InterCom

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

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REMEMBERING MR. MUNN

By Casey McClary

The SJMC public relations sequence faculty are establishing an award to honor Mr. Munn's legacy. We will make annual monetary awards in his honor to deserving outstanding public relations students.

Your tax-deductible gift of any amount will carry his legacy to future public relations students. Please make your check payable to USC Educational Foundation and write "Hugh Munn Award" on the memo line. Mail it to:

Hugh Munn Award
Attn.: Annie Lambert
School of Journalism and Mass Communications
University of South Carolina
Columbia, SC 29208.

Thank you.

Hugh Emerson Munn, a public relations instructor in the School of Journalism and Mass Communications, passed away in October after an extended illness. He is survived by his loving wife, Linda, and their daughters, Melissa Munn and Sara Hobbs.

Upperclassmen in the School of Journalism and Mass Communications recommend quite a few professors for younger students to take. Some instructors are recommended because they are easy, others because they are funny, and some because, simply put, they are amazing. Hugh Munn was one of the amazing ones. Mr. Munn had a long and successful career in public relations, including 26 years as the chief spokesperson for the State Law Enforcement Division, but I truly believe he'd rather be remembered for the impact he made on students just like me.

Mr. Munn made his presence known in the hallways of the Coliseum by beeping the horn of his blue scooter. The first day in my Crisis Communications class, when he rounded the corner on almost two wheels, he addressed my class with a mischievous grin. He said, "My name is Hugh Munn, and yes, I am a human." I'm sure I rolled my eyes at the wisecrack and thought it was going to be a long semester. But when he started telling us about his experiences in dealing with crises, it was no joke at all.

We learned about every sort of crisis, and how to handle them effectively and efficiently. Being a native of South Carolina myself, it was fascinating to me that Mr. Munn had been the spokesperson for cases I had grown up knowing about. There was no doubt Mr. Munn was an expert in public relations. But what made him so exceptional wasn't just his knowledge of dealing with a crisis, but how to deal with life in general.

In the midst of teaching us how to handle a career-ending crisis, he would get a gleam in his eye before moving on to his next slide. He'd pause for a second, take a breath, and click the remote in his hand. On the screen, something hilarious would appear. It might be a short video, a funny comic, but definitely something students never expected.

After laughing and beeping his horn, Mr. Munn would explain to us that there are awful things in this world. There will be crises, and in our lives we will have to know how to deal with them. It will be hard, of course, but we have to remember that we can take a break from the bad. As professionals, and as humans, we have to be able to step back from the bad and laugh a little. It is a legacy he has left in every student he ever taught, every beloved colleague he ever worked with, and, I honestly believe, every person he ever met.

In my last semester at the journalism school, I have younger friends asking me which professors they should take. Each time they mention a class Mr. Munn taught, I have to stop myself from saying, "You have to take Munn. You just have to." We may not hear the beeping of his scooter going down the hallway, but there is no doubt that he not only made an impact on the careers of his students and colleagues, but also on their entire lives. He is deeply missed by all who had the privilege to know him.

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UNIVERSITY OF SOUTH CAROLINA
College of Mass Communications and Information Studies

FALL 2012

The future of the past

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The Capital City Club was filled with an excited chatter, a sense of familiarity and a triumphant return of recognized faces.

"Wow. I really can't believe it's been more than 30 years since I last set foot on campus. We've lived in Los Angeles, Seattle, Boston, Philadelphia, Atlanta and now Cleveland and it feels great to be home again, even just for a day or two," said Jeff Charney, a public relations major who graduated from the School of Journalism and Mass Communications in 1981.

Charney, along with Cathy Love, Dick Elliott, Jonathan Bennett and Tracey Robinson returned to his alma mater on Nov. 8, 2012 for the school's distinguished alumni banquet.

All five alumni have been recognized by SJMC for the success they have accomplished since their time here. "The classroom setting of USC is where many young people begin to get a feel for taking responsibility for their future. You get out of it what you put in. If you're open minded, you can enjoy an entire lifetime of learning," said Cathy Love, another public relations alumna who graduated in 1985.

As the alumni graced the stage to receive their awards, they shared their stories about what USC had done and continues to do for them, the jobs and experiences they have had since they graduated and how it feels to be back. For Bennett, the story he relayed was about a mouse pad that he received from a professor after finally completing his copy-editing class. "It still reminds me of the small gestures that mean so much within the J-school," he said.

For Elliott, it was his start he got as editor-in-chief of The Gamecock. "Everything I got involved in I had an advantage, and that advantage was journalism," added Elliott.

When all the speeches came to a close, the guests congratulated those honored. Despite the fact that the room was filled with people from different companies, states and graduating classes, it did not stop the flow of positive remarks from every corner of the room.

Overall, the night was filled with laughter, pride, recollection of stories from the past and those to be reminisced on in the future. "There's nowhere I'd rather be than among family and fellow Gamecocks. It's good to be home," said Robinson. And for that one night, Gamecocks past and present were all finally back home, indeed.

FROM THE DEAN

I was reluctant when the *InterCom* staff proposed that this issue of the magazine include a review of the college's first decade. Could it already be a decade since the university velcroed together what were two proud and distinct colleges—the College of Library and Information Science and the College of Journalism and Mass Communications? Of course, it had. I'd been here all that time. Would a 10-year review be an act of hubris or humility on my part?

My overriding sense was that there seemed to be so much more that we might have accomplished than I felt we had. No, I won't mention that journalism building. Well, there, I just did. That building, fairly or not, has vacillated between millstone and grail for me and my predecessors. Shortly after my arrival, a faculty colleague paraded me past their portraits, noting "that dean said 'when we get in the new building' and that dean...and that dean." Point made.

Moreover, Dr. Carol Pardun, the journalism school director, and I are now in nearly weekly meetings with the architects and project manager, as the preparation for reconstruction and expansion of the Health Sciences building moves forward. We've been talking with technology experts to anticipate what technology the building will need for its classrooms, labs and studios. With scheduled construction now barely a year off, we feel good about where the building project is headed, not dismayed.

Why, then, my hesitation? Perhaps, it's because journalists are not inherently patient. We thrive on deadlines. Action is a better story to tell than process. How the sausage tastes beats how the sausage is made.

But in truth, we've been making sausage, soufflés and some shrimp and grits that add up to a buffet of accomplishments in the college and its schools. (See timeline on page 17.)

As we compiled them, the benchmarks of progress started to add up. They built, of course, on the foundations and accomplishments of the two programs before they merged. SLIS now offers undergraduate and doctoral degrees, in addition to its highly respected master's program. I could not have initially imagined how difficult it is to create, fund and conduct new degree programs. It was like building two wings on a house. It took yeoman effort by our faculty and staff. We created a literacy initiative—Cocky's Reading Express™, the Augusta Baker Chair in Childhood Literacy, the South Carolina Center for Children's Books and Literacy—that draws statewide and national praise. We made significant renovations to venerable Davis College—under roof and under foot where you won't see them but will feel them. Wow.

During the decade, both schools have twice successfully navigated reaccreditation. The schools' directors, Carol Pardun and Sam Hastings, are great colleagues and collaborators. While we once may have described this as an arranged marriage—never a shotgun marriage—it may now be better described as a partnership in which we seek to weave threads of common interest along the information-communication continuum while retaining the unique and sometimes whimsical identities of the two schools. I'm inclined to think that will be even more successful when we live on the same block. The long one between Pickens and Sumter streets.

While the J-school contemplates that move, we have done a major curriculum revision to encompass all the changes in technology and new media and to create more flexibility for students. We've hired new faculty in each of the 10 years the college has been united, often in both schools. We've added emphasis on health communications and business journalism. We've sent students and faculty across the country and abroad, expanding horizons and opportunities.

I'd like to be writing this with the autumn sun streaming through the windows of the dean's office, rather than from the cloister of the Coliseum. But that will come. Perhaps, I should not have been quite so reluctant, though I'll always wish we could have done more sooner. Still, the view—looking back and forward—is good. And I'm grateful to have been a part of the college's 10 years.

InterCom

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New Faculty

Story by Kimberly Elchlepp | Design by Denishia Macon

The new faculty joining the College of Mass Communications and Information Studies come from near and far -- Uganda, China, Syracuse, Oklahoma and Middle Tennessee.

Dr. Shannon Bowen

Dr. Bowen joins SJMC as an associate professor for the public relations track. She is returning to the University of South Carolina after receiving her Ph.D. from the University of Maryland and teaching in the public relations department of the S.I. Newhouse School of Public Communications at Syracuse University. Dr. Bowen received her master's degree from the University of South Carolina and received bachelor's degree from the University of North Carolina at Chapel Hill.

Other than the fact that it felt like home, Dr. Bowen decided to return to USC because of the focus placed on research that cannot be found at many other universities. When she isn't teaching Dr. Bowen loves going to USC football games and spending time by the ocean.

Dr. Deborah Gump

Dr. Gump joins SJMC as a visiting professor in the journalism sequence. She has been brought on board to advance the journalism senior semester. Her goal is to make our students as prepared as possible, making them the best choice in today's competitive job market.

Before coming to USC, Dr. Gump was the professional in residence for Middle Tennessee State's School of Journalism. At Ohio University, she created EditTeach.org, which is a resource for editing students, professors and professionals. Dr. Gump has held jobs with many newspapers and is a member of many professional organizations. Dr. Gump received her Ph.D. from the University of North Carolina at Chapel Hill and her bachelor's degree from the University of Kansas.

Dr. Gump said she came to USC because she respects what the faculty is doing here and because it gives her the opportunity to work with South Carolina students. When she is not teaching or researching, Dr. Gump enjoys scuba diving and growing hibiscus trees.

Tara Buehner

Tara Buehner joins the School of Journalism and Mass Communications as an instructor in the visual communication track. Buehner previously taught at the University of Oklahoma. She received her master's degree, as a Ward Neff Fellow, from the University of South Dakota and received her bachelor's degree from Black Hills University.

Buehner is finishing her Ph.D. from the University of Oklahoma. She came to USC because of the unique opportunity to be a part of a visual communications program with a journalism focus. When she is not in the classroom, she enjoys anything that involves the outdoors, including hiking, rollerblading and fishing.

Dr. Dick Kawooya

Dr. Kawooya joins the School of Library and Information Science as an assistant professor from the University of Wisconsin-Milwaukee. He teaches graduate and undergraduate courses in research methodology, policy and law, economics of information, and information literacy.

