

# InterCom

Fall/Winter 2016

The College of Information and Communications



**NEW ART FOR  
SJMC**

**ALUMNI PROFILES**

**GET CONNECTED**

**PROGRAMS FOR ALUMNI  
& BUSINESS**

#SJMC



UNIVERSITY OF  
SOUTH CAROLINA

# InterCom

## fall/winter 2016 Issue

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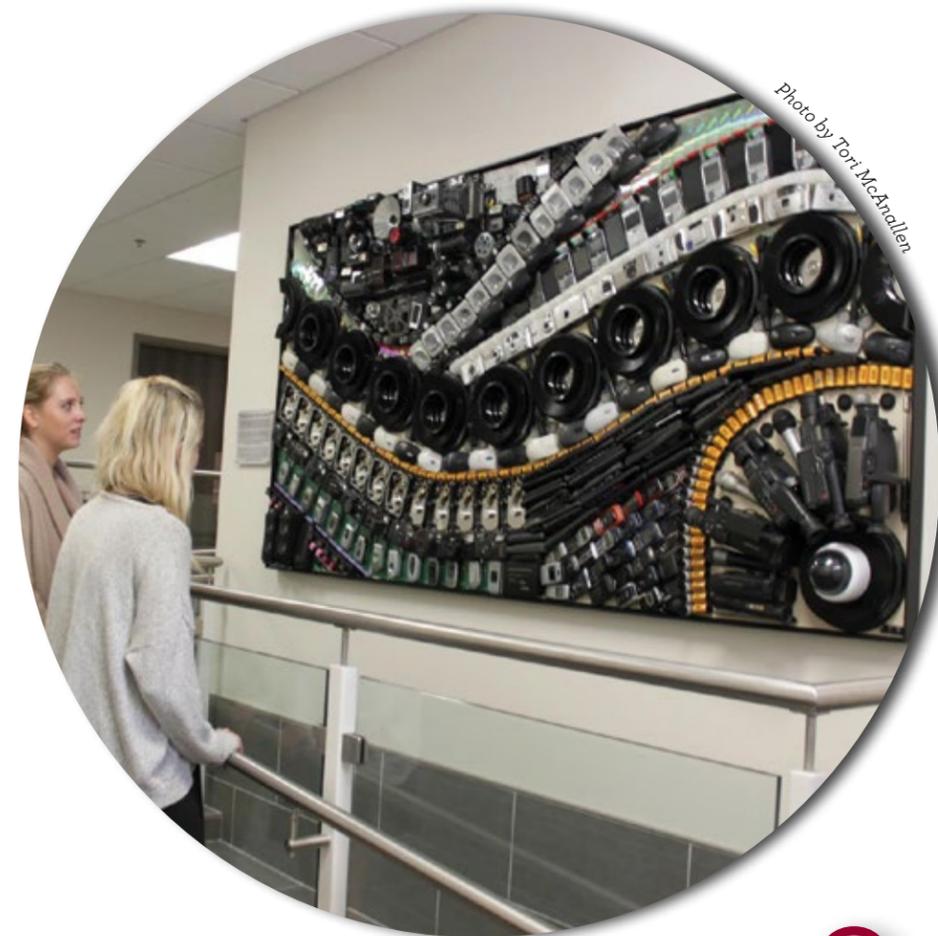


Photo by Tori McAdams

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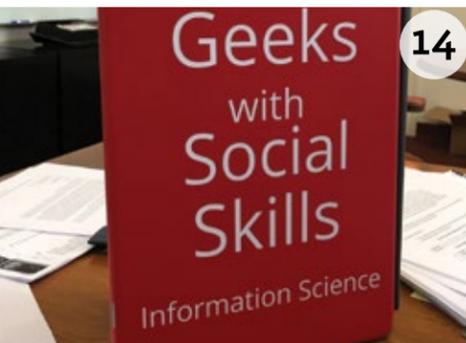
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Photo: Brian Hand, Spikes and Catcher

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*Fall/Winter*

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# InterCom

From the Dean's Desk

## To Do List



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**I**t's already old news. In late summer, I announced that this should be my 15<sup>th</sup> and last year as dean of the College of Information and Communications. Provost Joan Gabel has appointed a search committee to find my successor, who will begin sometime next summer.

You might think that all I have left to do is compile this To Do list. One thing to do, I suppose, is to explain how I came to this decision. Fifteen years exceeds the career expectancy of deans these days. I'd certainly have been skeptical in 2002 to think I'd currently be the longest serving dean on campus by several years. But I believe life is not so much linear as a series of forks in the road. With the journalism school building up and shining, new directors in both our schools—Andrea Tanner and David Lankes— in place and in high gear and a significant restructuring of the college's administrative team nearly complete, I'd arrived at a fork in the road. The timing was right.

On my To Do list is choosing the fork to take next. That To Do is TBD. I've eschewed the R word in favor of T, as in transition. Call it one part anticipation, one part apprehension and at least one part exploration of the possibilities.

In the meantime, there are important things to do here. We have accreditation team visits coming up in the new year. The Accrediting Council on

Education in Journalism and Mass Communications (ACEJMC) will be here at the end of January to review programs in our School of Journalism and Mass Communications. The American Library Association (ALA) arrives at the end of March to assess our School of Library and Information Science. Both schools have been accredited for decades. These are vital occasions for measuring our success in meeting the expectations of our disciplines.

Two big projects on our drawing boards are David's plan for reviewing and relaunching the undergraduate degree in information science (SLIS) and Andrea's updating and marketing of our Master of Mass Communication degree (SJMJC).

To support our programs, faculty and students, there's always a little fund raising to do.

Ask me.

I've still got months to procrastinate on sorting and packing. Odd that I just did that a year and a half ago when we left the Coliseum. Yet my office is still filled with personal flotsam and jetsam.

This seemed a good time to collect these thoughts and update my list. Our next issue should introduce you to the next dean. That's on the provost's To Do list.

# WHY NO ONE IS LISTENING TO YOUR PRESENTATION

Story By Mandy Bidinger

When a client sits down with Jeff Black, Black will give one main piece of advice: unleash your BS.

Your “best self,” that is. Jeff Black, a 1985 public relations alumnus, has built a name for himself as a communications consultant for such clients as General Electric and American Airlines through his company, Black Sheep, Inc.

“Jeff taught me to command an audience. I think of his coaching every time I am speaking to a group, large or small,” said Laura Woolford, a human resources executive with GE Transportation, based in Ft. Worth, Texas. “Plant your feet, imagine the room in quadrants and make connections with people in every quadrant.”

When Black decided he couldn’t sell Buicks for the rest of his life, he left his family’s car business located in Manning, South Carolina, and was instantly labeled the “black sheep” of his family.

“The running joke was that my father wanted to cut me out of the family will, but my momma kept me in it,” said Black.

Black worked in the entertainment industry on the prime time soap “Dynasty.” After that, he became a reporter and anchor for the CBS affiliate in Birmingham, Alabama. Later, during his role as vice president of communications for the United Way of South Carolina, he put together a program to prep agency members on how to speak to the media.

“Thirty minutes into that program I thought to myself, ‘hello- I found something that I love.’ And that is what led me to start my own consulting business,” said Black.

Named for Black’s family nickname, Black Sheep started in 1996 and has developed programs centered on executive presence, communication skills and leadership branding. Although the main office is in Manning, Black spends

most of his time traveling.

“Executive presence really is the career differentiator. There are so many talented people in the workplace today, that hard work alone may not be enough to get to the next level-especially in the corporate world,” said Black. “You’ve got to be in control and command of the room with assertiveness and confidence, not arrogance or aggressiveness.”

Contributing to his success was the credibility the news business gave him as well as the technical skills that he learned during his time at USC.

“The journalism school taught me the importance of being a good writer. My professors helped me frame my thoughts and words to be influential on paper,” said Black. “Clients might have heard about Jeff Black, but you don’t get the job until they see it on paper and see that proposal. You need to be able to put together the document that sells your brand and translates it into in-person experiences.”

Black has been able to create effective programs on executive presence by utilizing his strategic communication skills and writing abilities he learned from USC. Through his programs, he has impacted the careers of corporate executives.

“Earlier in my career, I tended to shy away from the limelight,” said Renee Cutright, Vice President of Human Resources for Nielsen Operations. “Jeff was in a position to test me and push me outside my comfort zone-largely because I think he knew I had it in me. He pushed, then praised and my confidence grew.”

Black often starts programs by stating, “There is no ideal time to invest in your professional career, but you better make time. This is the most important thing you will do all week here, because if you get better after today, you’re going to be better for your company and your career.”



“You’ve got to be in control and command of the room with assertiveness and confidence, not arrogance or aggressiveness.”  
-Black



Photo courtesy of P&G

Black presents his ‘Building Your Leadership Brand’ program at a recent Procter & Gamble leadership meeting. After working with Black, a client at Procter and Gamble suggested that he write a book on executive presence. Taking her advice, Black now has his own book called “Unleash Your BS (best self).” The book, based on real-life experiences, follows Fortune 500 managers facing a post-merger downsizing who have their executive presence put on the line to determine the success of their careers.



## 10th Annual Literacy Leader Awards

Reported By Cat Sullivan

Photos By Lewis Zeigler

The School of Library and Information Science and the state’s library community honored Denise Lyons, Darion McCloud and the Epsilon Kappa Chapter of Kappa Kappa Gamma at USC on Thursday, September 8 at the 10th Annual Literacy Leaders Awards.

Hosted by Dr. Curtis Rogers at the South Carolina State Library, the ALL Awards recognized community leaders who have made a significant impact on eradicating illiteracy.

