomore print major from Charleston.

Emily Ko is a junior public relations major and sport and entertainment management minor. She's from Ellicott City, Md. and hopes to one day work at a business that helps children.

Jennifer Lias is a senior public relations major and Spanish minor from Pittsburgh, Pa. She hopes to attend law school next year to study media law and return to teach at the University of South Carolina.

Charlotte Bishop is a senior print journalism major. She's from Rock Hill and likes to write poetry.

Gary Mansell is a senior marketing and entrepreneurship major and advertising and public relations minor. He is from Greenville and a member of Alpha Phi Alpha Fraternity, Inc.

Senior public relations major Carly Gallagher is from Boca Raton, Fla. She currently works as an advertising representative for *The Daily Gamecock*.

Rebekah Nale is from Savannah, Ga. She is a public relations major and will graduate in December.

Columbia native Whitney Chisholm is a senior public relations major with a minor in health promotion, education and behavior. She is currently a member of the J-school's Street Team.

Also from Columbia, Chris Harvie is a senior public relations major. He will be graduating in December.

Rachel Adams is a senior public relations major from Morgantown, W.Va. She hopes to attend graduate school in Texas and travel to Europe upon graduation.

Visual communications major Lizzie Erickson is a junior from Washington, D.C. She currently works as the assistant design director at *The Daily Gamecock*.

Joseph Hett is a senior advertising major from Jenkinsville, S.C. He likes writing comedies and action stories and has a passion for entertaining the public.

Graduate student Kathryn McKay is studying integrated communications. She's from Chicago, Ill. and received her Bachelor of Science in political science and Bachelor of Arts in English from Charleston Southern University. She will be getting married next year.

Also studying integrated communications, Shayla Merritt is a graduate student from Buffalo, N.Y. and earned her Bachelor of Arts from Syracuse University in education, mathematics and policy studies. She works in the Office of Student Engagement on campus.

Tedra Coakley is a graduate student studying print journalism. She's from Charleston and earned her Bachelor of Arts in print journalism with a minor in marketing from Hampton University. She currently works for *J'Adore* magazine as the associate editor, and also works in the USC Office of Media Relations.

more than a class

For extended coverage on all of our stories, and to learn more about the students, visit <http://cmcisintercom.blogspot.com>

College Welcomes Seven New Doctoral Students

BY CHRIS HARVIE



BRETT BORTON



CAROLINE FOSTER



MATT TELLEEN



JACK KARLIS



YAO ZHANG



CHRIS CUNNINGHAM



LISA HUDGINS

The College of Mass Communications and Information Studies is attracting doctoral students from across the country — and around the world. The School of Journalism and Mass Communications and the School of Library and Information Science welcome seven new students. Although some are familiar with USC, others are from northern states, southern states and even China. And although their hometowns and backgrounds are different, they all are after the same goal...a doctoral degree from one of the College's two schools.

Brett Borton and Caroline Foster both earned degrees from the J-school — Borton has a Master of Mass Communication, and Foster, a Master of Arts. Since graduating, Borton has been working in public relations and marketing management. Foster was a freelance writer and editor of *South Carolina Wildlife* magazine. They're nearing the end of their first semester in the program and busier than ever, Foster said. "The life of a teaching assistant/doctoral student is incredibly stimulating ... and overwhelming. I love everything I'm doing here, but I wish I had more time to do it."

SLIS doctoral student Lisa Hudgins is back to earn her third degree from USC. After her undergraduate work at Duke University, she earned two master's degrees from USC, one in Applied Art History, and the other in Library Science. Hudgins is happy with her decision to return to SLIS for her doctorate, she said. "The faculty are very supportive of each other and of the students. Dr. Hastings encourages us to be collaborative — not competitive. I like the idea that students and faculty work as a team to accomplish their professional goals."

After a recent tragedy in Hudgins's personal life, she said, "We may foster some illusion that we complete a doctorate through our own hard work, but it is our friends and family who give us the strength to push through difficult times."

Matt Telleen from Minneapolis earned his juris doctorate from the University of Minnesota Law School. Telleen fell in love with teaching, and decided to pursue his doctorate in mass communications so he could teach on the university

level. His wife, originally from Georgia, convinced him to try out the south, which brought him to the J-school.

Jack Karlis received his Master of Mass Communications degree in Florida. After returning to his home state, New York, he practiced public relations and taught journalism classes at night. Realizing how much the field has changed, Karlis decided it was time to pursue a doctorate to keep up-to-date, and he decided that the best fit for him was USC.

At SLIS, Chris Cunningham, originally from Mississippi, is the first in his family to graduate from college and then earn a master's degree; he is now the first to become a doctoral student. Before moving to Columbia, Cunningham worked at UNC Charlotte with graduate business programs. He said, "I was excited to hear of a program with the flexibility and real life application that USC's LIS program presented. After interacting with the faculty and staff, I had no doubt this was the program for me." At the end of his first semester in the doctorate program, Cunningham is sure that he made the right decision.

Another SLIS student, Yao (Emma) Zhang, is not only new to USC but also new to the country. Originally from China, Zhang received her bachelor's degree in English Linguistics and Literature from Nankai University before earning her master's in Multilingual Information Management from the University of Sheffield, U.K. last January. Zhang was involved in a study of HIV/AIDS and decided that SLIS would be the perfect place to further her study. When she learned about USC's program, Zhang said to herself, "Ok, that is exactly the place I want to go."