Dr. Kawooya has collaborated with fellow SLIS faculty member Dr. Kendra Albright on HIV/AIDS research. He first joined the project as a research assistant but became a partner in the research over time. The research focused on how biomedical research on HIV/AIDS is communicated to HIV/AIDS organizations throughout Uganda and how that communication can be made more effective.

Dr. Kawooya received his Ph.D. in Communication and Information from the University of Tennessee-Knoxville. His research focused on Ugandan traditional musicians' construction of ownership. When Dr. Kawooya is not in the classroom or researching he enjoys spending time with his wife, Betty, and two children, Gabriella and Michael. Please read more about Dr. Kawooya on page 26.

Dr. Jingjing Liu

Dr. Liu joins the School of Library and Information Science as an assistant professor. She teaches courses in information literacy and technology, and information organization and retrieval.

Dr. Liu received her Ph.D. in Information Science from Rutgers University. Her research is focused on the design and evaluation of information systems that support information seeking and work task accomplishment.

Dr. Liu first came to the United States 10 years ago from Shandong Province in China to pursue her master's degree from the University of Mississippi in library and information science. She came to USC because she felt her background fit in well with the program. She also found Dr. Hastings, the director of SLIS, and the other faculty to be very helpful and supportive. Please read more about Dr. Liu on page 26.

moving forward...

DAVIS COLLEGE GETS COOL UPGRADES

WRITTEN AND DESIGNED BY CASEY MCCLARY

Students, faculty and staff of the School of Library and Information Science can finally breathe more easily now that the $2 million renovation of Davis College is complete. The year-and-a-half long renovation of the more than 100-year-old building included the installation of the first central air conditioning system in Davis' long history and a significant technology upgrade to the computer lab.

The new HVAC system helped eliminate mold in the building and made it possible for faculty to control the temperatures in their individual offices. "Faculty and staff are all breathing deeply the clean cool air," said Dr. Samantha Hastings, associate dean and SLIS director. Dr. Hastings already had most of the carpet pulled up prior to the start of the renovation because of the harmful effects of the mold. Davis hadn't had any treatment to its air circulation system since 1982.

Technological upgrades were also completed during the renovation. The computer lab in Davis 111 was completely refurbished, including the addition of 26 Mac Mini computers with both Mac and Windows operating systems. Having both systems allows students and instructors to choose which software best suits the tasks at hand. "The Davis College network was completely rewired this summer which upgraded the speed of the network from 10-100 megabytes to one gigabyte Ð– the same speed as most of the network at the journalism school," said Jill Chappell-Fail, senior information resources consultant for the college.

Other physical renovations included installing two video conferencing cameras, a wireless microphone, speakers, a new projector screen and a videoconferencing system.

Davis College, built in 1908 on Gibbes Green, was the first building constructed after the Civil War. It opened on Jan. 14, 1910 and is named after the late Professor R. Means Davis, who was known for keeping his office open at all hours for students to visit. Davis College was originally the home of the English department, but it became the College of Library and Information Science in 1970 at the request of Dr. Thomas Jones, president of the university.

TO THE RESCUE

How the IT team at the College of Mass Communications and Information Studies regularly saves the day for students and faculty.

By Austin Price

They can't fly, they don't have super strength and they're not quite as fast as a speeding bullet.

But to many of the students and staff at the College of Mass Communications and Information Studies, the IT team are superheroes.

Jill Chappell-Fail, senior information resources consultant at the college, says that there are no typical days at work, and that it's a good thing.

Chappell-Fail is the leader of a fearless team that battles technology woes that threaten to derail the college's operations daily. To fix these problems, the IT specialists do everything from pushing a button to diagnosing complicated issues with the college's servers and networking, depending on the issue.

A large part of each day is spent "putting out fires," as Chappell-Fail says, along with working on maintenance and long-term issues. These "fires" are spontaneous technical problems ranging from software issues to hardware and network issues. If it sounds like this would make for a full schedule, it's because it does.

A look through Chappell-Fail's iPhone calendar shows how busy her days can be. As she lists appointments, software maintenance and other duties, the list gets longer and one begins to wonder when, or if, Chappell-Fail ever has a break. On top of leading the college's IT team, she manages to find time to teach a class. Not every day is full of "fires," however.

"Sometimes it's quiet, sometimes it's putting out whatever fires spring up," Pierre d'Autel, information resources consultant, said.

D'Autel joined the college in 2005 and works primarily with computer hardware and software and network issues. He says though the job can be challenging, it also comes with rewards.

"Helping people is probably the most rewarding part of my job," d'Autel said. When he can, d'Autel tries to teach faculty members about the college's technology so they understand how to fix future problems.

Watching over the technology of the School of Library and Information Science is Jeff Salter. Though his main duty is maintaining the computer systems for the college, Salter's favorite part of his job is working on special projects.

"The most satisfying part are the special projects I get to work on," Salter says. "The web sites and things that fall outside the realm of fixing computers and updating software."

Completing the team is Lewis Zeigler, who protects the desktops of the college. Zeigler also provides technical support for Newsplex and software and broadcast equipment training for participants of Newsplex.

"I like working with the professors," Zeigler said. "Whenever they have a problem, it's nice to be there for them."

For now, the IT team is focused on moving the School of Journalism and Mass Communications into its new home in the coming years.

"A lot of it's challenging because it's brand new," d'Autel said. "A lot of it's really cool because it's starting from the ground up and building it from scratch."

When the school makes the move, d'Autel says the technology will be top-of-the-line. Some of the equipment will transfer to the new building, but most of it will be brand new. This will help prevent many of the "fires" Chappell-Fail and her team spend much of their time dealing with.

Until then, the IT team will continue to keep watch over the college, fending off any threats to the technology.

Chappell-Fail and her team are aware of the murmurs around the college suggesting they have superpowers. And though they appear normal enough in the hallways, she didn't rule the possibility out.

"Sometimes you do kind of have to wonder."

All superheroes have an alternate identity, and while Chappell-Fail and her team are never seen wearing capes or masks, she didn't say whether or not they actually have superpowers.

Pierre d'Autel

What you may not know: "I'm big into running. A couple years ago I started running half-marathons. I do about two a year."

If he could have any super power: "Superspeed. I could get a lot more places much more quickly."

Jeff Salter

What you may not know: "I build furniture."

If he could have any super power: "Fire. I'm a little pyro."

Jill Chappell-Fail

What you may not know: "I'm a beer snob. I would rather do without than drink most American beers. I favor micro-brews and imports."

If she could have any super power: "I would fly. I broke my arm when I was a kid pretending I was Superman."

Lewis Zeigler

What you may not know: "I used to have my own business, Art By Design, for about three years."

If he could have any super power: "Photographic memory. The love of my life is photography."

Stepping Out from Behind the Lectern

By Lizzie Anstey
Design By Katherine Herndon

Over the course of a semester students become familiar with the teaching styles, grading methods and maybe a fun fact or two about their professors' lives outside of work. Our professors' passions for teaching are confirmed with the prompt return of our written assignments, drenched in red ink. Some have families and children of their own, but these men and women must have passions outside Davis College or the six-inch cinder block walls of the Coliseum classrooms, right? Whether it is a love of sports, cooking, painting, rock climbing or guitar, these small, behind-the-scenes interests are what make us unique. So, we've asked some of our professors to step out from behind the lectern, and allow us to uncover the passions they have beyond education.

Dr. Carol Pardun enjoys rowing as a form of exercise and relaxation outside of work.

Dr. Carol Pardun

Does the idea of waking up at dawn for an hour of high intensity cardio sound appealing to you? Let's not forget that you'll be balancing in a boat that may be narrower than your laptop screen. Dr. Carol Pardun, professor and director of the School of Journalism and Mass Communications, has an unfaltering love for rowing. "You have to be dedicated for it to be fun," she explains.

Dr. Pardun owns her own rowing shell, and has been rowing consistently for the past 10 years. "It's a combination of total relaxation and concentration," she says. "For me, it's a stress reliever, but in an intense sort of way." Rowing is a weekly activity for Dr. Pardun, and on a number of occasions, she has been spotted on campus parking her Honda CRV with her 27-foot boat strapped to the roof.

She admits that rowing has fulfilled her "competitive need," and keeps her in shape year round. As we spoke more in depth about her experiences with crew and rowing, I learned that she also completed an intensive hands-on rowing camp this past summer. Participants rowed three times a day under the instruction of former Olympic rowers. What many people don't know is that rowing targets your legs and core muscles, and, if done correctly, can burn up to 1,000 calories per hour.

Dr. Michelle Martin

- Gold Award Girl Scout
- Participated in five Girl Scout "Wider Opportunities" including a trip to New Zealand, a 500-mile "bike hike" around South Carolina and surviving on an uninhabited island in Lake Michigan.

Dr. Michelle Martin (far left) is the Augusta Baker Chair in Childhood Literacy, works in the School of Library and Information Science and is a Gold Award Girl Scout.

Dr. Kathy Forde (Second from Left) and Dr. Andrea Tanner (Third from Left), associate professors in the School of Journalism and Mass Communications, completed the Mud Run in April 2012.

Dr. Andrea Tanner

- Exercise enthusiast—running, biking, swimming and kayaking.
- Participates in cross-training classes at her local gym.
- Completed a marathon, several half marathons, triathlons, a 150-mile bike ride from Columbia to Myrtle Beach and the Mud Run

Dr. Pat Feehan

What do Lamb Chop, Sesame Street and Mister Rogers' Neighborhood have in common? They all use puppets and storytelling to educate children. Would you guess that we have a published author, storyteller and puppeteer within the School of Library and Information Science?

Associate professor Dr. Pat Feehan began storytelling 44 years ago. She even created her own puppet troupe, Magic Monkey Productions, for which she constructed scenery, wrote scripts and performed puppet shows for children. "I love the world of storytelling because it is not only a way to communicate with people, but it is also a chance to create a community within itself," she says.

As a literary storyteller and librarian, Dr. Feehan hopes to pass on literary heritage by facilitating a connection between audiences and books. But it wasn't just her love of stories that got Dr. Feehan so involved within this community. She explains that her goal is to make books come alive, and to never let stories die.

Dr. Pat Feehan is an avid storyteller and puppeteer.

If you have a spare moment, want to relive part of your childhood or maybe learn a story to pass on to your children, stop by her office in Davis College. Her walls are strewn with colorful books, pictures and plush replicas of characters from Aesop's Fables—a guaranteed day brightener.