The Peggy Parish Prize, offered in the memory of South Carolinian author Peggy Parish, was awarded to Kim Odom. This \$500 award honors those who “demonstrate the imagination, creativity and energy to help children of South Carolina become lifelong readers.”

Darci Strickland, WLTX anchor and School of Journalism and Mass Communications alumna, served as the Mistress of Ceremonies for the ninth time. Dr. Hastings, creator of the ALL Awards and former SLIS director, was recognized for her contributions to fighting illiteracy. IC



Clockwise, from top.

L-R: Cat Sullivan, Beth Poché, Emily Fuldner, Ida Thompson, Hannah Marcoux, Regan Curry and Madison Demello of the Epsilon Kappa Chapter of Kappa Kappa Gamma; Peggy Parish Award presented by Kim Jeffcoat to Kim Odom; Dr. Sam Hastings and award recipient Darion McCloud celebrate his recognition at the ALL Awards; Denise Lyons accepting her ALL Award.





## Making a Connection

Story and Photos By Zoey Miller

"I have always enjoyed connecting people to opportunities," says Katie Bullard, new director of career services at the School of Journalism and Mass Communications. Bullard helps students perfect their resumes and guides them with internship placement and career help.

Bullard switched to the career services position after two years working for the college in fundraising and alumni relations. With a degree in marketing from the Darla Moore School of Business and a minor in public relations from SJMC, Bullard now assists students in shaping their careers.

"Career coaching is a very personal conversation," Bullard says. "I ask a lot of questions to know about their goals, ambitions and dreams. And I give them guidance and advice. I give them the steps on how they can move forward."

With more than 1500 undergraduates and 50 graduate students in the School of Journalism and Mass Communications, her job is demanding. But by working with alumni in her previous position, and

with the community connections she has made through the years, she reaches out to companies that she knows would be a great fit for students. Whether it is an internship or entry-level position, Bullard acts as a liaison between students and employers to make the best connections.

*"I am excited about the chance to connect students to opportunities outside of the classroom and better prepare them for life after graduation."*

*-Bullard*

"She got me in touch with her PR contacts in different cities and is currently helping me prep for interviews. I would be lost without her," says public relations senior Mary Miltiades.

Bullard feels it's important for students to have guidance from someone who has been in their shoes as they are transitioning from college to career.

"Katie helped prep me to meet various marketing,

advertising and creative professionals in NYC. She has become a great mentor to me these past few months," says Charlotte Price, visual communications student at SJMC.

"I am excited about the chance to connect students to opportunities outside of the classroom and better prepare them for life after graduation," says Bullard, who is a firm believer that relationships are the key to opportunity. **IC**



## MANAGING THE MAYOR

Story and Photo By Rachel Barnett

What is the secret to success in an industry dominated by experience? And how does a twenty-three-year-old acquire it? Lauren Harper, a native of Fort Mill, South Carolina, became Mayor Steve Benjamin's policy and communications advisor in Columbia, South Carolina, just two months after graduating from the University of South Carolina with a bachelor's degree in public relations.

Harper's job includes everything from writing policy initiatives to managing the Mayor's Fellows, a program she participated in during her junior year of college that allows students to assist in policy research and special projects for the city. She met the mayor through this program. "After observing her leadership as a student, I actively sought her out to join my staff," says Mayor Benjamin, "and she has been an incredible asset to our team from her very first day."

At USC, Harper held leadership positions in Student Government, Omicron Delta Kappa, the Multicultural Assistance Peer Program, the Public Relations Student Society of America and many other student organizations on and off campus.

During her four-year experience, she worked multiple internships, including one with South Carolina House of Representatives member Mia McLeod, where she managed McLeod's social media and assisted with campaign events. Harper's internship with Representative McLeod is what started her journey into government, where she ended up "by accident."

Harper credits her successful balancing

of schoolwork and extracurricular activities to sleep. She says, "There is no secret, I just can't get anything done when I'm cranky and I don't want to talk to anyone." Sleep and, of course, time management were two of her biggest priorities while in school and still are in her career today. She says, "prioritization is a big part of my job, and when I'm handed a stack of things I need to do, I have to narrow down what needs to be done within the hour, and what needs to be done in two days."

Harper frequently deals with policy initiatives for the City of Columbia. She is working on a program called Books to Boys that provides free books to boys in the Richland County area to make reading sound exciting and appealing and to help close the opportunity gap. Harper also visited the D.C. Central Kitchen in Washington, D.C., to learn more about a job-training program that teaches culinary skills, as well as self-empowerment classes and resume building workshops. "This program has an 80-90% success rate in the D.C. area, so we're trying to see about implementing the same type of training in the Columbia area," Harper says.

Harper believes the two keys to success are hard work and prayer. She says, "Having a job that you love makes such a difference in creativity and productivity, and I feel so blessed to have a job that I love." Harper hopes to one day be the "best speech writer in the world," or to own a consulting firm. She strives to be the MVP on any team she belongs to and to always make herself the most memorable person in the room. **IC**

Mayor Steve Benjamin and Lauren Harper at City Hall.

*"After observing her leadership as a student, I actively sought her out to join my staff."*  
-Mayor Benjamin



Harper in front of the SJMC building before graduation  
Photo by Adrienne Cooper Photography



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March 2017**

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803-777-3347 or  
kbullard@  
mailbox.sc.edu**

# It's a Match!



**Story By** Savannah Boyne, participant in 2016 Mentor Match

**T**he new journalism school can barely contain the buzz between mentors and students during September's initial matching event. Students outnumber alumni roughly two to one, but there is still a limited amount of time to hear from the professionals speaking to us. It feels like speed dating, but instead you're hearing professional advice in minutes that seem shorter than 60 seconds. As students seeking to enter the professional world, we need more than an hour on a Wednesday after work or class – we need more than speed dating.

Mentor Match, which kicked off in 2008, is a year-long program beginning in September of every year and pairs students and alumni of the College of Information and Communications. The annual mentoring program matches students with mentors who have experience in a field of their interest, so students can learn more than what they would in a typical classroom. This year's program was the largest to date, including roughly 90 students, almost twice as many as a year ago. "The collective experience of our alumni is an incredible resource. Mentor Match is a way to utilize that knowledge. It prepares our students for life after college while giving our alumni a way to stay connected with us long after they graduate," says Rebekah Friedman, Development Coordinator for the College of Information and Communications. "Our mentors all donate their time and knowledge for various reasons, but most often they have something to do with giving back to current students and USC."



## Has working with a mentee helped you in the public relations world? If so, how?

I find tremendous benefits connecting with college students because they give me insights and information about how their classwork prepares them for a career in PR and how college life has changed. I have learned more about social media tools that students are using and why, which makes me a better, more informed professional.

*-Blackwood is the owner of Blackwood PR, LLC*

## What has been your favorite part of Mentor Match?

My favorite part of Mentor Match so far is being able to stay connected to my alma mater in a way that feels both structured and meaningful. There are a lot of ways that alumni can get involved, but there has been steady communication from the SJMC to ensure both mentees and mentors remain involved and are getting the most out of the program. The students themselves are what make it so meaningful. They are passionate and smart and invested in their own future which makes it easy to invest yourself in their future. Knowing that you might be helping a fellow Carolinian find the courage to take a leadership role, learn more about the industry they plan to work in, or even land their first job is almost as rewarding as doing those things yourself!

*-Padgett is the Annual Giving Coordinator, USC*



## What has been the most rewarding part of Mentor Match?

Seeing a mentee's growth is the best part. I mentored a journalism alumnus, Chris Rosa, since he was a freshman at USC. Throughout his whole undergrad, he came to me with professional situations, and we talked through what would get him where he wanted to be. We would bounce ideas off of each other—having another person who is striving for the best and wants to see you succeed is so vital in reaching the goals you set for yourself. Seeing him succeed and achieve his dream job is one of the best feelings. *-Howell is the Art Director, College of Charleston*

## What motivated you to participate in Mentor Match?

I wanted an opportunity to share my experiences with the hopes of helping a current student get an understanding of the sports broadcasting business. Knowing how hard it can be to advance in this field and that South Carolina broadcasting graduates don't have the same national network as top schools such as Syracuse etc., I would like to expand the "Gamecock Network." *-Muller is the Director of Content, University of South Carolina Athletics and radio play-by-play broadcaster for South Carolina women's basketball. IC*



# RIO FOR THE SUMMER OLYMPICS FOR A LIFETIME

**Story By** Elaina Dove

**W**hen Colvin Hedgepeth captained the USC equestrian team, she was preparing herself for a job that would take her to the 2016 Olympic Games. But it was her public relations degree that got her the job in Rio.

Hedgepeth, a 2012 University of South Carolina graduate, serves as the meeting and event services coordinator for the United States Olympic Committee, planning and executing flagship events year round. Her most notable event: the 2016 Olympic Games.

After college, Hedgepeth worked for a health care public relations agency before obtaining her dream job as a communications intern for the USOC.

"I wanted to work with the USOC based on the organization's mission of pushing athletes to competitive excellence and thereby inspiring Americans," said Hedgepeth.

Five months into her six-month internship, an opportunity opened up for a full-time position. Hedgepeth's equestrian skills helped her stand out in her fight for the job. In 2012, she captained her team to a Southern Equestrian Championship. Today, she often applies that knowledge of teamwork, time management and adapting to pressure to her professional role.

"Colvin has done what so many of us knew she would do and that is land her dream job pretty quickly after graduating," said Boo Major, who served as Hedgepeth's equestrian coach and is also an SJMC alumna. "I can't help but think her time on our team as a student-athlete and as a captain helped prepare her a little



*Photo by Joe Scarnici, Getty Images 2016*

more for this awesome opportunity."

In every Olympics, USA House is Team USA's business and hospitality center. Hedgepeth managed the guest registration and was the volunteer coordinator.