Although Columbia may not be known for diversity, the College of Mass Communications and Information Studies' notable programs bring students to South Carolina from all over the world. These seven students, each with different backgrounds, are all pursuing their dreams of earning doctoral degrees.

DAVIS COLLEGE CELEBRATES 100TH BIRTHDAY

BY REBEKAH NALE

Why have a birthday party for a building? Many of the University of South Carolina's School of Library and Information Science students think back to their days at USC and remember their time in Davis College. Because the building is such an integral part of those memories, its 100th birthday simply could not go unnoted.

Dr. Samantha Hastings, SLIS director, said, "I love working in the building and hearing the creak of the wood floors. It just has a lot of charisma. Let's just hope that the next hundred years see Davis College maintained and producing more library and information professionals."

SLIS celebrated the 100th birthday of Davis College, a building central to USC, on Oct. 25, 2009. Alumni, students, faculty and staff sipped cups of hot tea after touring Gibbes Green and the Horseshoe with Elizabeth West, archivist for USC at the South Carolina Library, in celebration of 100 years of building knowledge.

Former SLIS Director Dan Barron said, "It felt good to see old friends and meet some of the new folks who will keep the traditions of service and leadership moving forward."

Davis College was built by King Lumber Company of Charlottesville, Va. and was completed in 1909 for a grand total of \$34,273. Originally built to house the English department, this was the first new building to be built on USC's campus since the Civil War.

It was named in honor of the late Professor R. Means Davis, for whom Davis Field is also named. He taught several classes at USC, including history, political economy and law.

Edward L. Green described Davis in his book, *A History of the University of South Carolina*. "He kept his office open at all hours and welcomed every student in that came. To many he gave assistance not only in their studies but also in kindly advice, or even in instruction in shorthand or some other branch of practical knowledge."

"It was truly a homecoming. So many generations of deans, directors, alums, faculty, staff and students filling the halls of Davis College to look back at the first 100 years, to sing 'Happy Birthday' and to toast the next 100," Dr. Pat Feehan, associate professor, said.

Roger D. Leonard, a professional artist and husband of the current director, created a beautiful oil painting of Davis College, *Davis College: The First Hundred Years* that was available for sale at the birthday party. Guests were given three small photos of the print as a gift for coming to the ceremony.

Previous deans and directors Barron, Fred Roper and William F. Summers along with distinguished professors Charles Curran, Robert Williams and Linda Lucas Walling, who taught at Davis College for more than 100 years combined, also attended this special event.

As guests gathered around the birthday cake, Professor R. Means Davis, personified by Dr. Charles Curran, and Professor Havilah Babcock, personified by Andy Thomas, made memorable speeches about their times in Davis College.

"Professor R. Means Davis" concluded his speech with, "here's a health," as guests honored USC tradition by raising their right fists in the shape of a cup.

The real Professor Babcock inhabited the halls of Davis College from 1927-1964, although it is rumored that his ghost still roams the building in the form of smoke. Professor Babcock's persona brought his speech to a close with his witty motto, "Work hard and quit suddenly." He claimed that although South Carolinians work hard, they do not let that interfere with their leisure time.

History carried the day at the birthday party. Guests reminisced about times past and envisioned future achievements at the beautiful building. Here's to 100 more, Davis College!



DOCTORAL STUDENT YAO ZHANG CELEBRATES THE BIG BIRTHDAY.



DR. DAN BARRON, DR. BILL SUMMERS, ROGER LEONARD, DR. SAM HASTINGS AND DR. FRED ROPER GATHERED AT THE BIRTHDAY PARTY.

VISCOM PROFESSOR COVERS THE WORLD

BY ACECILY ALEXANDER



Instead of teaching classes this summer, Denise McGill, an assistant professor in the visual communications sequence, traveled to places her students may only see in *National Geographic* or on the History Channel.

McGill spent three weeks along the Mediterranean to retrace the steps of Paul the Apostle through Turkey and Greece. This gave her an opportunity to experience the history and culture of the church. It was McGill's first visit to Greece, but her third trip to the Mediterranean in the past three years.

"It's amazing that the Christian holy land is Israel. The New Testament is all about the Mediterranean, and that's fundamental to the Christian faith," McGill says.

Her Mediterranean trip is part of her project "Sacred Sites," which will be a publication of the images she has captured. She is interested in the sacred sites of all religions, but says the Mediterranean is an important part of the Christian faith.

Paul the Apostle spent a great amount of time in the Mediterranean area. More than half

of the New Testament was written in Greek around what is now Turkey. "The cities are like museums. It's like living through history," says McGill, the 2009 Beckman Stewart Academic Excellence award winner.

McGill is already using her experience here at USC. She's made presentations in her classes and to the campus chapter of the National Press Photographers Association, a chapter she founded for SJMC students.

"The fact that I'm working in the field means I know a lot more about current issues for journalists working in the industry. They come up in class conversations on a regular basis," McGill says.

McGill wants this experience to bring more than breathtaking images and thrilling stories to her students and colleagues. She believes her projects give her a type of energy that has an impact on the people around her. It influ-

ences her as a person, the type of work she expects from her students, and her own conversations throughout the campus. The visual communications expert is also learning how Greek, Roman and Islamic sites relate to each other. Those sites have potential to be in the future publication.

"I think travel is essential for all students, especially journalism majors. It helps us learn about the world around us," she says.