The EPICENTER for education

By Katie Jordan and Ashley Hinkel

Sydney Spence visited Machu Picchu in Peru with friends during her semester abroad.

> ***Travel is more than the seeing of sights; it is a change that goes on deep and permanent in the ideas of living.***
> *– Miriam Beard, international business scholar*

Spending time in another country allows both faculty and students to grow and better understand themselves as well as learn new perspectives and methods. Studying and teaching abroad have been invaluable in expanding ideas and encouraging growth for faculty and hundreds of students in the College of Mass Communications and Information Studies.

Faculty in the college have been making tremendous impact not only on our students in Columbia, but also around the globe. Dr. Keith Kenney, an associate professor in the visual communications sequence of the School of Journalism and Mass Communications, and Dr. Kendra Albright, an associate professor in the School of Library and Information Science, have spent time abroad and incorporated their experiences into their respective classes. Dr. Kenney taught in both China and Uganda for one-year periods, Italy for a semester and recently returned from an academic year in Tbilisi, Georgia, where he was working on a grant to create a partnership with the Caucasus School of Journalism and Media Management.

"I believe it is important for our faculty to live and work abroad because their lives will be richer and their thinking more critical," Dr. Kenney said. While in Georgia, he focused on curriculum, which encouraged him to reevaluate his own course curriculum. Dr. Kenney now incorporates a learning objective for every class period.

"I now emphasize the idea that every course should have certain objectives and a certain way of measuring them," Dr. Kenney said. The grant also allowed Dr. Albright to spend all of October in Tbilisi developing a distance education program. However, Dr. Albright's experience abroad extends to Ethiopia, Uganda and the United Kingdom, where she spent three years teaching at Sheffield University.

"Hopefully, my travels inform my teaching," Dr. Albright said. "I like to tell my classes what I am up to." Both professors have taken what they have witnessed and learned abroad to enhance their teaching and classroom experience. In doing so they not only open minds but also can inspire students to seek out study abroad opportunities.

In the past two years, 220 students from CMCIS have studied abroad.

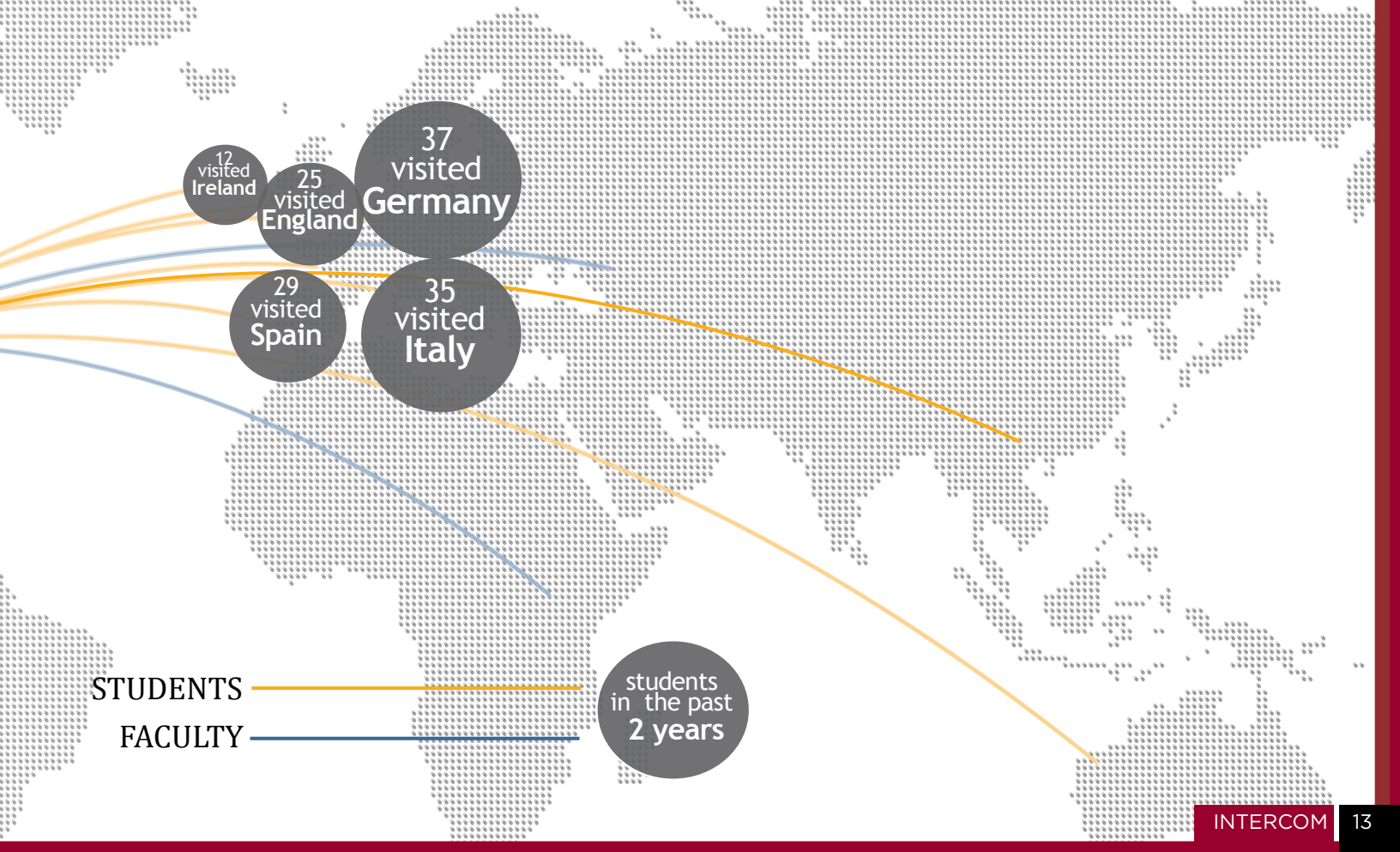
While the programs and locations vary, students' experiences have made them more independent and open to different opinions. Chelsea Hancock, a senior public relations student, spent the fall of her junior year at Griffith College in Dublin, one of the most popular programs in SJMC.

"Being in Dublin opened my eyes to a lot of cultures because Griffith is such a diverse school," Hancock said. "It taught me how to be more accepting of different people." Many students who study abroad agree that the experience showed them how to adjust to situations and allowed them to make contacts all over the world, Some students, however, go abroad to further other areas of their education in addition to gaining exposure to a different culture. Sydney Spence, a senior public relations student, studied abroad in Argentina to improve her Spanish.

Dr. Keith Kenney explored stoneware vessels used to make wine, a Georgian tradition, during his one-year stay in Tbilisi.

"I gained a lot more confidence in my ability to use the language," Spence said. "I think I am definitely more comfortable to go beyond my comfort zone and experience the unfamiliar." Both Hancock and Spence made a point to give back and get involved when they returned. Hancock gives advice to people who are planning on studying abroad in the same program through a Facebook group, and Spence got a job in the Study Abroad Office on campus helping students plan their trips abroad.

Living overseas allows our faculty and students to reach out beyond the Coliseum and Davis, bringing back amazing adventures, broadened horizons and expanded thinking about our work, our world and ourselves. Students become leaders and the biggest marketers for study abroad when they return, and professors incorporate new styles and methods of educating. As a result of study abroad, the college has been infused with new ideas and cultures that positively impact the community around us.



And the AWARD GOES TO...

By Amaja Langford

South Carolina is the third worst state in the country for literacy, but the college is working to change that. Stepping into the Ernest Hollings Program Room in the Thomas Cooper Library, it felt like a reception. People were laughing and talking from wall to wall and enjoying good food and refreshing drinks. They weren't there to celebrate a birthday or a wedding. They were all there to celebrate literacy. The 6th Annual Literacy Leaders Awards reception was in full swing in September to help celebrate the honorees.

Dr. Randy Akers, Professor Rudolph E. Mancke and the South Carolina Book Award Program were honored for their contributions in helping increase literacy in South Carolina through their own creative initiatives. Everyone was there to celebrate these heroes creatively working to save South Carolina's troubled literacy.

Dr. Akers' nomination came because of his hard work and dedication to his role as executive director of The Humanities Council of South Carolina. Under his leadership, HCSC has helped promote literacy through the South Carolina Book Festival and the Let's Talk About It program (LTAI).

"I'm just a coach. I accept this award on behalf of my team," said Dr. Akers as he graciously accepted his award. The South Carolina Book Festival promotes books, reading, culture and history and is visited by 5,000 to 6,000 people a year. Some festival visitors have noted they are motivated to read and visit their public libraries because of the festival. The LTAI program allows for discussion of themed series of books provided to library groups and other nonprofit organizations.

Environmental literacy may not be what first comes to mind when one thinks of literacy, but the 21st century definition now includes science. Professor Mancke has proven to be a promoter of the term. Mancke's dedication to environmental literacy through his work as the host of ETV's "Nature Scene," and as a professor of natural history at USC earned him an award at this year's reception. Mancke said, "I always try to leave the world as I found it or make it better." His efforts in promoting literacy come from his desire to improve the world around him by imparting his knowledge from his passion for natural history and feeding his own curiosity through books.

The South Carolina Book Award Program was the final recipient of the evening. This program is sponsored by the South Carolina Association of School Librarians (SCASL) and was nominated for increasing children's literacy by providing them with a sense of pride and responsibility by voting for their favorite contemporary literature pieces. The sense of pride and responsibility afforded these students through this program ignites a new flame of motivation towards reading and literacy. This program has offered a way for all students who attend South Carolina public and private schools in grades 4K–12 to participate in broadening the impact of literacy.

Like any other reception, it ended with warm congratulatory handshakes and hugs. But as cameras flashed memorializing the evening and the recipients accepted their final praises, the message was different but clear: take literacy and what it means to you and share it with the world. Make it your personal duty to make the world around you better and save South Carolina's literacy.

Rudy Mancke, Heather Loy (accepting on behalf of SCBAP) and Dr. Randy Akers accept their awards.

Advancing Business Journalism and Convergence

Written by Kim Elchlepp | Designed by Holly Barnhill

"How do we encourage and promote that which is new?"—Janet Kolodzy, Emerson College

This question and many others were discussed at the annual Convergence Conference hosted by the School of Journalism and Mass Communications. The conference is meant to be a forum to discuss new and innovative research and teaching practices.