"I'd never been to the Games and I'd never been to the USA House, so for me, preparation involved a lot of conceptualizing what things would look like and trying to think strategically," said Hedgepeth. In her free time, she played tourist and took breaks on the beach, hiked over Two Brothers Peaks, visited the iconic Christ the Redeemer statue, rode a cable car up Sugarloaf Mountain and strolled through the artsy Santa Teresa neighborhood.

Because of the impact sports has had on her life, through equestrian activities and now her career, Hedgepeth hopes to continue working to spread its influence through building local sports participation in communities. She has realized she gets the most job fulfillment when she's close

to the impact and executing events on site.

Hedgepeth said, "Each experience I've had is teaching me a wide range of skills, what job functions I prefer, and how I want to move forward in my career. I've been able to learn not everyone's career path is linear." **IC**



*Photo by Juan Blaus*

*Top: USA House in Rio served as the business and hospitality center for Team USA.*

*Bottom: Colvin Hedgepeth, a 2012 SJMC graduate, used her experience as a USC equestrian captain to land her dream job with the U.S. Olympic Committee.*



# Sports in Society and *Now in the School*

Story and Photo By Maggie Johnson

When Dr. Kevin Hull interviewed with Dr. Andrea Tanner for a job at the University of South Carolina, he told her about his favorite class at the University of Florida. She remembered the conversation and now, just two years later, he is teaching Sports, Media and Society to 142 students.

Dr. Hull says that his class focuses less on the actual sports news outlets, and more on how they deliver the news, and “how ESPN impacts your life.” The class studies how ESPN covers Cleveland Cavaliers superstar LeBron James instead of talking about how LeBron James plays. Dr. Hull says the class does not shy away from touchy subjects and controversy. They have looked into the different ways the media cover men versus women, as well as how media covers different races. He was glad to have the issue of San Francisco 49ers quarterback, Colin Kaepernick, refusing to stand for the national anthem because it has led to good class discussions. He says that having this class in the fall, with both college and NFL football games in process, provides topics every week for the class to discuss.

Before coming to USC, Dr. Hull was a sports broadcaster in Wilmington NC. He

covered games from NCAA championships to the Superbowl, but after a few years he tired of the long hours and discovered his real passion was working with the interns. He then taught high school in Wilmington, but realized that he would be a better fit in a college setting. Dr. Hull received his Ph.D. in Mass Communications from the University of Florida and applied for a position at Carolina because he loved the atmosphere in Columbia.

Dr. Tanner expressed interest in the new course idea during Dr. Hull’s second semester of teaching. He contacted colleagues at the University of Florida who were happy to provide information. He received additional suggestions from the sports faculty at USC’s College of Hospitality, Retail and Sport Management. They, too, were eager for the new class for some of their students.

The class was put on the roster this fall and was an immediate hit.

Will Dodson, a broadcast journalism major, appreciates that the class isn’t just about sports. “You learn a lot in there about how the sports journalism world works, as well as the history of the field. It’s a great course for any journalism major,” Dodson says.

For now, JOUR499 is only a temporary class. But Dr. Hull thinks Sports, Media and Society will become permanent. And the students are learning that the games behind the scenes can be just as competitive, and thrilling, as the games on the field. **IC**



Dr. Kevin Hull teaching the Sports, Media and Society class.

Photo by Alison Moons

# Going Pro Any Way You Cann

Story By Nick Winikoff

Since only about 1.6 percent of college football players make it to the NFL, Caroline Cann must be one of the lucky ones. While she is not someone who suits up every Sunday, her path to the NFL also beat the odds. She is now a multi-platform reporter.

Cann has been playing sports for as long as she can remember. She started her college career as a track athlete, then switched to volleyball after one year. When not competing, Cann was pursuing a journalism degree. She worked with Gamecock Productions, a part of the athletics department, in order to gain the experience to eventually pursue an on-camera role, which she coveted.

After graduating from USC, Cann stayed on with Gamecock Productions, where she heard about a reporting job with the NFL’s Indianapolis Colts and eagerly applied. After a month of waiting, Cann said that she had given up hope, especially after she discovered that the footage of her – a requirement for the application – had been lost by the recruiters hired to make the contact.

When new USC head football coach Will Muschamp heard about Cann’s situation, he reached out to the Colts organization to see if anything could be done. After Muschamp’s contact, Cann said that it was basically a three-week process from the time she was contacted before she got the job. She had a phone interview, flew to Indianapolis for an in-person interview and left with an offer. The week after getting the job she had her belongings packed and moved to Indianapolis to start her career as a Colts reporter.

Cann says that while she was in the



Photos by Matt Bowen, Colts Team Photographer  
Caroline Cann interviewing T.Y. Hilton, Colts Wide Receiver.

journalism school, she did not much like having to go to class, when her main goal was to work at creating content. But now, she is thankful that the J-school’s curriculum is the way it is. “It made me into a process writer and gave me the fundamentals I needed to hit the ground running on day one,” she said.

Cann has already had some great moments that she says she will remember forever. One was crossing paths with Peyton Manning, the former star quarterback for Denver, as the Colts took on the Broncos in week two of the season. Another was catching up with former USC football player A.J. Cann, now a lineman for the Jacksonville Jaguars. They are not related, but at Carolina, the Canns—Caroline and A.J.— were close friends. Their reunion took place in London, where the Colts took on the Jaguars.

While many kids dream of playing professional sports, going pro can have different meanings to different people. To Caroline Cann, working in the pros is a major step toward achieving her dream as a network journalist. **IC**

“[SJMC curriculum] gave me the fundamentals I needed to hit the ground running on day one.”  
-Cann



Caroline Cann interviewing Andrew Luck, Colts Quarterback.



# SLIS

## Past, Present & Future

### What are “Geeks with Social Skills” and why do we want them?

Story and photos by Haley Nelson

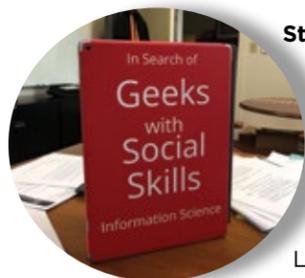


Photo provided by Dr. Lankes  
Dr. David Lankes' iPad cover carries his rebranding message.

Dr. R. David Lankes, Director of the School of Library and Information Science (SLIS), can explain. As the school revamps its undergraduate bachelor's degree in information science (BSIS), Dr. Lankes is looking to recruit what he calls “passionate people who are really excited about what technology can do.”

The term “geek” has evolved from a connotation that used to elicit a distasteful response. But as technology advances, geekdom is, well, no longer geeky.

The “social skills” aspect of the term incorporates how people who understand technology can successfully communicate it to the public.

“This is building on the popular new definition of someone who is really enthusiastic about an issue,” he said.

What sets these geeks apart? They love to make connections with people and provide them with the information they need, based on systems and evolving

technology. The geeks embrace the ever-changing world and understand that communication is key when solving problems.

SLIS is seeking to attract and prepare professionals who want to use their knowledge of technology and apply it to help the community. It could be a business trying to figure out how to get to a market faster, a newspaper trying to migrate from print to digital or a number of problems encompassing every aspect of how technology and community work in unison.

Another innovative way of incorporating technology and community is what libraries are doing with makerspaces. These are DIY areas where people can come together to create, learn and invent. Dr. Lankes sees this as a progressive opportunity to integrate the creative aspect into the SLIS curriculum.

“We've always been makers,” said Lankes, “But the movement came as technology became cheaper and smaller,

(and) tools for manufacturing became more accessible to more people.”

Jennifer Tazerouti, a SLIS alumna and now a librarian in Spartanburg, explains that makerspaces prepare children and students for the future by giving them the technology they need so badly.

“Makerspaces can provide students with an expanded selection of materials to utilize to express their learning. Makerspaces also offer opportunities for self-directed learning and exploration. Students can often use makerspaces to work on school projects together, fostering collaborative skill building,” says Tazerouti.

Dr. Lankes says that these spaces of creativity combine manufacturing equipment, technology and education to inspire members of the community to do just that. Create. Makerspaces are fairly new, but they are creating an enormous impact on the community as they are integrated into schools and libraries across the country.

The School of Library and Information Science has made an impact across the region. But Dr. Lankes believes that the next step is to take SLIS to a national level.

In his first year as director, Dr. Lankes hopes the school can make a national mark in its 50th. He's counting creatively from when the school was authorized, a couple of years before its first graduates.

“The school has a great tradition of seeing important problems and where information science plays a role in improving society by addressing those problems,” said Dr. Lankes. “Where we're going is to have that impact be noted and expanded nationwide.”

The mission might be broad and challenging. But the statement, written in bold on Dr. Lankes' whiteboard is “to coordinate the knowledge infrastructure to speed learning and improve decision making within a community.” IC

### SLIS The first 50 years Accomplishments include:

- National accreditation from the American Library Association
- Creation of the South Carolina Library History Project
- Creation of the Diversity Leadership Group
- Pioneer for distance learning
- Cocky's Reading Express™
- Continuing education modules
- Added undergraduate and doctoral degrees
- MLIS cohorts in Maine and West Virginia
- SC Center for Children's Books and Literacy

“The School has a great tradition of seeing important problems and where information science plays a role in improving society by addressing them.”  
-Lankes



SLIS senior Andrew Dunn's phone case carries the rebranding message.

# Diversity: Awareness and Inclusion

Story and Photo By Kathleen Nystrom

For Dr. Shirley Carter, diversity is more than just accepting under-represented students in the school—it's being able to understand those different groups and create an environment of inclusion and awareness for them. Dr. Carter has committed herself to accomplishing this at the School of Journalism and Mass Communications (SJMC).