Next spring McGill's students will get to share her photo adventures during a popular Maymester course in multimedia journalism that includes travel to Germany. For more information about this Maymester class, please see next page.

REFUGEE CAMP RESIDENTS IN KAKUMA, KENYA. START THEIR ERRANDS BEFORE THE SUN RISES TO HEAT UP THE SKY. FROM THE SERIES "FLIGHT FOR FREEDOM: SOMALI BANTU REFUGEES." PHOTO © 2003 DENISE MCGILL

J-SCHOOL EXPANDS INTERNATIONAL OPPORTUNITIES

BY RACHEL ADAMS

The School of Journalism and Mass Communications continues to expand its opportunities for international journalism studies by sending students out as well as bringing them in. This academic year, some faculty members prepared for class trips overseas and European scholars visited the J-school.

For the last few years, a Maymester class has traveled to Germany with Associate Professor Richard Moore and Scott Farrand, a visual communications instructor. Their students got the chance to earn course credit while crossing international borders. The two-week trip showed students how to communicate across conventional

and will trace events from the 1950s through the 1990s in terms of efforts to overthrow Communism. There will be a strong focus on the Hungarian uprising, the rise of Solidarity in Poland and the tumbling of the Berlin Wall.

"I think it will be intriguing for students to see places they've only heard about, read about and seen video clips about," said Dean Bierbauer. This class is not a production class like the Munich class; he described the class as "more of an understanding class with a blend of media and political science."

and informative role that media can play in covering events.

Farrand will continue the Munich trip, and this year, Assistant Professor Denise McGill will co-teach the class.

Associate Professor Van Kornegay will spend the 2010 spring semester teaching in Italy with the Consortium of Universities for International Study. And Dr. Keith Kenney is again teaching Community, Culture and Communication, a semester class that travels to Jamaica over spring break. Students will be fully immersed in the daily life of a small rural Jamaican village while doing



FARRAND AND MOORE WITH THEIR MAYMESTER 2009 STUDENTS AT BMW IN MUNICH

media boundaries by using print and electronic media.

Now with the help of Dean Charles Bierbauer, Moore and Dr. Gordon Smith, director of the Walker Institute, more SJMC students will have the opportunity to study international journalism over both 2010 summer sessions with the new Media and the Fall of Communism course. It includes a three-week trip to eastern Europe

Moore was inspired for the new class by his trips to Germany during the 2008 and 2009 Maymester sessions. "I told him he couldn't do it unless I got to go travel with him," joked Dean Bierbauer. The dean worked as a broadcast correspondent in eastern Europe during the time that many of these events occurred. He saw firsthand the role the media played during the Cold War, and the eventual downfall of communism. He hopes this course will teach the understanding of the active



JADE MCDUFFIE, A PRINT JOURNALISM MAJOR, TAPING PART OF "BEYOND THE CLASSROOM."

service work and creating a video in the "Beyond the Classroom" series.

The J-school also hopes to attract more students from other countries to study here at USC.

In November, Dr. Kenney coordinated a visit from Paul Bailey of Teesside University in England. While USC and Teesside have developed a partnership, Bailey's visit was aimed at strengthening ties with the J-school itself. Dr. Kenney said he hopes to increase the number of student and faculty exchanges between our School and Teesside.

Veronika Lefrancois, from IEJ (Institut Européen de Journalisme) in Paris, visited Columbia in early September to promote an exchange program being developed between SJMC and IEJ in Paris. Students who participate in the exchange will be able to study in Paris for one or two semesters while students from Paris will come to study in Columbia. "We believe it will be beneficial for both parts," said Lefrancois.

As the opportunities for international studies continue to expand, SJMC hopes to increase the availability of foreign travels, both outward and inward.

Faculty SPOTLIGHT

Ron Brown

BY GARY MANSELL

Fun and Games Become Research Tools for SLIS Professor



How can Atari, Super Nintendo, PlayStation and Pac-Man influence learning? Dr. Ron Brown is using his passion for video games and research to answer this question. An assistant professor in the School of Library and Information Science, he is interested in video games from a learning perspective and plans to partner with the Georgetown, S.C. public library to further investigate video gaming programs in libraries.

"I would like to find out if there are specific programs and specific learning objectives that we can achieve with gaming programs. For example, can we use the library and gaming to better inform students about flu and how to stop the spread of germs?" he asked.

Dr. Brown's questions don't stop there. How can we pair games with specific learning objectives? What if we could match certain video games to specific reading skills? What if we could match video games to help people learn information? Can we learn through video games how different people receive and translate information?

Although not responsible for starting the project, Dr. Brown would like to continue his partnership with the Georgetown library and help them to do research. The partnership initially started when Dwight McInvaill spoke at The University of South Carolina. McInvaill's library won a national award for literacy and innovation, which introduced Dr. Brown to the project. Since his visit,

McInvaill and the Georgetown BYTES coordinator Donald Dennis (see next story) have been enthusiastic about partnering with the School.

Dr. Brown believes six video game consoles and games — including Atari and Super Nintendo and PacMan — could serve as models for children and adults alike. "I selected a variety of video games and compared them to how they relate to my life." He learned by playing Resident Evil on the PlayStation gaming console to work through fears or obstacles that could hinder goals in life. He also discovered an important life lesson. "I learned how to become a good sport by playing Pac-Man on the Atari."

In addition to his research, Dr. Brown teaches a variety of courses at SLIS, including Information Organization and Retrieval, Design, Management of Databases, and Digital Libraries. He also is developing a new course for Spring 2010, which will teach students about improving the search rankings of their Web pages and online ads.