This fall, journalism academics and professionals from across the country gathered on the University of South Carolina campus for the 11th Annual Convergence Conference. This year's theme, Advancing Business Journalism and Convergence, was a perfect opportunity to highlight the Baldwin Business Journalism Initiative, which increases student interest in business journalism.

One panel tackled the 2008 financial meltdown and the lessons that could be learned by both journalists and educators. The experts featured on the panel were Mary Fricker of Repowatch, Gabriella Stern a DJ/FX Trader and John Weinberg of the Richmond Federal Reserve. The panelists discussed the issues surrounding the 2008 financial meltdown and whether or not enough had been done by the media to prepare the public.

"How badly had I failed my readers?" asked Fricker.

"As journalists we have taken on this role as the watch dog and yet this information had slipped through the cracks," said Stern.

All three panelists agreed that a great lesson could be learned. Business journalism can be risky and may not always work out, but it is the job of journalism educators and professionals to make sure the next generation is prepared to diligently inform the public of the happenings in the business world, both good and bad.

The school showcased the Baldwin Business Journalism Initiative, which is aimed at educating students about markets, corporations and economics, in turn giving those students the tools they need to flourish in the business journalism world.

The idea of bringing a larger focus to business journalism was enhanced under a program created by the Donald W. Reynolds National Center for Business Journalism. The University of South Carolina was one of four schools chosen to participate in the program, and through support from the J-school secured a $40,000 grant from the Reynolds Center. The Baldwin Initiative was created when Ken Baldwin, a 1949 alumnus of the J-school, presented the school with the Baldwin Business and Financial Journalism Endowment Fund in 2009. It is Baldwin's hope that the J-school becomes a bigger player in business reporting, at all levels.

Dr. Augie Grant, an SJMC professor, has chaired the annual conference since it began in 2002. The original goal of the Convergence Conference was to publicize Newsplex, a facility to experiment with and provide training for new and innovative ways of presenting the news. Over the years it has grown into a forum to discuss research and teaching practices. In the fourth year of the conference, organizers decided to add sub-themes each year, giving the conference more depth and focus. To further promote convergence in addition to the conference, SJMC publishes the Convergence Newsletter and holds teaching seminars at Newsplex.

"We never thought that it would last more than a few years. Now, with our 12th conference coming up in 2013, it is clear that there is a need for an annual event for sharing research and practices related to convergent journalism," said Dr. Grant.

Through programs like the Baldwin Initiative, the Convergence Conference and Newsplex, the J-school is making great strides in staying on the cutting edge of journalism practices, and business journalism specifically. Next year's Convergence Conference will go on the road to UNLV, taking the discussion to a new campus with fresh perspective.

Gabriella Stern, Mary Fricker and John Weinberg, along with moderator Rob Wells, discuss the 2008 Financial Meltdown.

Janet Kolodzy discusses convergence journalism in today's society.

From Classroom To Newsroom

Senior journalism students participate in DNC

By Christopher Suggs Design by Austin Price

"I'm fired up, and ready to go!" This seemed to be the theme for many Democratic officials and supporters at the start of their National Convention this September. These words would take on a whole new meaning to 19 seniors from the School of Journalism and Mass Communications. They worked as interns for various news outlets during the Democratic National Convention in Charlotte, N.C .

These seniors, in their final semester at the university, spent five days working for local and world news organizations such as the Associated Press, CNN, the Charlotte Observer and the National Journal. Students spent their time researching stories, shadowing reporters, managing social media and interviewing some of the 6,000 delegates who attended the convention.

Many of the seniors did not know what to expect when they arrived at their news headquarters in Charlotte. Three years of hard work in the classroom all came down to covering what was supposed to be one of the most open and accessible conventions in national history. Some students started out slowly running errands, delivering press releases or simply tweeting about the day's events. However, others hit the ground running as they were thrown directly into action and given the responsibilities of every other reporter in the crowded newsrooms. Jamie Hicks, a broadcast student working for the Associated Press, said she felt like part of the team as soon as she walked through the door.

"I was given a photographer, a microphone and instructions to get out there and get the story."

Students scoured the streets of downtown Charlotte, passing hordes of Obama supporters,

"I got to write stories that one day my children's children will get to read." -Paulia Hughes

angry protesters and security staff checking their required press credentials at every stop. Broadcast student Paulia Hughes emphasized the importance of not just having one backup plan, but two when these types of stressful situations caused things to not turn out as expected.

The chaos wasn't just occurring outside of the newsroom, but inside as well. There was never a calm moment as stories were constantly drafted, edited and sent out for publication. Deadlines were critical and unwavering, which forced students to rise to the challenge if they wanted their work to be published.

The students went into their internships expecting to learn from professional journalists, but they may not have expected that they would learn valuable lessons from the people on the streets of Charlotte as well.

Megan Warner realized that "journalism is a tool for the little man" when she interviewed a street vendor who had spent thousands of dollars on a booth near Bank of America Stadium where President Obama was scheduled to accept his Presidential nomination. The vendor's money was wasted when the location of the speech was moved indoors to the Time Warner Cable Arena due to thunderstorms looming in the area. However, the vendor was deeply moved at the thought of a journalist taking the time to make her story known.

Dean Charles Bierbauer said the purpose of our students participating in the coverage of the DNC was to help them transition from student to professional. Many students agreed as they say that they couldn't have connected all that they learned in the classroom without seeing it firsthand in a professional setting. There was a lot to be fired up about at the end of the convention, but our students weren't only excited for the possibilities of the upcoming election. Graduation is just around the corner for these future professionals, and with the knowledge they gained in their experiences at SJMC and the DNC, they certainly fired up their careers.

Celebrating 10 Years of The College of Mass Communications and Information Studies

By Khemari Cook

2002

- On July 1 the new college is created and Charles Bierbauer is named dean of the college.
- Ifra Newsplex opens
- The first Convergence and Society Conference is held.
- The first Convergence Newsletter is published.
- The SJMC Public Relations Student Society of America chapter wins national PRSSA Bateman Competition

2003

- Dr. Shirley Staples Carter is named director of SJMC.
- Dr. Daniel Barron is named director of SLIS.
- The university selects LeConte College as future home of the journalism school — oops!

2004

- SJMC's PRSSA student chapter wins first place in national Bateman Case Study Competition.
- A visual communications major is added to the SJMC programs.
- The college's first I-Comm Week is held.

2005

- The BEST Center is renamed South Carolina Center for Children's Books and Literacy.
- Cocky's Reading Express™ is created in collaboration with USC Student Government.

2006

- Dr. Samantha Hastings becomes director of SLIS.
- The South Carolina Commission on Higher Education authorizes SLIS to add Ph.D. and BSIS programs to the existing MLIS program.
- PRSSA chapter sweeps two first place titles in national PRSSA Competition.

2007

- The university agrees to fund the renovation of the Health Sciences building as the future home of SJMC, replacing the LeConte project.

2008

- LISSA is named Chapter of the Year by the ALA.
- Dr. Carol J. Pardun becomes the director of SJMC.

2009

- SLIS is ranked 17 out of 62 ALA accredited schools, second for school library media programs and eighth for medical librarianship by US News & World Report.
- Davis College celebrates 100 years.
- InterCom transitions from a staff publication to a student publication through the SJMC J555 course.

2010

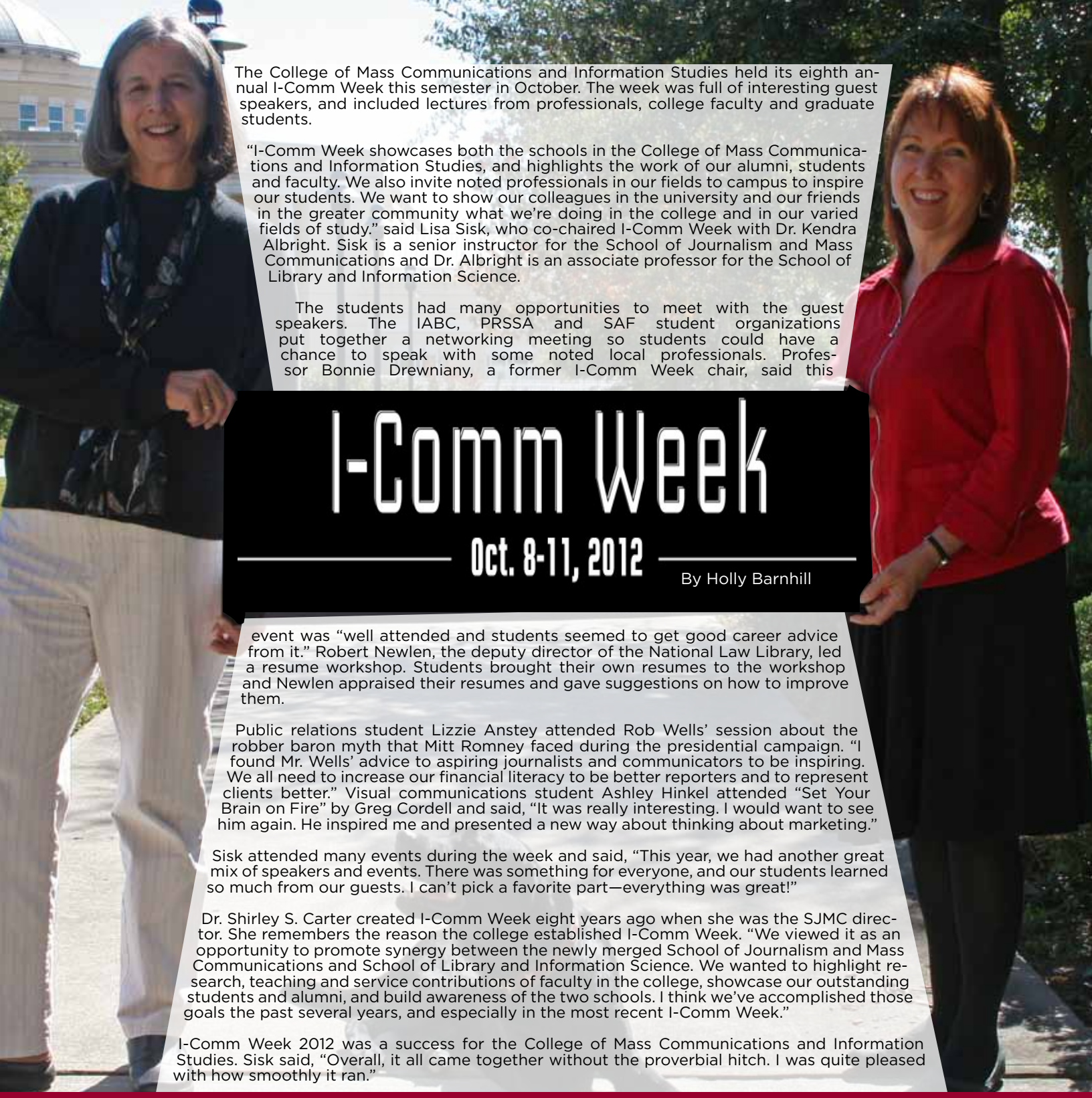
- The college celebrates Augusta Baker's 100th Birthday.