"It's not enough just being here," said Dr. Carter. "It's feeling welcomed and finding space where students feel welcomed."

The university's Carolinian Creed is a commitment to create a diverse learning environment. Dr. Carter heads the SJMC Diversity Committee, which researches and enacts programs such as partnerships with professional organizations, which maintain a diverse environment. The School of Library and Information Science also has a Diversity Leadership Group, and

Dr. Carter represents the College of Information and Communications on the University of South Carolina Diversity Council.

Dr. Carter says that appreciating and understanding diversity is critical to the journalism and mass communications professions. She says the SJMC strives to educate students about diversity so that they can better reach diverse audiences in future careers.

"We can't be effective communicators if we can't reach all of our publics," said Dr. Carter. "We must value and understand our constituency to serve society."

Dr. Carter says there are four main areas that must be actively pursued in order to create the best diversity: composition, achievement, engagement and inclusion. The SJMC Diversity Committee works to ensure that these four aspects are

equally pursued. It compares the diverse make-up of the state of South Carolina to the SJMC. The committee works to make sure that the enrollment reflects the same diversity proportions as closely as possible to the state as a whole.

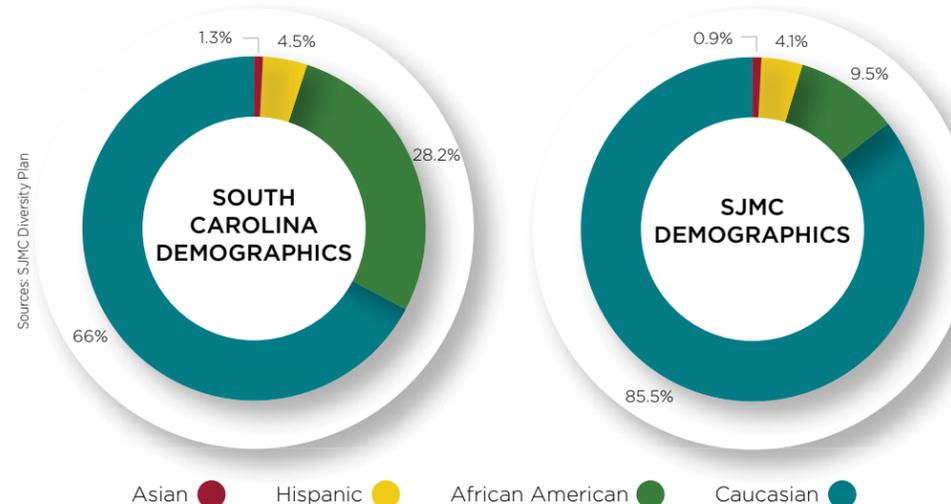
The committee uses Dr. Carter's research to determine which groups are underrepresented and where the school needs to focus recruitment efforts. The research looks at all aspects of diversity, including gender, race, geographic locations, religion, gender ID and even religious beliefs or political ideals. She said a big change recently in diversity efforts has been the inclusion of gender identity. Currently, her research has determined that African Americans, Asians and males are the most underrepresented groups in the SJMC.

The committee works with in-house organizations and local professional organizations to encourage more diversity at the college. The school currently houses the Southern Interscholastic Press Association (SIPA), an organization for high school students interested in pursuing journalism. SIPA fosters diversity and encourages young students to pursue journalism. Because they are housed in SJMC, those students become comfortable in the school, which may increase the likelihood of attending.

The committee has also worked to create partnerships with local professional organizations, including Public Relations Society of America and American Advertising Federation of the Midlands. These organizations have outreach programs that attract and recruit underrepresented students to the SJMC.

"I think we do a good job of reaching out to students from varying ethnic backgrounds before they enter journalism school," said Cecile Holmes, journalism sequence head and member of the SJMC Diversity Committee. "We are trying - and I think beginning to succeed - in offering

## SC Demographics Compared to SJMC Demographics



Infographics by Tori McAnallen

those students similar support and direction throughout their college careers."

Dr. Carter said that the inclusion efforts are not just for minority groups, but also for the students who have never truly experienced diversity. She said that many students come to USC from areas that have very little diversity. Dr. Carter said

the diversity committee aims to educate students on diversity and create an environment where no student feels left out.

*"I think we do a good job of reaching out to students from varying ethnic backgrounds before they enter journalism school."*

-Holmes

"For some students, this is their first real diverse environment," said Dr. Carter. "We want to be inclusive to them as well and help them learn about diversity."

"I constantly run into a wide variety of people with different races, ethnicities, sexual orientations," said Adrian Workman, third-year broadcast journalism student.

Since 2011, the SJMC has seen increased multicultural student enrollment by two percent, according to Dr. Carter's research. The committee works to create an environment of inclusion with multicultural speakers and study abroad programs, which introduces students to new cultures and puts them in unfamiliar

environments in which they are minorities. The college also focuses on recruiting global students to attend USC.

Global experience benefits the engagement aspect of diversity because it creates more culturally aware students and faculty.

"We experience diversity every day," said Dr. Carter. "We need to appreciate all ways we are different, whether in business, government, education, politics, or communications." IC

## Countries Represented in SJMC Study Abroad Programs



View the  
SJMC Diversity and Inclusiveness Plan  
online:

<http://bitly.com/SJMC-Diversity>

## 2017 Media and Civil Rights History Symposium

**What:** The fourth biennial Media and Civil Rights History Symposium will focus on the role of print and broadcast images in the African American freedom struggle and other civil rights struggles.

**When:** March 30-April 1, 2017

**Where:** The School of Journalism and Mass Communications  
**For more information contact Christopher Frear at [frearc@email.sc.edu](mailto:frearc@email.sc.edu)**



**CONTEMPORARY  
ART  
FOR THE  
JOURNALISM  
SCHOOL**



Kirkland Smith

*“I was really touched and impressed by the level of participation. That makes it so much more fun; I feel like I am only as good as my trash.”*  
-Smith

**Story and Photos By** Tori McAnallen

During the 2016 fall semester, two custom 3D art pieces created for the School of Journalism and Mass Communications were installed at the school's Sumter Street entrances.

Dr. Andrea Tanner, the SJMC Director, initiated this project by reaching out to faculty, working with their visions of the empty, encased space. “What we are trying to accomplish is not just hanging things on every wall. What we put in place, we want to be meaningful,” Dr. Tanner explained.

The communal concept and image of structures coming from the walls was realized. Dr. Tanner turned to Rhonda Douglas, owner of Douglas Art Consulting, to find the right artists for the job.

The search narrowed to two South Carolina artists: Kirkland Smith, based in Columbia, and Jose Perez from Taylors. Smith and Perez were chosen based on their remarkable work in large-scale 3D art and understanding of the school's vision. When walking past the two entrances,

you will see a message rooted in mass communications and journalism.

“Everybody has been extremely happy with the art... it looks like it has always been there and is always meant to be there,” said Dr. Tanner.

**KIRKLAND SMITH**

“Convergence” is the title of Kirkland Smith’s installation that strikes viewers as a wave through our technological past in communications. From a distance, it is full of movement and flow, like an orderly painting. However, when seen closer, pieces of televisions, phones, film, microphones, slide projectors and reels come out from the wall, creating a more chaotic perspective.

“A lot of the things I use are everyday household objects that people use, consume, and throw away.” she said. “Most of it goes to the landfill and isn’t recyclable.”

Smith is a local artist and graduate of USC’s School of Visual Arts and Design. She is noted for her assemblage portrait

20th and 21st century technology with modern design combine to represent the evolution of communication in the School of Journalism and Mass Communications’ two new art pieces.

art, made entirely out of objects. Those objects work as her medium, compiled through color, tone and values to create portraits or an entirely new image.

Smith began her “Convergence” piece by asking faculty for donations, and was inundated with boxes of older technology and memorabilia.

“I was really touched and impressed by the level of participation,” she said. “That makes it so much more fun; I feel like I am only as good as my trash.”

“Convergence” can be interpreted as a visual time capsule for those involved in the project and the mass communications industry.

With some of the objects found in her structure previously belonging to faculty, Smith appreciates the urge to collect and hold onto these things with meaningful value. “I think that what we throw away says a lot about who we are, but I think the things we choose to cherish and protect say more,” Smith said.

**JOSE PEREZ**

Jose Perez’s installation is composed of 10 wooden panels, painted and constructed to form multi-dimensional graphic imagery. “Cultural Influencers” shares the story of technology and mass communication’s evolution through the last 100 years. Each decade is represented in a panel, with the significant technological advancement of that time illustrated.

While the art appears abstract at an angle, with height variation and overlapping panels, it becomes whole when viewed from the front. Imagery of USC comes into focus, including Cocky and the hashtag #SJMC, making this piece distinctive to the school. Additional personal touches include specific colors that Perez worked with. He was given paint chips from the SJMC building, to match the walls and furniture, including the official garnet of USC.

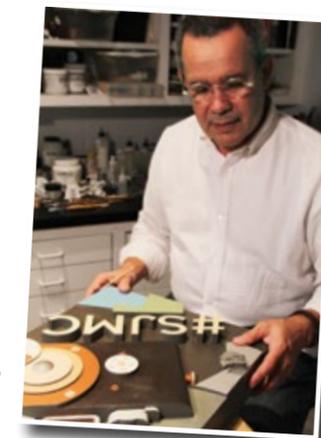
The relevance and evolution of the technology in his structure is something that fascinates Perez, who observed the way we evolve together in society. “I

think it is the one human factor that keeps on constantly making changes on us, while we make changes on it, too,” he explained. “None of the technological advances (in the art piece) threatened the other or went away because something else came.”