Only a select few make a living by mixing business with pleasure and Dr. Brown is blessed with this opportunity. Dr. Brown has turned his passion for learning and video games into research that many would envy. "My overall goal would be to demonstrate a model for getting students to learn by using games." Who wouldn't want his job?

Georgetown Game Lab: Where Books Meet Video Games

BY JOSEPH HETT

Some young people view their local public library as an uninviting place. Well, the complete opposite happens in Georgetown, S.C. Young people finally anticipate their next library visits.

In a society where reading has been becoming dormant, there is hope. A convergence with the oldest form of mass communication — books — and new electronic games is transforming this quiet coastal county into an intellectual haven.

SLIS Assistant Professor Ron Brown says participating children seem to finally enjoy spending time at the library. The Georgetown public library's game lab has been up and running since early 2009.

When young people come into the library and check out books, they accumulate points they can then use to earn time in the game lab. The more books they read, the more hours they gain in the game lab.

The Georgetown library system received a grant from the BYTES Project, Bunnelle Youth Technology Experience Series. The \$600,000 is a grant-funded endeavor for Lowcountry libraries to increase literacy by making reading fun for local youth. The Frances P. Bunnelle Foundation donated the funds for BYTES Project.

Dwight McInvaill, Georgetown Library director, said, "The initial grant paid for a gaming club to entice teens to come in and use the library to earn more gaming time. The club added a video game design component and a digital arts component, Apple computers and handheld cameras to create music, film and art."

SLIS is currently conducting research on the effects of the grant. Dr. Brown administers the research for the initiative. "Kids learn that reading is not all that terrible and they can have fun while doing it. With the introduction of the electronic game consoles, we saw an increase of children coming to the library," he said with a smile.

Donald Dennis, BYTES Project manager, said, "With this grant you are bridging the gap between the traditional library and the library of the future. The gaming and technology program will keep young people off the streets and out of gangs, helping to improve their education and self-esteem by making them part of a public gaming community. In the end they will be better educated, more employable, and better members of the community at large."

So far this year, 96 children have participated in the game lab program. The Georgetown public library system currently has three branches participating in the BYTES Project: Andrews, Carvers Bay and the main branch. The grant is scheduled to run for three years.

SLIS ALUMNUS GIVES BACK

BY LIZZIE ERICKSON



Jack Bryan is more than just a graduate of the School of Library and Information Science. The 1974 alumnus shows immense support and appreciation for the School that led him where he is today through his frequent and generous gifts to his alma mater.

Bryan entered the College in 1973 to pursue a Master in Librarianship. The school was then called the College of Library and Information Science. The dean, Dr. Wayne Yenawine, suggested Bryan apply for a part-time job at the Attorney General's office, a position that would allow him to assist with research and emerging computer technology. He got the job, which soon led to a full time position where he supervised the office's law library and its law clerks. "I lucked into a very good job," Bryan stated.

Bryan is grateful for the connection he made that led to his future career. This gratitude is the reason he firmly believes in giving back to the library school. "If people don't give back to the school, it won't have a future," Bryan said. He wants to help ensure that future students have the opportunities he had.

Since his graduation, Bryan has found multiple ways to accomplish that. He regularly contributes to the annual alumni fund, and has started two scholarships for students of the library school.

Most recently Bryan helped refurbish the conference room in Davis College. Bryan noted that ever since

his graduate years, he saw that the school lacked an adequate and professional looking space for meetings with faculty, staff and donors alike. He wants the school to be the best it can, because he believes education is one of the most important things in a person's life. "Education matters and nothing is wrong with holding people to high standards. Nobody grows without that."

The revamped conference room is a space that he hopes will make a good impression on anyone who visits the school. "Every impression you make could be a good first impression," he said.

"Jack Bryan's gift of new conference room furniture turned a cramped and out of style room into a beautiful and functional meeting room. We were so proud to put our accrediting panelists in such a great space! It is our dedicated alumni like Jack Bryan who keep us going!" Dr. Sam Hastings, the library school's director said.

Bryan's example has had an impact on other alums. Dr. Nancy Zimmerman and her husband, Lee, have also contributed to the conference room, donating new side chairs.

Bryan's view on donating is simple. "Everybody has an obligation to give back when they've benefited from something."

DREWNIANY RECEIVES EXCELLENCE IN SERVICE AWARD

BY CARLY GALLAGHER



Bonnie Drewniany, associate professor at the School of Journalism and Mass Communications since 1990, was honored as the faculty recipient of Excellence in Service Award at the School's awards banquet on Oct. 22. It is the first time a faculty member has received the award.

"I have had the fortune of touching the lives of a broad range of people through my service on national advisory boards to smaller, everyday acts that impact individual members of the Carolina family," says Drewniany.

Drewniany exemplifies service to the Carolina community through involvement in numerous organizations. She serves on the National Advertising Review Board of the American Advertising Federation as one of 10 public members. In addition, Drewniany holds leadership positions on the district, local and college levels, exemplifying AAF's mantra, "the unifying voice of the advertising industry."

The AAF honored Drewniany with a National Special Recognition Award in 2006 as the nation's only professor to nominate a winning Most Promising Minority Student every year since the inception of the program in 1997.

"The true honor is the sense of pride I get in seeing how this competition can make a difference in our students' lives. Our most promising minority alumni have rewarding careers in advertising, working at global advertising agencies on prestigious accounts such as Procter & Gamble, McDonald's and Unilever," says Drewniany.