2011

- Dr. Michelle H. Martin is named first Augusta Baker Chair in Childhood Literacy.
- SJMC's National Press Photographers Association chapter is named Student Chapter of the Year.
- 10th annual Convergence and Society conference is held.
- SLIS awards first BSIS degree

2012

- SLIS awards first Ph.D.
- Davis College undergoes $2 million renovation for HVAC and technology upgrades.
- SJMC receives $1.5 million pledge to construct a greenhouse studio in conjunction with the SJMC building renovation.
- Cocky's Reading Express goes mobile with 22-passenger bus donated by BP and delivers 50,000th book to SC elementary students.



I-Comm Week

Oct. 8-11, 2012

By Holly Barnhill

The College of Mass Communications and Information Studies held its eighth annual I-Comm Week this semester in October. The week was full of interesting guest speakers, and included lectures from professionals, college faculty and graduate students.

"I-Comm Week showcases both the schools in the College of Mass Communications and Information Studies, and highlights the work of our alumni, students and faculty. We also invite noted professionals in our fields to campus to inspire our students. We want to show our colleagues in the university and our friends in the greater community what we're doing in the college and in our varied fields of study." said Lisa Sisk, who co-chaired I-Comm Week with Dr. Kendra Albright. Sisk is a senior instructor for the School of Journalism and Mass Communications and Dr. Albright is an associate professor for the School of Library and Information Science.

The students had many opportunities to meet with the guest speakers. The IABC, PRSSA and SAF student organizations put together a networking meeting so students could have a chance to speak with some noted local professionals. Professor Bonnie Drewniany, a former I-Comm Week chair, said this event was "well attended and students seemed to get good career advice from it." Robert Newlen, the deputy director of the National Law Library, led a resume workshop. Students brought their own resumes to the workshop and Newlen appraised their resumes and gave suggestions on how to improve them.

Public relations student Lizzie Anstey attended Rob Wells' session about the robber baron myth that Mitt Romney faced during the presidential campaign. "I found Mr. Wells' advice to aspiring journalists and communicators to be inspiring. We all need to increase our financial literacy to be better reporters and to represent clients better." Visual communications student Ashley Hinkel attended "Set Your Brain on Fire" by Greg Cordell and said, "It was really interesting. I would want to see him again. He inspired me and presented a new way about thinking about marketing."

Sisk attended many events during the week and said, "This year, we had another great mix of speakers and events. There was something for everyone, and our students learned so much from our guests. I can't pick a favorite part—everything was great!"

Dr. Shirley S. Carter created I-Comm Week eight years ago when she was the SJMC director. She remembers the reason the college established I-Comm Week. "We viewed it as an opportunity to promote synergy between the newly merged School of Journalism and Mass Communications and School of Library and Information Science. We wanted to highlight research, teaching and service contributions of faculty in the college, showcase our outstanding students and alumni, and build awareness of the two schools. I think we've accomplished those goals the past several years, and especially in the most recent I-Comm Week."

I-Comm Week 2012 was a success for the College of Mass Communications and Information Studies. Sisk said, "Overall, it all came together without the proverbial hitch. I was quite pleased with how smoothly it ran."

I-Comm Week Guest Speakers

Rob Wells
"Mitt Romney, Private Equity and the Robber Baron Myth: News Media, Business and the 2012 Campaign"

Robert R. Newlen
LISSA Resume Workshop

Joyce Durant
Journey to Librarianship

Robin Roberts
"The Era of Big Data: 2012 Political Advertising Campaigns"

Corey Hutchins & David Axe
"Comics, Politics and South Carolina: How We Turned Alvin Greene into a Cartoon"

Greg Cordell
"Set Your Brain on Fire"

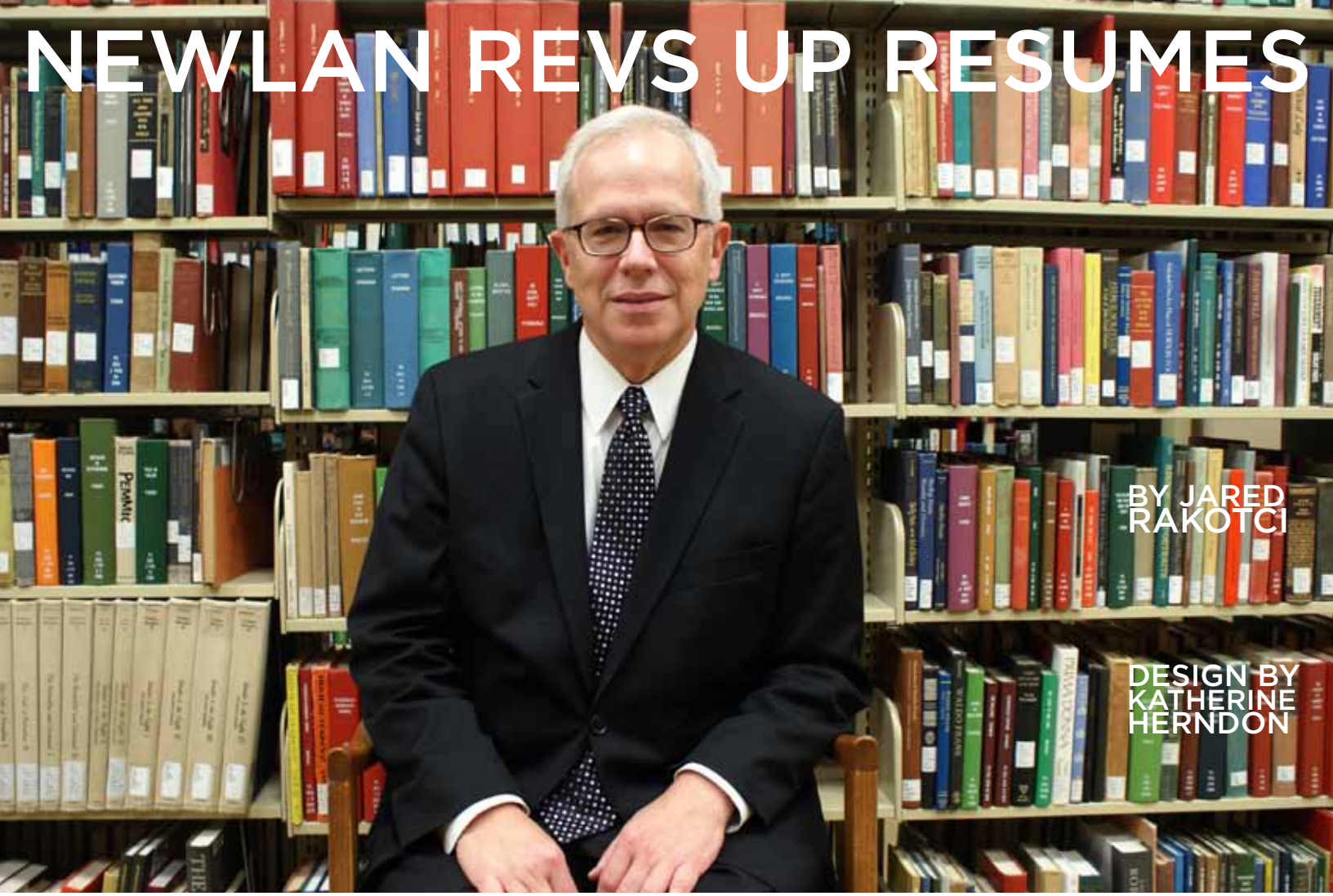
Charles T. (Bud) Ferillo Jr.
"Corridor of Shame"

Denise McGill & Dr. Robin (Buz) Kloot
"A Better Place: St. Helena, South Carolina"

Chris Muldrow
"Journalism, business and survival in the age of digital media"

International Programs-
Charles Bierbauer, Keith Kenney Jennifer Arns, Scott Farrand, Sara Chizari, Anmol Kalsi, Hassan Zamir, Ana Keshelashvili, Zadok Ekimwere

NEWLAN REVS UP RESUMES



BY JARED RAKOTCI

DESIGN BY KATHERINE HERNDON

Robert Newlen is the Assistant Law Librarian for Collections, Outreach and Services at the National Law Library.

Robert Newlen, deputy director of the National Law Library, revamped resumes, giving them a much-needed face-lift and releasing helpful tips for succeeding during job interviews. Students saw Newlen in action during his resume workshop, which was part of the College of Mass Communications and Information Studies' I-Comm Week 2012.

Newlen focused his workshop on how to make resumes stand out by using action verbs and the fact that they don't have to be one page, like we often hear. He presented his seven-step approach, which allows for the completion of a successful and good-looking resume. This seven-step approach, which includes personal inventory, identifying the job objective and identifying your accomplishments, will help make your resume stand out as one-of-a-kind.

Newlen discussed the steps one must go through to have a winning performance in an interview. He provided examples of interview questions, techniques for answering them and tips about wardrobe. Keep your attire on the conservative side and send thank-you letters to each interviewer.

"The presentation by Robert Newlen revamped my entire thought process about resumes," said Thomas Jonte, a graduate student in the School of Library and Information Science. "He has introduced new ideas about resumes and interviewing that I know I will be able to use in the future, especially smaller details like including professional conferences on my resume and making a strong closing statement at the end of interviews."

Unlike many other speakers during I-Comm Week, Newlen is not an alumnus of USC, but does have ties to the university. He currently serves as a member of the USC School of Library and Information Science National Advisory Council.

"I am so impressed with the School of Library and Information Science here at USC; I wish I knew about it when I went to school," said Newlen, who received two master's degrees from American University and The Catholic University of America.

"I have spoken during I-Comm Week in the past and love coming back to talk to the students, faculty and staff. I really wish I could stay here all week and attend every single presentation."