Perez hopes that this piece gives viewers the opportunity to reflect on how far we have come through innovation. He wants to provoke people with these questions: Where are we going and what can we do that would be another added component to mass communication?

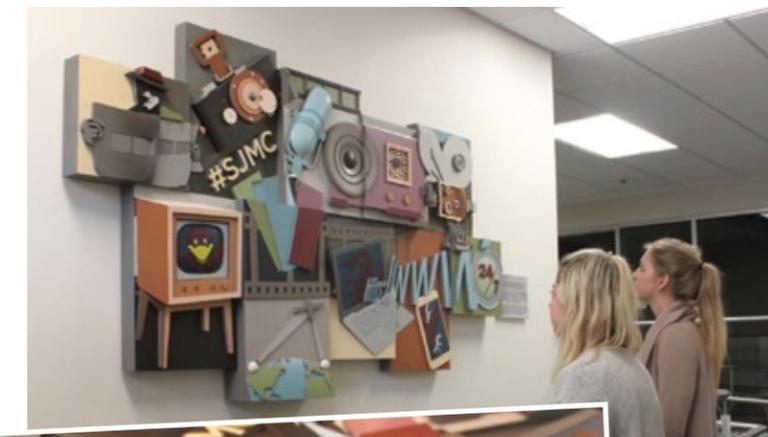
Being chosen to create this piece was extremely rewarding for Perez because of family connections to the school and field. His niece and nephew studied at the University of South Carolina and his daughter, though she attended Bob Jones University, also studied journalism and mass communications.

“I am honored to have been chosen to have a piece included there... I think it is something I will cherish for life.” IC



Jose Perez

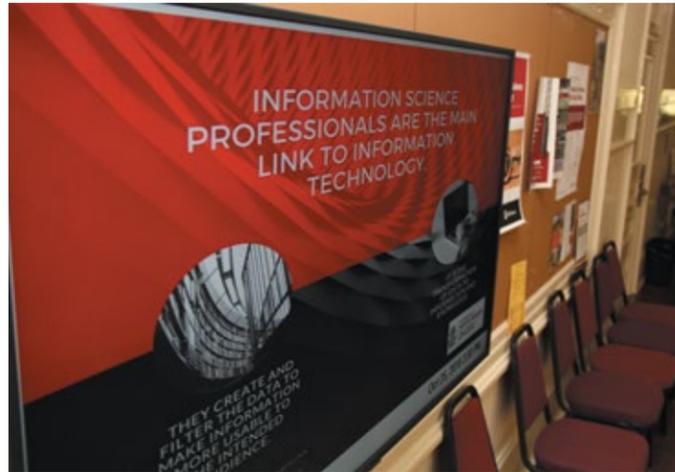
Jose Perez’s art, “Cultural Influencers,” being viewed by (R-L) Palmer Thomas, Visual Communications major, and Chessie Abplanalp, Public Relations.



A close up of Jose Perez’s art, “Cultural Influencers.”

# GOING DIGITAL

Story and Photos By Karie Grace Duncan



New digital signage in Davis College.



Students walk by digital signage in the SJMC.



Student interacts with responsive digital signage in the School of Journalism and Mass Communications.

Digital signage is taking over the storefront, the waiting area, the highway and, now, the classroom.

The School of Journalism and Mass Communications' new building houses 15 digital signs and the School of Library and Information Science installed its first pieces of digital signage this October.

Today, digital signs can be spotted around every corner. They're changing the way students communicate and the way we learn. The students in the journalism school's digital signage course are learning how to communicate with these signs.

These students are learning everything from the ins and outs of Photoshop to how to set up a digital signage system to researching signage effectiveness. "It's a much richer subject than just a bunch of images on a TV screen," says Doug Fisher, SJMC senior instructor and co-instructor of the digital signage course.

In the class, students pair up to take on the needs of their clients, different departments in the school and, instead of lecture, students work on and discuss their projects. "I think many of them realize they've never thought about signs the way they're being asked to. But they're professionals and they have to," says Fisher.

It's becoming increasingly important for students to learn the technical and creative skills that digital signage requires in order to be competitive members of the workforce. Today's norm is for all communications professionals to be able to create fresh visual content for any size screen.

"We're the default person. If any type of media or new technology is coming around, then it's getting shoved to the PR people because they're the ones expected to know," says Nick Winikoff, senior public relations major and digital signage student.

"So, I was looking in the job market for positions in the graphic design/digital media/content developer and A LOT of the open jobs had 'digital sign experience' as a preferred qualification. I think this class was in our best interest," Mia Jones, Raycom Media graphic designer and 2016 visual communications graduate, commented on the class Facebook page.

But students aren't the only ones getting something out of the new technology. The signs are also a part of a green initiative that saves money and trees.

“... A LOT of the open jobs had ‘digital sign experience’ as a preferred qualification. I think this class was in our best interest.

-Jones

"Monetarily, we know it costs less for us to use the digital signs than it would for print media to promote all of the events and announcements that we run on our signs daily," says Britt Hogg, SJMC Greenhouse Studio operations manager and co-instructor of the course.

With the implementation of digital signage across campus, we can quickly share our messages from other buildings and share messages from other departments in our building. "They are more flexible than paper signs and the speed of distribution is immediate throughout the campus," says Hogg.

Another advantage of digital signage is its ability to update almost instantly.

On some journalism school screens, students can find out in real time which computer labs are available for them to work on assignments and projects. "This particular sign is synced to its own iCal calendar and automatically updates throughout the day based on the information on the calendar," says Hogg.

For SLIS, the new technology brings the old backdrop of Davis College into the 21st century and will, hopefully, bring new students with it. "While we're in a building that's well over a century old, we

still are a school of information science, and we want to be seen being somewhat current. Having digital signage is a way of modeling the fact that we see ourselves in a digital world," says Dr. David Lankes, School of Library and Information Science director.

Though this level of technology seems futuristic, important advancements are still to come. "Interactivity is where it's going to go because, as with all media these days, engagement is the holy grail, and you don't engage people effectively until they can interact with your product," says Fisher.

For today's users interactive digital signage takes the form of a touch screen that allows them to control more of the information they're exploring. A timeline of journalism history in South Carolina can be found on a touch screen sign in the lobby of the SJMC. In the future viewers may be able to manipulate signs with the flick of a hand or another simple gesture.

For now, the goal of the signs is to get some interest and have the viewers follow up. "Most signs are backed by either an event or a website for the viewer to get more information if they choose to," says Hogg. IC

# ADVICE FOR STUDENTS – AND ALUMNI, TOO

New faculty in the School of Journalism and Mass Communications share their experiences, insights and what encouraged them to call Carolina home.

Story by Cat Sullivan



Dr. Robinson presenting in Seoul, South Korea, in the summer of 2016.

**Eric Robinson, J.D., Ph.D.**  
Ph.D., Mass Communications, Louisiana State University  
J.D., Law, Syracuse University  
Teaches: Law and Ethics of Mass Communications

## On what makes a good professor:

Trying to make the information understandable, digestible and, frankly, somewhat entertaining, because I would never teach the law the way I learned it. Today, we have multimedia and so

many other resources. It's important to look at precedents and relate them to current cases and events to show that they're relevant today. I want my students to recognize legal problems in the real world and in their jobs after college.

“The other classes you take here will help you get the job, but media law is the class that will help you keep it.”  
-Robinson

## Advice?

Don't be scared of media law! It's not as intimidating as it may seem, but watching an episode of Law & Order doesn't prepare you for it. My main piece of advice is that the other classes you take here will help you get the job, but media law is the class that will help you keep it. Always have it in the back of your mind.

## Advice?

Make connections with the industry and focus on your research. Especially for graduate students, everything is about research. So go to conferences, research phenomena you find interesting in current media and, ultimately, get published.



**Linwan Wu, Ph.D.**  
Ph.D., Mass Communications, University of Florida  
M.A., Advertising, University of Florida  
Teaches: Media Analysis

## Why did you decide to call Carolina home?

I interviewed at several schools around the country, but USC provided the best teaching and research opportunities. My wife is also still in graduate school in Florida, and USC was closest to that.

## On what makes a good professor:

The best knowledge you can get comes from practice. A good professor has had lots of practice and firsthand experience, especially in research and media analysis.



**Carolyn Click**  
M.S., Virginia Commonwealth University  
M.A., College of William and Mary  
Teaches: Reporting and Narrative Writing, Senior Semester Capstone Program

## Why did you decide to call Carolina home?

I was a reporter at The State before coming to USC. I taught narrative writing for one semester, which expanded the next semester to a couple of classes. Students here come from lots of different places across the country, and I like that it's kind of a melting pot. The facility and the resources we have to work with are all incredible. Our new colleagues are so much fun to work with because we all have different interests and

fields of specialty. We have pure academics doing interesting analyses, and then there's the “journeyman” side, people who have extensive out-of-the-classroom experience.

## On what makes a good professor:

Empathy. You have to understand where a student is coming from and how much experience they've had, and from there you can teach them more constructively.

“We have so many valuable networking opportunities, like career services, guest speakers and PRSSA. Ask questions. I think it's so important for students to be hungry for knowledge.” -Ott

## Holly Ott, Ph.D.

Ph.D., Mass Communications, The Pennsylvania State University  
M.S., Communication Studies, Shippensburg University  
Teaches: Integrated Communication Principles, PRSSA/IABC Co-Advisor

## Why did you decide to call Carolina home?

South Carolina has a great journalism program. I love the focus on strengths, teaching and service and the way we focus on our students. I love the many collaborations I've been able to build for research as well. It has everything I was looking for

in a university.

## Advice?

Take advantage of resources. We have so many valuable networking opportunities, like career services, guest speakers and PRSSA. Ask questions. It's so important for students to be hungry for knowledge.