She is an honorary lifetime member of the American Advertising Federation Club of the Midlands. In addition, she serves as faculty adviser to the Student Advertising Federation.



TOP LEFT: DISTINGUISHED ALUMNI ENJOY TIME WITH FAMILY AND FRIENDS.

TOP RIGHT: LEE WENTHE AND BONNIE DREWNIANY

CENTER: MARY HARTNEY, BENJY HAMM, DR. BRAD HAMM, BONNIE DREWNIANY, MARI MASENG WILL

RIGHT: DR. BRAD HAMM



DISTINGUISHED ALUMNI RETURN TO ALMA MATER FOR AWARDS DINNER

BY EMILY KO

As the School of Journalism and Mass Communications gathered to celebrate the achievements of five alumni and a professor, one sentiment was shared by all: the support of the faculty and staff is a driving factor in students' success.

The Distinguished Alumni Awards Dinner on Oct. 22 at the Capital City Club in Columbia, S.C. honored three distinguished alumni and two outstanding young alumnae.

"It's a full circle for the faculty as they see the fruits of their labor with the outstanding careers of their students," opened Director Carol Pardun.

Faculty members introduced their former students and shared why these alumni are so deserving of their awards.

Dr. Ken Campbell began by commending Dr. Brad Hamm for his contributions to collegiate journalism, saying, "His knowledge is indispensable." Dr. Hamm earned his Master of Arts degree in 1990 and is now the Dean of Indiana University's School of Journalism.

Dr. Hamm recalled how his diverse learning experience at USC helped him determine his professional goals. "I came to Columbia as a newspaper person and expected to leave as one, but I learned about history and agenda setting and left as a teacher," he said.

Brad's twin brother, Benjy Hamm, is editorial director of Landmark Community Newspapers, LLC and earned his MMC degree in 1991. Professor Jay Bender named the former Associated Press reporter the "newspaper man."

Hamm spoke these motivating words: "Journalism is a special calling to inform, enlighten, awaken and inspire. We have so many opportunities to meet interesting people and learn new things, and our only work is to tell people what we observe."

Dean Bierbauer introduced Mari Maseng Will, whom he has known since the 1980s when she worked for the Reagan administration. She earned a bachelor's degree from USC in 1975 and is now president of Maseng Communications in Washington, D.C.

Will shared many words of wisdom and praised the J-school for its influence. "In a world where journalism is splintering, we

must maintain freedom of speech that leads to freedom of thought. I learned that from the professors at USC," she said.

Professor Ernie Wiggins recalled his relationship with 2003 graduate Mary Hartney, who is the director of audience engagement for *The Baltimore Sun*. Wiggins remembered her strong presence on campus and her fearless attitude.

Hartney added that as her personal mentor, Wiggins pushed her to stay inquisitive. "In the halls of USC, I learned to challenge conventional wisdom. There was a set of values to rely on."

As Wiggins described, Hartney showed her innovation as she discussed the issue of charging on newspaper Web sites. She advocated that online newspapers should be free. "Our work is meaningful when someone reads the story and then acts on it," she said.

Outstanding Young Alumni recipient Pushpa Gopalan earned an MMC degree in 1999 and now serves as vice president of Leo Burnett USA. Though she was unable to attend the dinner, she was still honored. Dr. Erik Collins praised her achievements, saying, "Look out, world, there's no telling how high she can go!"

Associate Professor Bonnie Drewniany received the School's Excellence in Service award. Please read more about her achievements in the sidebar.

SJMC's Distinguished Alumni Awards Dinner was truly a chance for the honorees to come home to the SJMC family they care about so much. Dr. Brad Hamm expressed these feelings as he closed his acceptance speech:

"When I look at these tables, these are the people I care about. When I come back to Columbia, I'm interested in how the streets have changed and the new journalism building, but I care about the people. I want the people to know how much they've changed our lives."



Elaine Taylor
Assistant Director of Development

Did you know?

As a graduate of our College, you are automatically a member of our Alumni Society. Did you know that? No forms. No fee. Just a complimentary membership opportunity in hopes of having you involved. So now that the issue of membership is out of the way, it is time that you plugged in. What a great opportunity for the New Year! And if you are already involved, thank you.

Our College's Alumni Society was founded in 2005. It comprises alumni from the School of Journalism and Mass Communications and the School of Library and Information Science. We work together to establish camaraderie and loyalty and, at the same time, support events and initiatives benefiting the College.

This group has continued to grow throughout its four-year history. We have a strong base of volunteers who meet once a month to plan events and programs for journalism and library alumni.

We share ideas and thoughts on ways we can connect alumni to each other, students, faculty and the community. We have many volunteers who staff special events throughout the year such as Homecoming, I-Comm Week, May Carolina Alumni Weekend, lectures and receptions.

So you may be thinking, "Why should I get involved?" Who better to ask than three of our alumni volunteers?

"I became involved with the Alumni Society as a way to stay in touch with other alumni and to keep up with new things that are happening at the college. We have a great group of volunteers, and we're always planning the next fun and exciting event. I've grown both professionally and personally through my involvement, and have developed great relationships with my fellow Alumni Society members," said Alumni Society Co-Chair Talyse Burkett, '00, '03.