Newlen is the author of "Resume Writing and Interviewing Techniques That Work: A How-To-Do-It Manual for Librarians." He has been giving his advice and sharing his expertise, especially to college students, for 15 years and says he doesn't plan to stop anytime soon. He loves that no one day is the same and enjoys helping people so that they can land that perfect job.

MAN ON FIRE

BY KATHERINE HERNDON

Greg Cordell came to I-Comm Week with one mission: to set our brains on fire. USC had one response: mission accomplished.

The crowd leaving Cordell's presentation was electric with excitement and buzzing about how he was one of the most captivating speakers they had ever heard. Cordell, who is an alumnus of the School of Journalism and Mass Communications, gave a multimedia presentation about his word of mouth marketing company called Brains on Fire.

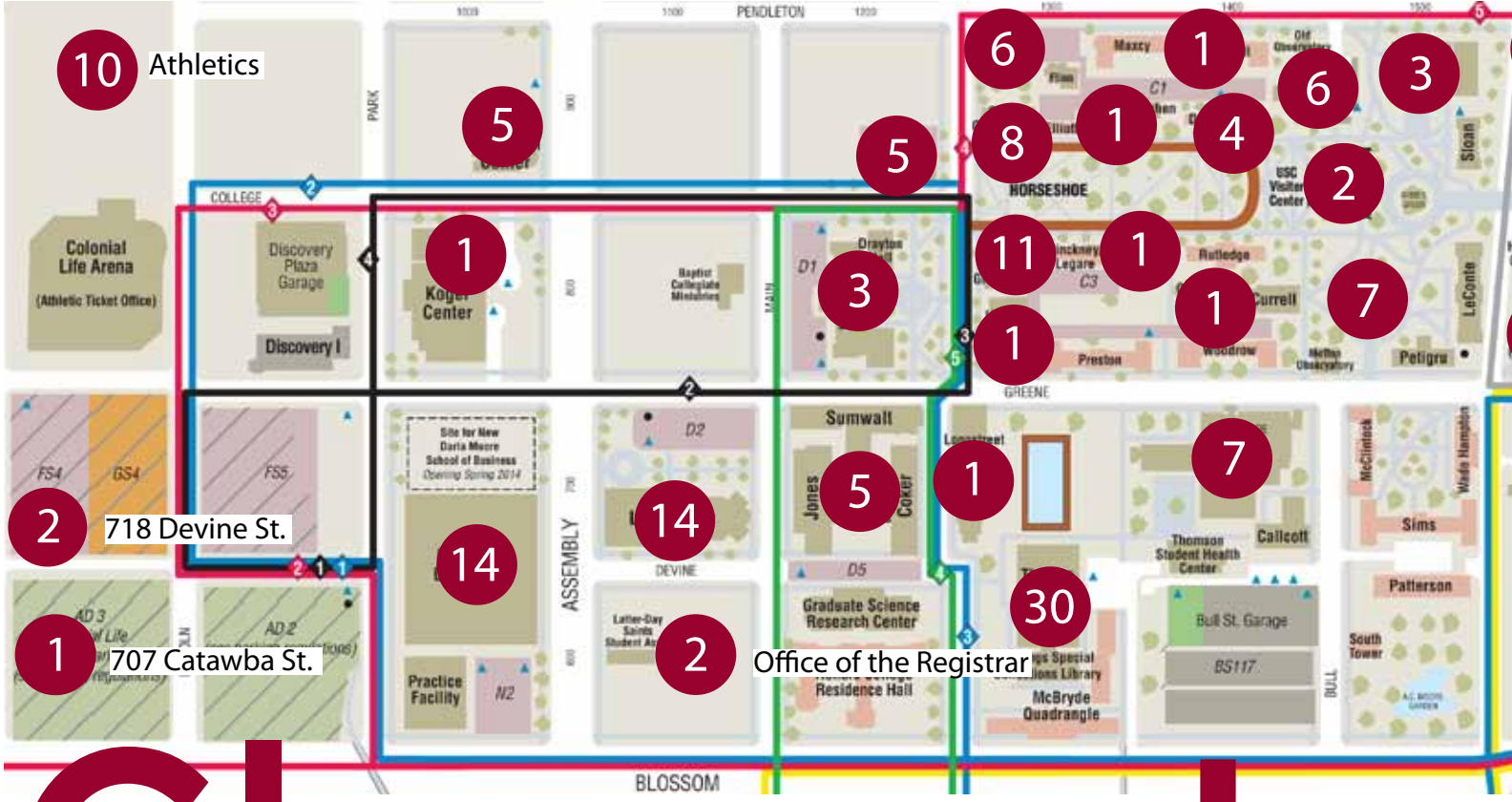
They believe that a brand is defined by the stories that people tell about it, therefore people are "the killer app." Brains on Fire first focuses on creating a real experience unique to the specific brand. They use the passion that stems from those experiences to create communities of people who truly care about that brand. They call this "word of mouth marketing" because these communities become self sustaining advertisers; they are groups of real people who really love the brand and spread their passion to others.

While the professional advice that Cordell gave was riveting, it was the energy of his presentation that really shone. There was music, there were ads that were funny and ads that were moving, but most refreshing of all, there was passion. Cordell spoke about how thrilling it is to take a client's idea and bring it to life so much that the client's own brains are practically on fire with the vibrancy of the movement they are creating. He said, "My favorite part is finding out what matters to people, then capturing that and telling their story so they can see themselves in a way they never have before."

When I got to speak to Mr. Cordell after his presentation I asked him how USC helped him get to where he is today, and he again pointed to the power of people. "I was not even aware that you could major in advertising. But people there took time to help me see something new and tapped into a passion I didn't know I had. They encouraged me, and the seeds of where I am today were planted there. I learned to listen. I learned how to take advice. I learned how to learn." He said it was an honor to be asked to speak at I-Comm Week and he couldn't wait to give back to the school.

Cordell certainly practices what he preaches; he obviously cares about people by the way he gave the students advice. He urged the audience not to give up if starting out in the work world is hard. He warned them that they would probably have to start over many times in life just as he has. He told them to be well prepared for interviews, to do homework on their potential employers and to be ready to tell them why they need you.

His best advice came back to his one true passion: telling stories. He said, "Learn how to tell your story. Watch and learn from the people who do it well." He pointed out this skill is absolutely necessary in marketing and advertising. "If you can't tell your own story, why should you be trusted to tell anyone else's story?"



Classes to

By Megan McPheely

"I wanted to be a part of something special."

Cory Burkarth is among the more than 225 College of Mass Communications and Information Studies alumni working at USC. He and Duncan Alford, Jenna Eckel and Elizabeth West, all have different reasons for wanting to work for their alma mater, and they reflect how broadly the college's alumni are engaged across the university.

Family, home and wanting to work in the area are some of the reasons graduates of the College of Mass Communications and Information Studies choose to work at the university. There are at least 227 alumni we've found who are contributing to the university community in various departments at USC.

Alford, associate dean of the School of Law and the director of the law library, has used his degree from the School of Library and Information Science to help him with budgeting, selecting materials and managing personnel. While Alford has a degree in law from the University of North Carolina, his MLIS degree, which he earned 2001, also assists him daily. He uses both degrees in his teaching and administration duties.

"I wanted to be a part of a research university. We have a variety of programs here that aren't offered at other universities," Alford said. He also wanted this job so he could be closer to his family.

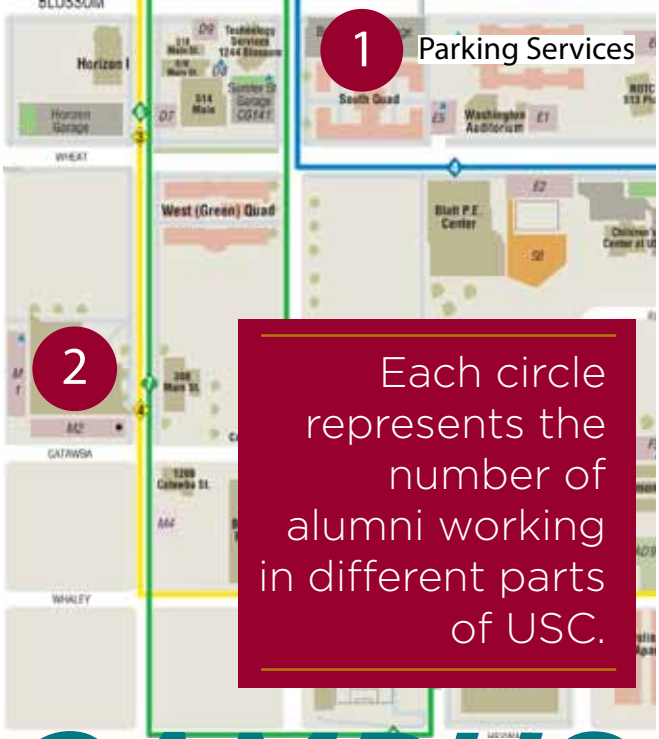
Eckel, a 2011 graduate of the J-school, works in President Harris Pastides' and Provost Michael Amiridis' offices, an exciting opportunity for a recent graduate. Eckel said her story is an unexpected one, as she had already accepted a job in November. Dr. Amiridis sat next to Eckel at a scholarship luncheon, and he told her to send him her résumé. He emailed her the day after her December graduation to offer her a job, making her job decision difficult.

"I knew I could accomplish a lot and it felt like home," Eckel said. Even though she is from Pennsylvania, she is comfortable at USC.

In her job, she makes presentations, takes phone calls, researches and studies sustainability issues. An interesting aspect of her job is learning how a university operates. Her public relations degree taught her to look at the big picture, comprehend facts from various subjects and connect them.

West, a graduate of both the J-school (1989) and SLIS (1995), is a university archivist, working with a wide range of people, from freshmen to graduate students to faculty to administrators. West assisted with ESPN College GameDay this year and in 2010, to ensure that trucks parked in appropriate places to avoid wells that could collapse under their weight. West knows where the wells are located because she takes care of historical records, including maps of USC's campus.

As a university archivist, West oversees exhibits for the South Caroliniana Library. "The exhibits are driven on collections we have, collections we want to highlight, anniversaries coming up, and new collections that come in,"



Each circle represents the number of alumni working in different parts of USC.

ON CAMPUS: Careers

West said. Her degrees have helped her determine what information is needed, how to handle and catalogue materials and use the South Caroliniana Library records.