## Ernie Grigg

M.S., Public Relations and Corporate Communication, New York University  
B.A., Film, Television, and Theatre, University of Notre Dame  
Teaches: Public Relations Writing

## Why did you decide to call Carolina home?

I'm from New York, and I wanted something completely different from that. I like that

the PR program is in the journalism school and not the business school, because that's not always the case.

## On what makes a good professor:

Professional experience is very important. It's odd to even teach PR because you need to do it. Make sure you stay on top of what's going on in the news, and impress how important it is to follow current events. We move quickly in this profession.

## Advice?

My biggest piece of advice is to work your network. You never know when someone will be able to help you or when you will be able to help someone else. Don't focus on what's immediately in front of you, but instead on your ultimate goals.



## Jeff Williams

MFA, University of Florida  
BFA, University of Memphis  
Teaches: Advertising and Brand Communication, JOUR 316 and JOUR 416

## Why did you decide to call Carolina home?

I started an ad agency as soon as I got to South Carolina. I was networking with agencies when this position opened up. USC was looking for someone who understands software and producing. I also get to keep most of my clients, which is great.

## On what makes a good professor:

It would do students a

disservice to teach fine arts and creativity without background in the creative industry. I felt like I really needed a solid foundation, and say “I've done this. I know what it's like.” I think it's important to teach with real-world experience.

## Advice?

Advertising is a tricky and strange industry. It's weird and bizarre having to work creatively under pressure. And advertising is a moving target. You can't do the same thing we did in the '80s or '90s and have it be effective. Use your opportunity as a student to get to know people. The Student Ad Federation and CreateAthon are perfect ways to

work together and collaborate. Build your own network, brand yourself and always think about your own personal campaign.



Jeff Williams serving as the Director of Photography on the set of short film “Touching in Texas” last spring.

# Feeding Gamecock Nation

Story by Will Dodson

## ALUMNI



Photo Provided by Hummel

**Caitlyn Hummel**  
Caitlyn graduated from the journalism school in 2015 and majored in Broadcast Journalism. She now works as a video producer for the University of Georgia.

**Alex Grant**  
Alex graduated from the Journalism school in 2015 and majored in Broadcast Journalism. He continues to work for Gamecock Productions as a production assistant.

Photo by James Quantz



Whether it's the next big football hype videos or highlight video of one of the other 18 varsity sports, a student from Gamecock Productions is usually involved.

"Gamecock Productions provides us with the ability to tell our story and produce video content in doing it," says Charles Bloom the Executive Associate Athletic Director and a 1985 SJMC public relations graduate.

Under the direction of Paul Dana, Gamecock Productions is responsible for creating content for the website gamecocksonline.com and for other social media platforms, as well as video board content. Students are a huge part of the organization. "The students are vital to us. Without them there is no way we can do what we do," says Dana.

Gamecock Productions provides an opportunity for all students, whether they have experience in video production or not. Gamecock Productions applicants are made up of mostly freshmen and sophomores. Dana and his staff prefer it that way. They believe that the students will get more out of the experience if they have more time to learn.

"There's so much that I've learned in just the three months of working with [Gamecock Productions]," says Daniel Carter, a sophomore crew member studying broadcast journalism. "Everything from how to get the right shot and camera operating to video effects and workflow of what a sports media business looks like."

The teaching is done by students who have been there the longest and have the most experience.

Katie Davis, a senior broadcast journalism major, is a group leader and co-manages seven students. She is in charge of scheduling and overseeing projects. Davis says she has learned

*"They make deadlines, are hardworking and already have many of the skills needed to succeed."*

*-Hull*

the importance of time management and communication. Davis says, "it's always good to step outside the box and do something different."

Journalism professor and former TV sports reporter Dr. Kevin Hull believes that the athletics program teaches students many things that will be valuable to their professional career.

"They make deadlines, are hardworking, and already have many of the skills needed to succeed" Dr. Hull says.

A number of journalism alumni report that combining experience at Gamecock Productions with their coursework has helped them find jobs.

Caitlyn Hummel, a 2016 journalism graduate, says joining Gamecock Productions, "turned out to be the best professional decision I could have made." Hummel now works as a video producer for the University of Georgia.

Broadcast journalism alumnus Alex Grant stayed on in a part-time position at Gamecock Productions after graduating. "As students, we were trusted to produce videos and stories, top to bottom," Grant says. "We contacted the teams, organized the shoots and personnel, edited and distributed projects. The experience of juggling multiple things at one time was invaluable." IC



### STUDENTS AT WORK

**Katie Davis**  
Senior  
Group leader for GP  
Broadcast Journalism

**Daniel Carter**  
Sophomore  
Broadcast Journalism

# Reel Dreams

Story by Kristen Stewart

Courtney Hope Turner's dreams of acting in a feature film came true when the movie "War Dogs" was released this past August. It's a small part, but that's Turner in the Vegas Weapons scene with stars Jonah Hill and Miles Teller.

"There are a lot of nerves since this was a high budget movie; you want to do a good job with your role," Turner said about being on set. "I was most excited though to get my hair and makeup done with Jonah Hill. He is hilarious, and it was neat to get to know him a little off camera."

Turner attended the University of South Carolina from 2009 to 2011, studied public relations, and she believes that her

*"I built my own website and manage my social media sites, as well as my acting-associated websites."*

*-Turner*

experience at USC helped her. "There is a lot of creativity involved with what I do, but many artists don't know the business side of the industry, which is just as important. USC helped prepare me in that way." Turner does her own public relations, alongside her agents. "I built my own website and manage my social media sites, as well as my acting-associated websites," she said. "I chose a major I felt more driven in and thought would be fun."

In 2011, Turner won the Miss SC USA pageant and finished in the top eight for the Miss USA title, which opened many doors for her. She decided to leave USC and move to Los Angeles before finishing her degree. "I felt I was still young enough to decide if this was the right path for me or if I should return to school, so I took the opportunity. It would be great to have a degree from USC; it's something to be very proud of," she said. "I am considering earning a degree one day."

"As a child, I dreamt a lot about being where I am now," she said. "I'm so grateful because I came a long

way from being a very shy child who couldn't speak a full sentence in public to now having moved cross country to pursue that dream as an actual career."

Turner's husband, Alex Hammond, manages hedge funds but has a passion for the film industry. "Are you kidding me?? It's incredible!! I couldn't be more proud," Hammond said. Then he joked, "Plus, my goal is to be a trophy husband someday. She brings home the cash, and I just work on my mimosas and Caesar salad."

Turner continues to audition for movies, TV shows and commercials. "I see myself living bi-coastal full time from LA to Florida. My writing pieces will be filmed and submitted to festivals, and Alex and I will start a give-back program for children to learn how to write, act, and produce their own projects," she said. "My end goal is to be a full-time actor, writer, and eventually direct films." IC



Above: Turner on set of "War Dogs."

Below: Turner working on her online presence: she maintains her website and all social media platforms. Visit online at: [COURTNEYHOPETURNER.COM](http://COURTNEYHOPETURNER.COM)



# THE GLASS CEILING: BROKEN, CRACKED, OR INTACT?

Story and Photo by Charlotte Ann Hope

If you look around the School of Journalism and Mass Communications you would think that the glass ceiling is merely a metaphor of the past. The overwhelming majority of students are female.

Federal data from the National Center of Education Statistics now shows that women make up 57% of enrollment at secondary degree earning institutions. The J-school sees this at an even higher rate. According to Cindy Justice, the college's Assistant Dean for Student Services, 74% of the undergraduates in the J-school are female. So what does that say about progress for the generation of female graduates about to enter the workforce? Not as much as you might think.

"College is not the real world; you have to look at the statistics," says Karen Mallia, an associate professor of advertising whose research focuses on the gender gap between men and women in the advertising field. Mallia is a leading member of The 3% Conference, a national movement

founded in 2012 by agency owner Kat Gordon. It is dedicated to empowering women in the advertising industry to change the statistic that only 3% of creative directors are women.

"In advertising, creative director is the leadership role to which creative people aspire," says Mallia. Statistics show that women make up the majority of the lower level positions in public relations, advertising and communication fields; but, men still make up most of the upper level positions.

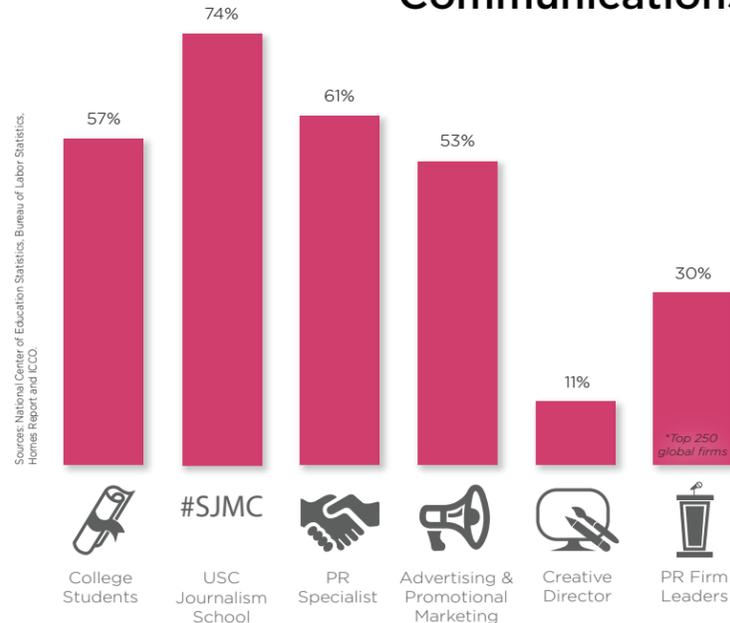
According to the Bureau of Labor Statistics, in 2015, women made up 61% of public relations specialist positions and 53% of advertising and promotional manager positions. Yet it is still mainly men that

hold all of the upper level positions at these firms. Thirty percent of the top 250 global public relations firms are run by women, according to the 2015 World PR Report by the Holmes Report and ICCO.