Valerie Byrd Fort, '02, said, "I got involved in the Alumni Society because I love USC and the College of Mass Communications and Information Studies. I learned so much from my experience as a graduate student and I wanted to continue making contacts and being involved. The Alumni Society is a great way to do that."



Alumni volunteers Melissa Fletcher Gentry, Cocky, Chrysti Shain and Talyse Burkett enjoy Gamecocks on the Green.

"Especially now that I'm away from Columbia, I appreciate the importance of a strong alumni network. From finding new business opportunities to cheering on the Gamecocks, the USC CMCIS Alumni Society is a true 'value add' to our graduates, and hopefully a great selling point for potential students," said Jack Claypoole, '87.

In addition to supporting the College, you can also support your own ambitions. Think about the benefits of connecting with others in your chosen field. Considering that most positions fill before they are ever advertised, the benefits of networking are alive and well.

Whether it's staying in touch with your fellow alumni, keeping up to date on College and School happenings or growing professionally and personally, getting involved with the Alumni Society is a great way to make it all happen. Let's make 2010 the best year yet!

Contact me if you'd like to get involved. I can be reached by phone at 803-777-7118 or by e-mail at taylor@mcis.sc.edu.

Go Gamecocks!

ALUMNI NOTES

COMPILED BY WHITNEY CHISHOLM

1960s

Mackey, Dan – 1963, BA, is the chair of the South Carolina State Library Board of Trustees. He retired in 1999 as director of South Carolina State Budget and Control Board's office of regional development.

Sheek, Ann Ellis – 1960, BA, writes a bimonthly column in the *Clemmons Courier* in Clemmons, N.C. She celebrated her 50th wedding anniversary in May and has two sons and six grandchildren.

1970s

Baker, Catherine Derrick – 1978, BA, is a sales account executive for WWBT TV NBC 12 in Richmond, Va.

Callison, Dale – 1978, MMC, is a technical writer for Microsoft Corporation in Redmond, Wash.

Creel, Michael Allen – 1970, BA, retired in 2006 as news section chief for the South Carolina Department of Natural Resources. He recently released a revised and expanded edition of his book on South Carolina's state dog, the Boykin spaniel.

Farmer, Joe – 1974, BA, is the public information director for South Carolina Emergency Management Division in West Columbia, S.C.

Keefer, Charles – 1971, BA, retired from the *Palm Beach Post*. Keefer created the Kathryn Linwood Scholarship supporting the College of Mass Communications and Information Studies.

Ligon, Melinda Sightler – 1979, BA, is the deputy administrator at the Sullivan County Election Commission in Blountville, Tenn.

Love, Thomas Behmke – 1977, MLIS, is retired.

Phillips, Carolyn – 1974, BA, retired in 2002 and relocated to Greensboro, N.C.

Shew, Marcia Powell – 1974, BA, 1976, MA, is a senior staff attorney and Elder Law Unit Head for South Carolina Legal Services state-wide non-profit law firm. She was the 2007 recipient of the Ellen Hines Smith Legal Services Lawyer of the Year award from the South Carolina Bar.

1980s

Andrews, Ann Elizabeth – 1980, BA, is a self-employed editor and writer in Noblesville, Ind.

Alexander, Ann Farmer – 1986, BA, is the director of communications for First Presbyterian Church in Greensboro, N.C.

Eichler, Darlene Bays – 1985, MLIS, has written a book titled "Trunk Tales" and a series of books titled "Rose Series."

Friedlander, Brett – 1980, BA, is a sports columnist, covering Atlantic Coast Conference football and basketball, for the Wilmington (N.C.) *Star-News*. He is also a co-host of a weekly radio sports talk show on WFNC 640AM in Fayetteville, N.C. He has published his first book, "Chasing Moonlight: The True Story of Field Dreams' Doc Graham."

Gale, Margaret McNab – 1983, MLIS, was appointed commissioner #7 for the Historical Commission for a four-year-term in Mt. Pleasant, S.C.

Green, Gloria – 1989, MMC, started a faith-based entertainment company, Gloria Green Entertainment, that represents authors, speakers and athletes for public appearances and public relations services in Nashville, Tenn.

Newman, Barry E. – 1984, BA, is an attorney in Jacksonville, Fla. specializing in aviation law.

Welch, Edward "Ed" – 1980, BA, 1992, MMC, is the assistant director of public relations and Web coordinator for Southern Wesleyan University.

Whitlock, Elizabeth Allison – 1983, MLIS, is employed with Athens-Clarke County Public Library in Athens, Ga.

1990s

Adams, Jennifer Wood – 1999, MA, 2004, Ph.D., will be the director of the journalism program at Auburn University this spring. Adams has been with Auburn University since 2005 and recently became tenured.

Boscacci, Paul – 1994, BA, is the director of creative services for Lyris, Inc. in Emeryville, Calif. He has a new military family comic strip being launched nationwide by the Washington Post Writers Group syndicate.

Bradsher, Charles A. – 1992, MLIS, is a librarian for the Defense Technical Information Center in Fort Belvoir, Va. He recently returned from Afghanistan on his third overseas tour

with the Army National Guard.

Carullo, Jared F. – 1998, BA, is the weekday set writer for NBC's Today Show.

Ellerbe, Dawn – 1996, BA, has been named assistant athletic director for marketing and promotions for Cal State East Bay. She is also a world-class record-holding Olympic athlete for the hammer throw in track and field.

Evans, Martha K. – 1995, MLIS, has retired in Great Falls, S.C.