As the media coordinator for the athletics department, Burkarth (BA, 2009, MMC, 2012) updates the website, coordinates press conferences and events like Marcus Lattimore's birthday celebration for television stations and news networks. His job is unique because of the way the journalism field is changing; video is becoming more of an emphasis, increasing in the three years he has worked for USC. He can release a story immediately on the website rather than waiting for traditional media to gather the information, conduct interviews, and run the story a day or two later.

"As a student, the J-school provided me opportunities to grow and learn," Burkarth said. His degree taught him several things he uses in his job, such as how to use the camera and the editing software.

Many USC graduates are working for the university, and all of them have stories to tell. We'd like you to share your story about what USC has done for you, what you're doing for USC and what you hope to do for USC in the future.

CMCIS alumni recently gathered on the Horseshoe. They represent just a portion of our alumni who work at the University of South Carolina.

Helen Fellers watches as Dean Bierbauer and Cocky have some fun at the SCCCBL grand opening reception.

Cocky's New Home

By Jaquetta Murray and Designed by Megan McPheely

Guests, USC First Lady Patricia Moore-Pastides and School of Library and Information Science faculty and staff ventured back to their childhood, using their imagination, as they watched College of Mass Communications and Information Studies Dean Charles Bierbauer, the South Carolina Center for Children's Books and Literacy Executive Director, Kim Jeffocat and the University of South Carolina mascot, Cocky cut the "ribbon." The invitation-only event was held in conjunction with the College of Mass Communications and Information Studies I-Comm Week.

Before entering the center, guests were greeted by an energized and blissful Cocky. The Literacy Lab, which was the focal point of the celebration as everyone mingled with gracious vibes admiring the decorations of garnet and black balloons and the picture books, young adult fiction and Caldecott and Newberry award-winning titles, which were stocked on the shelves.

Admiring the new location, Dr. Samantha Hastings, SLIS director, said, "This new space allows us to expand our programming above and beyond our traditional Cocky's Reading Express services and training sessions. It includes enough room to hold multiple sessions of children reading and will allow us to help build a smart state for South Carolina, where every child can read."

Guests marveled at the new location, as they browsed the center and devoured hors d'oeuvres. They were elated at how the center has grown. The center was previously located on the mezzanine level of the State Library moved across the street to the larger and brighter space. The move was acquired following the decision to consolidate the State Library. "To have the center located near our partners, here in Columbia, in the center of South Carolina, the university and the Department of Education is great," said the center Executive Director, Kim Jeffcoat.

The new space will allow the center more visibility and the opportunity to provide workshops and continuing education programs. CMCIS Dean Charles Bierbauer echoed his excitement about the new location, "I am thrilled to have a facility where we can better show the things that we are already doing."

The USC Press will publish children's literature for the first time in 2013, beginning with the Young Palmetto Books. Jeffcoat who will serve as the editor for the Young Palmetto Books, said the press plans to publish five children's or young adult books about South Carolina or written or illustrated by a South Carolinian next year.

SLIS launched the South Carolina Center for Children's Books and Literacy in 2005. The statewide-program was implemented to reduce illiteracy in South Carolina. Since launching, the program has visited 44 of the 46 counties in South Carolina.

The center is home to Cocky's Reading Express, the popular literacy program frequents schools and libraries throughout South Carolina along with USC student volunteers and Cocky, providing books to children. The program has recently distributed its 50,000 book.

Believe to Achieve

Written by Tiara Suber | Designed By Khemari Cook

Yue Zheng, entering SJMC doctoral student.

Earning a doctoral degree may feel like an impossible challenge for most people. The stresses of finances, family and personal life seem to hinder many from extending their education, but not Yue Zheng, known as Abbie. Zheng is an entering doctoral student in the School of Journalism and Mass Communications with an emphasis in health communications and public relations research. Zheng is the first SJMC doctoral student to receive a presidential scholarship provided by the Office of Research and Graduate Education. The presidential scholarship is intended to improve USC's competitiveness in recruiting the highest-ranked applicants to research-intensive doctoral programs.

Originally from China, Zheng earned her bachelor's degree in Beijing and then went on to further her education in the United States where she earned her master's degree in journalism and mass communication from Iowa State University. Zheng endured many struggles when she arrived in the United States simply because she wasn't proficient in English.

"When I first came here to attend Iowa State University, my English level wasn't very good. I had to do everything as well as the other students because I wasn't confident in English," said Zheng. She chose to earn her master's degree in the United States because of the growth opportunities.

Becoming confident in talking to native speakers and socializing with American classmates has allowed Zheng to become more assured in her journey toward a doctoral degree at USC. "I think Abbie is a person with a lot of curiosity. She wants to ask questions about everything. That, I think, is the one of the most important qualifications for becoming a good social scientist," said Dr. Sei-Hill Kim, associate professor at SJMC. Dr. Kim also helps Zheng in her health communications research.

Celeste A-Re, entering SLIS doctoral student.

Performing arts, dance, music, visual arts and theater are essential elements that could make life worth living for some people. This is what Celeste A-Re brings to the School of Library and Information Science. SLIS attracts diverse students for its doctoral program each year and A-Re is one of the most unique in the program.

Having lived in Detroit and Brooklyn, A-Re earned her master's degree in library and information science from Long Island University in New York. A-Re is a cultural heritage informatics fellow, looking at the application of technology within cultural heritage institutions like libraries, museum archives and historical societies for SLIS. She has 20 years of performance arts experience in production management, stage management and stagecraft and has worked at numerous cultural heritage venues and events domestically and internationally.

A-Re is not the traditional student, as she had to endure struggles to accomplish her goal of earning a doctorate. "The biggest challenge for me was the career transition because I was already established in the performing arts world," said A-Re. She chose to change her career path because she was ready for something new and exciting.

"We are so pleased to have Celeste A-Re in our doctoral program. I knew she would bring the interdisciplinary approach that we needed for our Cultural Heritage Informatics program," said Dr. Sam Hastings, SLIS director. A-Re's background in the arts combined with her librarianship experience connects to cultural heritage informatics by way of the emerging field of digital humanities. Performing arts is a part of our culture and that blend with library science makes A-Re a powerhouse for SLIS. A-Re's impact on SLIS will encourage other performing arts professionals to further their education.

2012 Doctoral Students

School of Library and Information Science
Celeste A-Re Sara Chizari
Carol Price

School of Journalism and Mass Communications
Katherine LaPrad Wan Chi Leung
Diana Sisson Yue Zheng

Global Teaching

Professors from Overseas

by Denishia Macon

Our international faculty within the School of Journalism and Mass Communications and the School of Library and Information Science have made a positive impact on their students within the classroom, as well as through their involvement within the University of South Carolina. Dr. Jingjing Liu, Dr. Dick Kawooya and Dr. Sei-Hill Kim are great examples of how differing perspectives can make a distinctive difference in the learning process.

Dr. Dick Kawooya is from Uganda and teaches Information Literacy and Technology.

Dr. Jingjing Liu is from China and teaches the Information Literacy and Technology.

Dr. Sei-Hill Kim is from South Korea and teaches research method classes.

Dr. Dick Kawooya

Dr. Kawooya's transition to America in 2000 began his journey here, as he learned a great deal while in the master's program at Valdosta State University in Georgia. Teaching in SLIS, he describes himself as hard working, international and informational. He influences his students by teaching the importance of proper communication in his class. He applies this by encouraging personal one-on-one meetings and interactions with his students in and out of class. These personal meetings enable him to explain complex issues.

He also takes an international approach to issues wherever possible. This approach allows his students to see a different angle to issues they would otherwise simply view from their own perspective, with no thought of the global context. "I want my students to gain as much as they can from my class, so communication is essential. I like to share my international experiences so that my students can gain more in the learning process," said Dr. Kawooya.

Dr. Jingjing Liu

Dr. Liu, who teaches in SLIS, recounts her experience when she first came to America as a student at the University of Mississippi to work on her master's in 2002. She became interested in information science because her parents are teachers in China and encouraged her to spread knowledge to others. Her research also focuses on the study of how to improve search systems by understanding user needs and behaviors, a key example of the use of information.

She describes herself as being friendly, collaborative and hard working and presents that within the classroom to her students. She does this by always managing to find time to talk with her students, helping them when they have questions about the material and encouraging them to actively engage in discussions in class. "All of my experiences in library and information science have prepared me to teach my students. I can relate to them as I was once a student as well," said Dr. Liu.

Dr. Sei-Hill Kim

Dr. Kim, who teaches in SJMC, came to the U.S. in 1995, eventually making the move to USC from Auburn University. He felt Columbia was the right size and USC provided better opportunities for collaboration and research, which served as key incentives to encourage him to teach here. His areas of research focus on the public's perceptions of medical research and science.

Within his classes, he wants his students to learn how to research as well as explore a wide variety of important topics. He also wants them to see his class from a global viewpoint, which is similar to how he remembers his classes were in Korea. For example, most first-tier universities in Korea teach about 30 percent of their classes in English. "In Korea, classes were more internationally oriented so I want to bring that type of structure to my classes here," said Dr. Kim.

ALUMNI NOTES

1960s

Mary Crenshaw Bedingfield, BA, 1964, is now retired and thoroughly enjoying her four, soon to be six, grandchildren and three children. Her hobbies are antiques and gardening.

1970s

Edwin Riley, BA, 1970, is an author. He recently signed a five-year contract with Lectorum Books in Mexico City for the translation and publication in Spanish of his current book *Stress Rx: 103 Prescriptions for Overcoming Stress and Achieving Lifelong Happiness*. He is also a retreat facilitator in Tepozitan, Mexico.

Judy Taylor Cramer, BA, 1972, is the copy chief of features for the *Los Angeles Times*. She also received the 2011 *Los Angeles Times* Editorial Award for Copyediting.

Helen Balz Brown, BA, 1973, is the Director of Marketing for Home Instead Senior Care in Saint Augustine, Fla.

Patrick Tyler, BA, 1974, is a co-author for the upcoming book *Fortress Israel*.

Janice Parks Mahoney, MLIS,1976, is enjoying retirement.

Jerry Adams, MMC, 1977, hiked the Appalachian Trail in 2011 and hitchhiked from Maine back to South Carolina. He spent last summer as a trail manager along the 75 miles of the Appalachian Trail in New Jersey.

Mark Garber, BA, 1977, is the president and publisher of the *Portland Tribune and Community* in Porland, Ore.