Mallia says that, "starting out in public relations and advertising, it is often 50/50 for men and women, but about 10-12 years in is when you start to see women drop out." Mallia conducted in-depth interviews to discover why women in the creative advertising field are unable to achieve the success their male counterparts do. She found the main factors that play into this are: culture, management, organizational behavior and communication.

The great strides females

## Women of Mass Communications



Karen Mallia in class.

“Women don’t want to give up their career for their children... but they don’t want to give up their children for their career.”  
-Respondent in Mallia’s research

have made in the workplace are still overshadowed by outside factors. As Mallia says, “you cannot succeed as a female if you have a full-time job after you leave the office.” According to Mallia’s research, deciding to have children has had the largest effect on women’s careers. As one respondent in Mallia’s interview put it, “Women don’t want to give up their career for their children...but they don’t want to give up their children for their career.”

And according to Mallia’s research, this choice of motherhood may play a more overarching role than gender in women reaching high level creative positions. To succeed, women “are the ‘secondary’ parent or not a parent at all.”

This idea of secondary parenting is something that Elizabeth Reardon, owner of a consulting and marketing company in Columbia and a 2002 public relations alumna, says some women don’t get to choose. “Moms are usually what I call the ‘default parent.’ When someone has to stay home with a sick child, or when someone has to leave work because a child forgot their lunch - more often than not, it’s the moms that do that. It doesn’t go unnoticed in the workplace and it can even be held against you,” says Reardon.

But research from Lean In, a nonprofit organization created by Facebook COO Sheryl Sandberg, and McKinsey & Co. found that women are missing out on these promotions from the very beginning. Their recent study, “Women in the Workplace 2016,” reports that “for every 100 women who are promoted at that first entry-level to manager, 130 men are.”

How, then, does the current generation of female journalism and communication students prepare for a system that may be against them from the very start? Mallia believes it is the professor’s responsibility

to prepare them. “Forewarned is forearmed,” she says. She believes that her research is not to discourage women from these types of fields, but instead motivate women and men to change these statistics. “There is strength in numbers,” says Mallia.

New data shows that women are gaining strength. The original 3% statistic that inspired the founding of The 3% Conference in 2012, has grown to 9-11% in four years for women creative directors, according to Communication Arts. The 3% Conference was something that started as a passion project and is now a two-day, 800-person annual conference that involves men and women from top advertising agencies around the United States coming together to support equality.

Mallia makes it clear that “this is not just a woman’s issue” and to solve it is going to take work from both men and women. She says, “Society as a whole has to recognize that this is more than an individual or female issue, and it affects the way we view equality between men and women.”

“There are no disciplinary differences between PR, journalism or advertising. All have women well represented on the lower rungs- and few in leadership,” says Mallia. But some women disagree on the boundaries available in public relations.

Robin Blackwood, a 1996 J-school public relations alumna, and owner of Blackwood PR in Greenville, South Carolina, doesn’t believe that these statistics reflect her experience in the public relations field. “With this profession, you can scale up or scale back your commitments based on where you are in your personal life. In my opinion, there are no limits in the PR profession, especially when you make goals for yourself and commit the time and energy needed to reach those goals.” IC

# Clearing the DUST

*How libraries are changing in the 21st century.*

Story by Rachel Campbell

Forty years ago, if you walked into a library you would see students hovered over the microfiche or using the Dewey Decimal System catalog to find the book they needed for a report.

If you were lucky, you might have witnessed a librarian giving a tutorial of the new massive computer that was just purchased. Today, libraries are completely different. Instead of tutorials on how computers work, you can see how a 3D printer works. Libraries are acclimating to the 21st century by becoming a modern destination to learn and create with friends.

Media specialist Joy S. Rohrbaugh runs a mostly digital library at Dr. Phinnize J. Fisher Middle School in Greenville. "It's pretty much like having a regular library,

just with less time spent on shelving and repairing books," she said. "The eBooks are checked out for two weeks and then return themselves automatically, so they never get lost or damaged!" All of the

students have either a laptop or a Chrome book funded by the Greenville County School District. As a result, they are able to go paperless on many projects throughout the school, such as

assignments, tests and research.

"The care of the student devices also comes through the media center, so we spend a great deal of our time keeping all the electronics up and running," Rohrbaugh said.

Rohrbaugh earned her MLIS at USC in 1995. "I worked as a graduate assistant in the reference department of the Thomas Cooper Library (and) I was able to learn firsthand what was required of librarians and I realized how necessary a librarian's help is to a student who is searching for information," she said. "Looking back, I can see that the classes I took at USC prepared me well for my career."

Rohrbaugh defines a makerspace as "any space in a library or school which gives students a place to be creative through projects. They are free to make mistakes, and learn through the creative process. They range from high tech, like working with a 3D printer, to low/no tech, like origami and designing jewelry."

Due to a grant from their PTSA, the library will start a no-tech makerspace for children to try "origami, Zentangles, found poetry, and finger knitting, among others." Rohrbaugh says that parents hope that this makerspace will allow children to relax and have some fun. Overall, Rohrbaugh says makerspaces "give students the opportunity to

"...a great library is an essential place of learning and often loud with the sounds of activities and conversation.

-Lankes

learn and grow through alternative projects that they would not normally get a chance to do in a classroom. Because they are relaxed and open, they can develop new skills without really realizing they are learning."

Makerspaces are places for children to get the best of both worlds. They can play around with technology but also participate in hands-on arts and crafts. It is the perfect balance for children in the 21st century.

In order to keep people coming to the library, librarians are looking at new, fun ways to attract people. At EP Foster Library in Ventura County California, librarian Deya Terrafranca, a SLIS alumna who received her MLIS in 2015, spices things up a bit and rents group rooms for \$25. "This room has great acoustics, so it can host concerts and even operas!" The room's nontraditional use has led to talk of a Coalition area, where groups who don't necessarily mix can share their expertise and help each other out with throwing shows" says Terrafranca. The library, like many others, is "jumping on the STEAM (Science, Technology, Engineering, Arts, and Mathematics) train with a makerspace, robotics events, and wifi hotspot lending." Hotspot lending is a new trend where people can borrow wifi from libraries to use throughout the community.

In order for libraries to still thrive, librarians need to work together. Organizations, such as the South Carolina Association of School Librarians, help librarians connect with one another and exchange ideas and opportunities for libraries.

Jennifer Tazerouti, a librarian at E.P. Todd Elementary School in Spartanburg, SC, and SLIS alumna who received her MLIS in 2008, believes "sharing and collaborating with others is crucial to keeping libraries relevant. I make sure to attend conferences or workshops and follow a variety of

library professionals on social media. Sharing what we learn at conferences and workshops and what excites us is very important to keeping libraries relevant. We have to talk to each other."

She loves how libraries are adapting to the 21st century but still believes that students benefit from curling up with a good book. "I have to say that I strongly believe that today's students need printed books more than ever," she says. "They may not need as many printed books, but they do need them. The amount of screen time our students have each day makes a good argument for time with good old-fashioned books, which can provide more focused, deeper reading experiences."

Tazerouti fondly remembers her time at Carolina, and teachers who made a lasting impact on her. "USC provided me with the degree and credentials I needed to become a school librarian, as well as the confidence I needed to put them to good use. Some of my USC-SLIS professors even continued to provide me with support and guidance after I graduated."

In our instant access society, librarians are working hard to make sure they have state of the art technology and new and exciting ways to get people to show up at a library and keep coming back. As Dr. Lankes, the director of the School of Library and Information Science, says, "People used to think of libraries as quiet places of reading - now they are seeing a great library is an essential place of learning and often loud with the sounds of activities and conversation." IC



Photo provided by Joy S. Rohrbaugh  
Technology Lounge at Fisher  
Middle School in Greenville, SC.



Photo provided by Jennifer Tazerouti  
Children enjoying the reading nook at E.P. Todd  
Elementary School in Spartanburg, SC.

# Alumni NOTES

## 1960s

**Bob Spear**, BA, 1965, has been honored with the Herman Helms Media Excellence Award by the South Carolina Athletic Hall of Fame. Spear is a retired sportswriter, columnist and editor with The State newspaper in Columbia.

## 1970s

**Sandy Bucknam**, BA, 1977, has been named executive managing editor of the Nashua (New Hampshire) Telegraph.

**Julian Gibbons**, BA, 1971, has been honored with the Dom Fusci Leadership in Action Award by the South Carolina Athletic Hall of Fame. Gibbons is the chief community and governmental relations officer for Palmetto Health in Columbia.

**Ken Hare**, BA, 1972, was honored with the 2016 Distinguished Mass Media Achievement Award at the Auburn University Journalism Honors. Hare is a former editorial page editor and managing editor for the Montgomery Advertiser.

**Liz Isherwood Johnson**, BA, 1977, has received a doctorate in education policy and leadership at The George Washington University. She has published a book entitled "Agent-Based Model Basics: A Guidebook and Checklist for Policy Researchers."

## 1980s

**Amy Coward**, MA, 1987, has been elected to the Public Relations Society of America (PRSA) National Board of Directors. She most recently served as chair of the Southeast District Board of PRSA. Coward is vice president of public relations at Palmetto Health Foundation in Columbia.

**Andy Duncan**, BA, 1986, is the recipient of an Individual Artist Award in the fiction category from the Maryland State Arts Council. Duncan is an associate professor in Frostburg State University's Department of English and Foreign Languages in Frostburg, Md.