Galloway, Erin A. – 1996, BA, is the executive director for the Midlands Division of the March of Dimes.

Green, Laird – 1998, MLIS, is married and a financial planner and advisor for Beckwith Financial.

Huckabee, Stephanie Corley – 1994, BA, is a fitness trainer with a series of fitness videos.

Huggins, Melanie – 1995, MLIS, is the executive director of Richland County Public Library.

Kennedy, Ann – 1999, BA, is the publisher of two weekly newspapers, *The Hampton County Guardian* (Hampton, S.C.) and *Jasper County Sun* (Ridgeland, S.C.)

Lea, Jeffrey A. – 1991, MA, is the executive director of Middle Tennessee Medical Center Foundation in Murfreesboro, Tenn. He was named as a fellow of the Association for Healthcare Philanthropy, the highest honor provided by that organization.

Maggy, Robin Lee – 1993, MMC, is employed with Bark Avenue Pet Resort in Charleston, S.C.

McCarthy, Gayle – 1999, BA, was recently named Feature and Business Editor of *The South magazine* in Savannah, Ga.

Mendoza, Cristobal – 1999, BA, is the director of the Century 21 branch in Caracas, Venezuela.

Moiser, Ryan – 1999, BA, is employed with Progress Energy.

Revennaugh, Tanna – 1995, MLIS, is a retired reference librarian supervisor.

Sackett, Jennifer A. – 1994, MLIS, is the director of the Lincoln County Public Library in Lincolnton, N.C.

Strickland, Darci – 1997, BA, is the 2009 STAR Award Television Personality of the Year.

Unumb, Lorri Shealy – 1990, BA, is a senior policy advisor and counsel with Autism Speaks, the world's largest autism research and advocacy organization.

Singletary, Russell P. – 1999, MLIS, is the director of strategic, research and audience for Turner Broadcasting System Inc. in Atlanta, Ga.

Winston, Chris – 1996, BA, has become the Roanoke Times New River Bureau Chief.

2000s

Beam, Adam – 2005, BA, was honored with the Gonzales Award from *The State*. He was nominated by his peers in the newsroom for his positive, can-do attitude.

Beeker, LaDonna J. – 2005, BA, is a managing editor for *The Observer News Enterprise* in Newton, N.C.

Bender, Tracy Bonds – 2001, BA, is the interim executive director for the Souper Bowl of Carving in Columbia, S.C.

Boyles, Crystal – 2003, BA, is employed at Clemson University working in the Office of Web Services as the Web writer.

Campbell-Kelly, Ann Waters – 2004, BA, is a marketing executive for the Directory of Social Change, a registered charity offering training, publications and online funding resources, in London.

Clark, Emily O'Connor – 2002, BA, is a program manager and grant writer for Health Sciences South Carolina in Columbia, S.C.

Cochran, Tonia Pearson – 2003, BA, is the director of marketing and communications of Central Carolina Community Foundation in Columbia, S.C. She also serves at the public relations chair for the American Advertising Federation of the Midlands.

Cody, Tamika – 2004, BA, is a writer for mergemarket.com in New York City.

D'Amore, Matthew A. – 2006, BA, is a retail sales consultant for AT&T in Clover, S.C. He recently received an award for customer service excellence.

Davis, Jess – 2008, BA, has been accepted into law school at the University of Texas.

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

Engram, Mandi N. – 2001, BA, is the director of marketing of Midlands Authority for Conventions, Sports and Tourism. She received the Leadership Columbia Class of 2009 Glenn Jacobus Leadership award.

Foust, Madeline C. – 2008, BA, is a production assistant for ESPN.

Gellatly, Christine M. – 2008, BA, is an on-air weather forecaster for the NBC affiliate WIS in Columbia, S.C. She is a part of the WIS team that won the Emmy for Best Newscast.

Goldenberg, Jordan – 2009, BA, is the personal assistant for Darren Star, producer of Beverly Hills 90210, Melrose Place and Sex in the City, in Santa Monica, Calif.

Hallums, Kimberly – 2007, BA, is the youth development assistant for the Community Preservation and Development Corp. in Washington, D.C.

Hartney, Mary – 2003, BA, is the director of audience engagement at *The Baltimore Sun*.

Hoppman, Karla – 2006, BA, got married in Romania, where she did a Peace Corps stint.

Hughes, Meghan – 2007, BA, is the press secretary for US Senator Lindsey Graham.

Human, Bethany L. – 2005, BA, is the director of information technology for the Episcopal Diocese of Upper South Carolina in Columbia, S.C.

Johnson, Bernadette J. – 2005, MLIS, is a reference librarian at Francis Marion University.

Jones, Kristy "Indi" – 2005, MMC, is the director of marketing for Minor & James Medical in Seattle, Wash.

Love, Caroline – 2006, BA, started law school this fall at the University of South Carolina.

McClellan, Becky – 2002, BA, has moved to Nashville, Tenn. and is working as a freelance photographer. She and her husband own a multimedia company.

McCormac, Nick – 2009, BA, is working with the *Clinton Chronicle* to help expand its Internet visibility.

Messano, Amy D. – 2008, MLIS, is a public services librarian at Aiken Technical College.

Miller, Katherine M. – 2006, BA, will be launching a boutique event planning firm, Katherine Miller Events, specializing in full service wedding coordination in South Carolina.

Mosley, Lyndsey – 2003, BA, has taken an editing job at the Robesonian in Lumberton, N.C.