Melinda Sightler Ligon, BA, 1979, is an assistant administrator of elections for the Sullivan County Election Commission in Tennessee.

1980s

Renata Summerford Parker, BA,1984, is a travel writer in Greenville, S.C.

Ronald Brackett, BA, 1985, is an assistant managing editor for the editing and design department of the *Tampa Bay Times* in Florida.

Jennifer Pearce Hammond, BA, 1985, is a management supervisor for David&Goliath in Atlanta, Ga.

Rayburne "Ray" Turner, MLIS, 1985, is reference services manager for the Otranto Road Regional Library. He is also a participant in the Public Library Association's Turning the Page 2.0 Train-the-Trainer program and a Libraries Out Loud chair.

Jeffrey Rogers, BA, 1986, is a senior technical advisor for Apple.

1990s

Connie Ruffner Casteel, MLIS, 1995, is a project manager for Georgia Manufacturing at the Georgia Institute of Technology in Atlanta, Ga.

Clanitra Stewart, MLIS, 1997, has an article, "ProQuest Congressional and Legislative Insight: A Few Thoughts from a Future Law Librarian," published in *Southeastern Law Librarian*.

Kelly Davis, MMC, 1998, is the founder and CEO of Davis Public Relations and Marketing in Columbia, S.C. She is also director at large for the national board of directors of the Public Relations Society of America, from which she also won the Best in Show Awards in 2009 and 2010 in South Carolina. She received the 2007 W. Thomas Duke Distinguished Public Relations Practitioner of the Year and the1997 SCPRSA Rookie of the Year awards.

Kathleen Bell Johansen, BA, 1998, is a senior writer for the University of Kansas Hospital in Westwood, Kan. She wants to start an alumni group in the Kansas City metro area.

2000s

Sara Anders, BA, 2002, is media director of Chernoff Newman in Columbia, S.C.

Mandi Engram, BA, 2003, is the social media strategist for the strategic marketing department at USC.

Andrea Looke Jackson-Darling, MLIS, 2003, is the director of Falmouth Memorial Library in Falmouth, Maine.

Kent Babb, BA, 2004, is leaving the Kansas City *Star* to be a sports writer for the *Washington Post*.

Jessica Boulware Masanotti, BA, 2005, is communications/alumni relations manager for Trinity Episcopal School in Charlotte, N.C.

LaDonna Beeker, BA 2005, is an investigative producer for WIS TV in Columbia, S.C.

Jonathan Bennett, BA, 2006, is the advertising technology manager for healthgrades.com.

ALUMNI NOTES

Marjorie Riddle Duffie, BA, 2006, is assistant director of Special Programs for the USC Visitor Center.

Alexis Bass Short, BA, 2006, is a marketing specialist for SYNNEX in Greenville, S.C. where she is also teaching as an adjunct at Greenville Technical College,

Cynthia Barrilleaux Stockard, MLIS, 2006, is a catalog librarian for Tulane Law Library in New Orleans. She is also a first-time grandmother with the birth of Lily Marguerite Stockard.

Larissa Blick, MMC, 2007, is the public relations associate for Swanson Russell in Lincoln, Neb.

Deborah White Green, MLIS, 2007, is a digital collections librarian for Forsyth Library at Fort Hays State University in Hays, Kan.

Amanda Alpert Loveday, BA, 2007, is the South Carolina Democratic Party executive director.

Hilary Dyer Brannon, BA, 2008, MMC, 2012, is the assistant director of marketing for the USC Office of Undergraduate Admissions. She married Kyle Brannon on Aug. 11.

Sydney Smith, BA, 2008, is the managing editor for iMediaEthics. In April, Smith traveled to Bosnia to train local journalists on establishing and working for a media watchdog for a University of Pennsylvania-internews media literacy workshop.

Kristen Terebesi, BA, 2008, is the creative director and lead designer for The Book, LLC in Charleston, S.C.

Liz White, BA, 2008, is the internal communications coordinator for the Department of News and Internal Communications at USC.

Jackie Alexander, BA, 2009, is the associate director of student media at Clemson University.

Ashley Canady Slane, BA, 1990, is the director of the USC Charleston Welcome Center.

2010s

Christina Wilder, BA, 2009, is the creative coordinator for Crispin Porter + Bogusky in Boulder, Colo.

Meg Williams, BA, 2009, is the South Carolina account executive for Be the Match Registry of the National Marrow Donor Program.

Avery Daniels, MLIS, 2010, is an instructor/archivist for South Carolina State University in Orangeburg, S.C.

Pamela Hoppock, MLIS, 2010, is the The Bookshelf Project library development consultant for Glenforest School in West Columbia, S.C.

Jessica Huggins, BA, 2010, is an information resource coordinator for South Carolina AHEC at MUSC.

Colin Jones, BA, 2010, is a social media editor for *New York Daily News* in New York and is engaged to Lindsey Hankes.

Katherine Thomas, MLIS, 2010, is a reference librarian for Pickens County Library.

McCown Bridges, MMC, 2011, is a marketing coordinator for the Children's Museum of the Lowcountry in Charleston, S.C.

Marti Brown, MLIS, 2011, is a media specialist for Westwood High School in Blythewood, S.C.

David Purtell, BA, 2011, is a staff writer for *The People-Sentinel.*

Katie Detar, BA, 2012, is the digital marketing specialist for WLTX News 19.

Matthew Johns, BA, 2012, is a social media strategist for I/Fusion in Fort Worth, Texas.

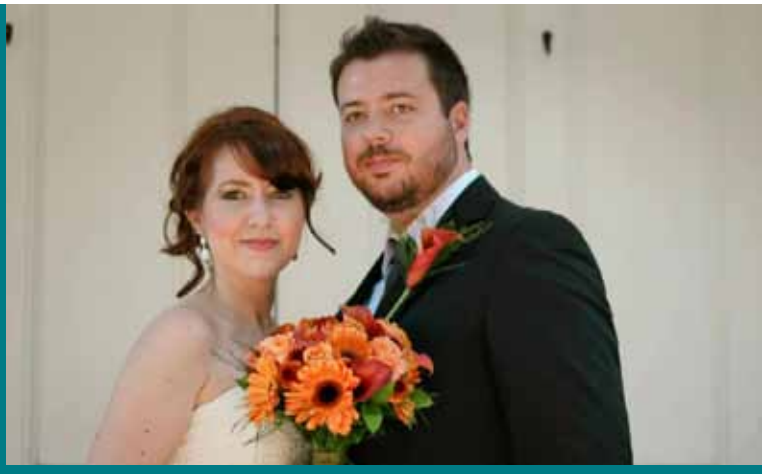
Seana McKee, BA, 2012, is the public relations and events coordinator for Family Connection.

Nothing affirms the success of the college more than the success of its past students.

Compiled and Designed by Amajah Langford

Christina Galardi, BA, 2012, is a Fulbright Teaching Assistant in Gumi, South Korea, teaching English to middle-school students. She also serves as an editor for *Infusion* magazine, a publication produced by Fulbright Korea participants and featuring stories by both English Teaching Assistants and Fulbright Scholars.

Christina's blog highlighting her experiences is travelinggrits.wordpress.com



Jamie Hoffman Brooks, BA, 2005, MMC, 2007, and Drew Brooks, BA, 2007, were married at Rutledge Chapel on the Horseshoe on Oct. 13.

Jamie is a senior account executive with Trone Brand Energy in High Point, N.C.

Drew, a staff writer for the Fayetteville Observer, recently was recognized by the Military Reporters and Editors Association for his coverage of the 82nd Airborne Division and 1st Theater Sustainment Command in Iraq and Kuwait. The judges said his "range of stories from domestic military bases to embeds with units overseas displayed an interest and concern for all aspects of the American military story." They also noted that he covered the important issues facing veterans and troops returning from duty overseas.

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Continued on p. 31...

Finding FUN Under The GUN

Perhaps one of the most interesting classes offered at the University of South Carolina, J555 gives students an elective with real world experience. It's all about results because the students, under the direction of Senior Instructor Lisa Sisk, are responsible for writing and designing a magazine. Talk about pressure, InterCom is the alumni magazine for the College of Mass Communications and Information Studies and its School of Journalism and Mass Communications and School of Library and Information Science, and we are responsible for it.

We understand that as students we are responsible for producing a magazine that is designed to highlight our two schools, our talents and continue the spirit that past graduates have started. All of this can be a daunting task, but none of this seems to bother us as we constantly pursue more information, become better investigators and reporters, and design a magazine that has flair never seen before. We do all this at the persistence of Sisk as she leads round table discussions and offers helpful advice on the magazine's development.

Sisk acts as an editor, idea machine, organizer and visionary for the magazine. She is in charge of making sure everyone stays on track and deadlines are met. Somehow, though, she finds a way to bring an encouraging, positive attitude to class despite being under pressure to perform.

"We're under the gun to create a magazine that showcases all our students have to offer while focusing on things our alumni need and want to know. It is a very challenging and demanding class because we have so much to accomplish in one semester, but somehow to the credit of our students we have fun in the process," she says.

"I took this class because it is a great opportunity to work in a team environment where everybody is striving for the common goal of making the best magazine possible. Strong work ethic, a competitive environment and a team-first mentality are all attributes this class promotes and all things that will help me after graduation," says Casey McClary, a fourth year public relations student.

"Strong work ethic, a competitive environment and a team-first mentality are all attributes this class promotes."

One of the biggest contributions Sisk has is recruiting students willing and determined enough to complete the task of producing a magazine. Because the class is an elective, many students may overlook signing up, but if you have ever met Professor Sisk she will insist that you take part in the challenge.

Sisk's recruitment of students was particularly helpful this semester as more visual communications students are taking the class which guarentees a more visually pleasing layout. "This year promises to be our most creative magazine yet. It has always been the goal of the class to improve every semester, and with this many visual communications students we are taking a step in the right direction," says Sisk.

"We have a class full of competitors determined to work as hard and strive for excellence no matter what pressures we're feeling and that's what makes this class so fun," say senior Kimberly Elchlepp. "If you can't get excited about this class then journalism is not the field for you."

To say that we have a new found excitement in what this magazine and future magazines are capable of is an understatement. We will continue to be dedicated to bringing our loyal alumni a magazine they can be proud of, and despite the pressures and stress associated with pulling all of our ideas together, we will always have fun under the gun.

Story By Shane Phillips Design By Amajah Langford

To our donors, thank you. This publication would not be possible without your generous donations.

(Ctd. from page 29)

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