**Margaret McNab Gale**, MLIS, 1983, was published in the Winter 2015 issue of "Carologue: A Publication of the South Carolina Historical Society."

**Margaret (Rogers) Gregory**, BA, 1985, has been elected chair of the American Advertising Federation's Eastern Region for 2016-2017.

**Elizabeth Harbison**, BA, 1989, has joined Capitol Consultants in Columbia as a member of the Government Relations team.

**Rick Kiernan**, MMC, 1982, is the military analyst for NBC-TV in Philadelphia. He also continues to coordinate technical support for upcoming movie features.

**Marisa Porto**, BA, 1987, has been named publisher and editor-in-chief of the Daily Press Media Group in Newport News, Va.

## 1990s

**Elizabeth (Douglass) Bonds**, MLIS, 1998, has been named circulation desk manager at the Fairfield County Library.

**Andrew Bosman**, BA, 1991, is the chief marketing officer at RSM US in Chicago.

**Chris Davis**, BA, 1994, has joined USA Today Network as vice president of investigative reporting. Davis previously worked as deputy managing editor for investigations and data at the Tampa Bay Times, where he oversaw multiple Pulitzer Prize-winning efforts.

**Matt Hogue**, BA, 1993, is the director of athletics at Coastal Carolina University.

**Lynn (Lowell Parlee) Mayer**, MLIS, 1997, has been awarded the 2016 Walter J. Taranko School Librarian Award by the Maine Association of School Libraries. Mayer is the library media specialist at Old Town Elementary School in Old Town, Maine.

**Alicia (Gleiter) Ward**, BA, 1996, has opened Ward Communications in Daniel Island, S.C.

## 2000s

**Maggie Mae Armstrong**, MMC, 2006, is the public relations and marketing manager for Strata Solar in Chapel Hill, N.C.

**Elaine Arnold**, BA, 2003, has been named regional director of development for the University of South Carolina.

**Justin Bajan**, BA, 2005, is an associate creative director/copywriter for Arnold Worldwide in Boston.

**Joy Callaway**, MMC, 2008, has written her first book, "The Fifth Avenue Artists Society," published by Harper Perennials.

**Brian Chapman**, BA, 2001, is a lieutenant with the Beaufort County Sheriff's Office in Beaufort, S.C.

**Lauren Chess**, BA, 2008, has been named to the Columbia Business Monthly Best and Brightest 35 and Under list. Chess works as national recruiting manager for Colonial Life and Accident Insurance Company in Columbia.

**Kimberly Gill**, BA, 2002, has been named co-anchor of Detroit NBC affiliate WDIV's Local 4 News at 5 p.m., 6 p.m. and 11 p.m.

**Carrie Houston**, BA, 2006, is a national sales recruiter with Total Quality Logistics in Columbia.

**Brian Keeter**, MMC, 2000, has been named to the Advisory Board for McPherson Square Group, a northern Virginia-based public relations and strategic communications firm. Keeter works as the director of public affairs at Auburn University.

**Williesha (Lakin) Morris**, BA, 2001, is a web editorial specialist for the College of Arts and Sciences at the University of Alabama.

**Denise Lyons**, MLIS, 2004, has been named a 2016 Literacy Leader Award recipient by the South Carolina State Library and the University of South Carolina School of Library and Information Science. Denise is deputy director of statewide development for the South Carolina State Library.

**Mollie M. Miller**, BA, 2005, has joined MPA Strategies in Columbia as director of association management.

**Juan-Carlos Molleda**, Ph.D., 2000, has been named dean of the University of Oregon School of Journalism and Communication.

**Kim Odom**, MLIS, 2007, has been awarded the 2016 Peggy Parish Prize by the South Carolina State Library and the University of South Carolina School of Library and Information Science as part of the Annual Literacy Leaders Awards. She is Charleston County Public Library's John L. Dart Library manager.

**Stephanie Pendrys**, MMC, 2006, is the marketing manager at Gage Brothers Concrete in Sioux Falls, S.D. Her case study on Gage Brothers' social media strategy

has been recognized by the Society for New Communications Research with a 2016 Visual Storytelling award in the corporate division.

**Carrie Phillips**, BA, 2003, MMC, 2009, has been named the first director of audience development for the PBS history series "American Experience."

**Lauren Powell**, BA, 2006, has been nominated for a 2016 Suncoast Regional Emmy in the Feature News Report category. Powell is a producer at WSVN News 7 in Miami.

**Chris Roberts**, Ph.D., 2007, is the University of Alabama 2016 Last Lecture Series Recipient. Roberts, an associate professor in the university's Department of Journalism and Creative Media, was selected from more than 100 nominees.

**Kristen (Dunleavy) Roche**, BA, 2006, has been promoted to vice president, account director of BBDO in New York.

**Jeff Romig**, BA, 2000, has been selected by the Atlanta Business Chronicle for its 2016 40 under 40 class. Romig is executive director of VOX Teen Communications in Atlanta.

**Holly (Croom) Sanders**, BA, 2001, is a senior marketing associate with Immedion in Columbia.

**Clara (Thomas) Smith**, BA, 2000, has joined Nelson Mullins Riley & Scarborough in Columbia as special projects administrator.

**David Smoak**, BA, 2002, is owner and creative designer of Second Shift Design in Athens, Ga.

**Laura (Russell) Squibbs**, BA, 2008, is an event director for Davao in Milton, Ga.

**Drew Stowe**, BA, 2009, has graduated from Clemson University with a Ph.D. in rhetorics, communication and information design. He is an assistant professor of English and the Writing Center Director for Anderson University in Anderson, S.C.

**Megan Telencio**, BA, 2007, has been elected District 3 treasurer of the American Advertising Federation. Telencio is a senior account executive at Lamar Advertising in Columbia.

Submit your Alumni Notes to  
REBEKAHB@mailbox.sc.edu



# THANK YOU, Donors

**Anna Kate Twitty**, BA, 2008, has been named director of marketing and communications at Historic Columbia.

**Kristen (Johnson) Watson**, MMC, 2005, is director of marketing for SageSure Insurance Managers.

## 2010s

**Molly Ahrens**, BA, 2016, is a graphic designer for Healthcare Trust of America in Charleston, S.C.

**Kayla Alexander**, BA, 2015, is a marketing coordinator for Vital Energy Wellness and Rehab Center in Lexington, S.C.

**Chelsea Bryan**, BA, 2014, is a digital media officer for the British Consulate General in New York.

**Kelsi Childress**, BA, 2014, is external affairs coordinator for the South Carolina Ports Authority in Charleston.

**Emily (Darnell) Collins**, BA, 2016, is an account development representative for Softdocs in Columbia.

**Darcy Coover**, MLIS, 2011, is assistant manager and department outreach coordinator of the Charleston County Public Library Young Adult Department. She and a colleague have been awarded a Book to Action grant from the South Carolina State Library and are working on community service programming surrounding honey bee population health and colony collapse disorder.

**Ryan Copeland**, MLIS, 2015, is a media specialist with Battery Creek High School in Beaufort, S.C.

**Rebecca Cuozzo**, BA, 2012, is a unit manager for Fox News Channel. She coordinates logistics for remote broadcast events such as debates and conventions.

**Jenna Eckel**, BA, 2011, is a communications coordinator for Virginia Tourism Corporation in Richmond, Va.

**Emily Eckert**, BA, 2016, has joined NP Strategy's Columbia office as a project coordinator serving clients in North and South Carolina.

**Charles Edgar**, BA, 2015, is director of student ministries at St. Paul's Anglican Church in Greenville, S.C.

**Sarah Gledhill**, BA, 2015, has been promoted to marketing and communications associate of Boston Ballet.

**Lauren Harper**, BA, 2016, has joined Columbia Mayor Steve Benjamin's office as advisor of policy and communications.

**Elizabeth Howell**, BA, 2011, is art director at College of Charleston. She previously worked as a designer for Cosmopolitan magazine, during which time she received an American Society of Magazine Editors nomination and a Hearst Excellence Award for Public Interest.

**Kara Joyce**, BA, 2014, is an account executive with Weber Shandwick in Baltimore, Md.

**Rixon Lane**, BA, 2014, has been named sports information director at Lander College in Greenwood, S.C.

**Laura Douglass Marion**, MLIS, 2015, is records management assistant with Nantucket Historical Association in Nantucket, Mass.

**Leverne McBeth**, MLIS, 2011, is a reference librarian with Spartanburg County Public Libraries.

**Jade McDuffie**, BA, 2012, graduated from the University of Maryland Francis King Carey School of Law with awards in public service and advocacy. She works as a judicial law clerk to the Honorable Cathy H. Serrette in the Prince George's County Circuit Court in Maryland.

**Abbey O'Brien**, BA, 2016, is a digital journalist at WBTW in Myrtle Beach, S.C.

**Sang-Hwa Oh**, Ph.D., 2014, is an assistant professor at The College of Media at the University of Illinois Urbana-Champaign.

**Laura (Lievence) Ros**, BA, 2010, is a project manager with EngenuitySC in Columbia.

**Alyson Russo**, BA, 2016, is a public relations coordinator at Phase 3 Marketing and Communications in Charlotte, N.C.

**Nicholas Vogt**, BA, 2016, is enrolled at Francis King Carey School of Law at the University of Maryland.

**Yue Zheng**, Ph.D., 2016, is an assistant professor of public relations at California State University, Northridge.

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“There were many who helped me along the way, so helping others is the reason I give back to the University of South Carolina. I consider it a blessing to be able to “Lift as I climb.” I am a 2013 Ph.D. graduate of the School of Library and Information Science.

**-Barbara J Montgomery, Ph.D., 2013**

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