Moss, Laura J. – 2005, BA, 2007, MMC, is a copy editor for *S3 Magazine* and associate editor for Collins Publishing.

Overstreet, Andrea L. – 2005, BA, is a studio production artist for JWT CET in Atlanta, Ga.

Parker, Janet L. – 2008, BA, is the senior morning news producer for WACH FOX 57 in Columbia, S.C.

Riley, Alex – 2009, BA, is a sports writer, covering primarily Class 4A Midlothian High School, with Waxahacie Newspaper Inc. in Texas.

Robinson, Courteny – 2009, BA, lives in Detroit, Mich. and works for Jack Morton Worldwide, an experiential marketing agency.

Smith, Gina – 2000, MA, a reporter for *The State*, interviewed Gov. Mark Sanford at the Atlanta airport when he arrived from his five-day trip to Argentina.

Stratton, Nicholas – 2006, BA, has a financial services practice with the Northwestern Mutual Financial Network based in Columbia, S.C., serving the entire state.

Tomlinson, Charles – 2004, BA, is the editor of the Lake City News & Post in Lake City, S.C.

Tompkins, Nick – 2006, MMC, is the communications manager for Patriots Point Naval and Maritime Museum in Mt. Pleasant, S.C. Tompkins works aboard the ship, USS Yorktown.

Quesada, Deborah A. – 2006, MLIS, is the branch manager for Lake City Library in the Florence County Library System.

Zayas, Kimberly Ann – 2008, BA, is a graphic designer at The PRMG in Patchogue, N.Y.

In Memoriam

BY CARLY GALLAGHER



Mary Patterson Caldwell

Mary Patterson Caldwell, professor emeritus of the then-College of Journalism and Mass Communications, died Aug. 29, 2009. Caldwell taught public relations from 1978 to 2000.

Former Dean Ron Farrar wrote about Caldwell's tenure a few years ago. Dr. Farrar said, "One of the first women on the male-dominated (chauvinistic? or merely traditional and slow to change?) faculty, Mary not only survived but also became sequence chair in public relations. She directed Bateman teams to national awards and supervised numerous special events in the College while she taught — and nurtured — hundreds of students into good careers in public relations."

Liz Lucas Reynolds, class of 1987, remembers Caldwell's influence on her professional life. "I've been fortunate to have many strong, professional women as mentors throughout my career. Looking back, I realize Mrs. Caldwell was the first. Mrs. Caldwell inspired and guided me, helping to set my course for a life and career that has brought me a great deal of joy and satisfaction."

Upon her retirement, Caldwell was active in her community with memberships at First Presbyterian Church of Columbia and the Settlers Club. She was chapter regent of the University of South Carolina chapter, National Society of the Daughters of the American Revolution, and was a member of the State DAR, for which she chaired the media and public relations committee. She was a member of the National Association of Parliamentarians and the Ft. Congaree chapter of the National Society of the Daughters of American Colonists.



Bill Emerson

William "Bill" Emerson Jr., former reporter and Atlanta bureau chief for *Newsweek*, died on Aug. 25, 2009 at his home in Atlanta, Ga.

During his years as a reporter, Emerson covered the civil rights movement including the Montgomery Bus Boycott, school desegregation and Ku Klux Klan cross burnings. His reporting shed light on the escalating race relations conflict in the South.

An Associated Press obituary quoted Emerson, "We knew we had to just tell the damn truth. The truth may be plenty good or plenty bad, but believe me, it's always plenty."

After retiring as editor-in-chief for the *Saturday Evening Post*, Emerson taught magazine writing at the then-College of Journalism and Mass Communications in the 1970s and 1980s, and he called it the only respectable job he ever had.

"Emerson was a hero. He was a World War II veteran, a Harvard graduate, and a true larger-than-life personality who risked his life to report on the Civil Rights movement. Emerson was part of the cadre of faculty who had spent years in the journalism profession acquiring a rich storehouse of experience and the students admired him for it," said Professor Lowndes "Rick" Stephens, advertising and public relations professor at the School of Journalism and Mass Communications since 1976.

Annual Gamecocks on the Green Reception Kicks Off Homecoming Weekend

BY EMILY KO

Alumni began their homecoming weekend at the University of South Carolina by reconnecting with the people who helped them earn their degrees.

"It's a great way give back to our alumni and find out what they're doing. It's an opportunity to see their classmates, professors and faculty," said Talyse Burkett, Alumni Society co-chair for the School of Journalism and Mass Communications.

The College of Mass Communications and Information Studies held its fifth annual Gamecocks on the Green reception on Gibbes Green on Oct. 23. Eleven alumni served as honorary hosts for the family-friendly reception. The alumni guests mingled with current and former faculty and staff while enjoying light hors d'oeuvres. Cocky posed for pictures, and alumna Amanda Brewer entertained the children with her guitar and story telling.

President Harris Pastides, accompanied by his wife, Patricia Moore-Pastides, commended the College. "How central is the work of faculty, staff, students, and alumni not only in our university, but in our nation today?" asked Dr. Pastides.

A highlight of Gamecocks on the Green was Verizon Communications' \$24,500 gift to Cocky's Reading Express.

Dr. Sam Hastings, SLIS director, said, "Much of our ability to be successful comes from community partnerships with organizations like Verizon."

About 130 guests enjoyed the evening's festivities. "The Alumni Society Steering Committee is actively involved in bringing everyone together, and with each new year, Gamecocks on the Green gets bigger and better," said Burkett.



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