

InterCom

Fall/Winter 2017

The College of Information and Communications



Cocky welcomes Dean Reichert and family

Plus

ALUMNI AND FACULTY PROFILES
New Programs/New World



UNIVERSITY OF
SOUTH CAROLINA

InterCom fall/winter 2017 Issue

The College of Information and Communications
Alumni Magazine

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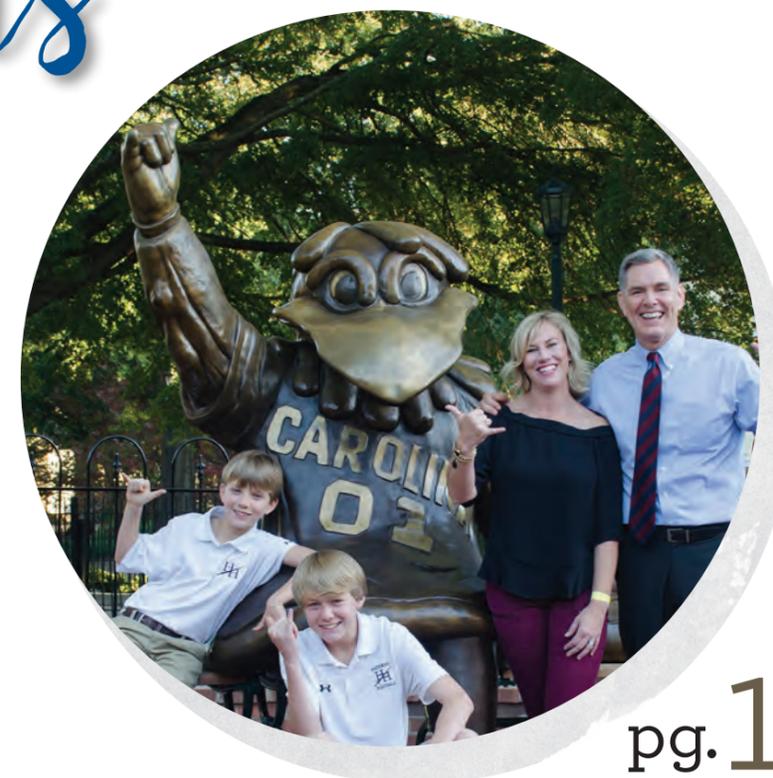
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Photos by Katie Pasciak
and Joe Scotchie-Lenzo



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InterCom From the Dean's Desk



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Let's Stay Connected.

When Dean Bierbauer opened this column in the spring issue of InterCom, he said the college was on the cusp of picking a new dean. Well, here I am. Odds are you've already read one of the many introductory emails, letters or web articles I've written since taking the helm Aug. 1.

There's also a profile of me by public relations student Jalesa Cooley on page 18 – I won't spoil that for you by divulging too much here, but I would like to update you on where the college stands and where we hope to go.

When I started this fall, I was joined by nine new faculty. You can read profiles of them in this issue. We also welcomed staff members Rushondra James (CIC), Mike Corbo (SLIS), Marne Jenkins (SJMC) and Pamela Hoppock (SCCCBL). This happened at the same time that the college's enrollment increased by a whopping 13 percent. We welcomed the largest freshman class to date. To say we're growing would be an understatement.

I've become a part of a vibrant base of alumni and community partners who are always willing to share their expertise with our students. Case in point: A record 70 mentors signed up for the college's Mentor Match program this year. It's safe to say that more students

are learning from industry experts than ever before. We hope to continue that trend by opening our doors and seeking opportunities for collaboration with professional organizations.

Our two schools are working to increase their collaboration, too. In the spring, undergraduate students from the SJMC and SLIS will join forces at the South by Southwest Conference, a unique experience that's sure to inspire learning and innovation (made possible thanks to the generosity of our Dean's Circle Society members). We're finding common ground in our curriculum. And, our college-wide new student orientation sessions are fostering relationships before classes even begin.

There's a lot happening at the CIC, and a lot more on the horizon. We want you to be a part of our future. Volunteer to be a mentor. Reconnect with us at our events. Hire our students. And support our initiatives – whether that be scholarships, travel abroad, programs or faculty research.

And, of course, read InterCom. We're lucky to have a crackerjack team of writers, photographers, graphic designers and editors bringing our stories to your mailbox each semester.

Go Gamecocks! IC

Quick TAKES

THE CIC RESEARCH IS STRONG!

Journalism and Mass Communications

Consistent with its role as a Carnegie Foundation-designated doctoral university with “very high research activity,” SJMC faculty and students are involved in a broad range of research projects with funding from sources including the National Science Foundation, the U.S. Department of Education, the U.S. Department of State and Health Sciences South Carolina.

Library and Information Science

Faculty and students participated in more than \$1,000,000 of external research and development grants last year. SLIS has been recognized for research and service to the profession with some of the highest accolades.

-SC.edu/CIC

GET THERE FASTER

The College of Information and Communications is now offering an Accelerated Master of Mass Communication program. Undergraduate students with a minimum GPA of 3.4 can take up to 12 hours of graduate coursework (500-level or higher) once they’ve completed at least 90 credit hours of undergraduate work. Students will take an additional 24 credit hours.

The M.M.C. Program includes 36 credit hours and a 450-hour practicum, as well as a written and oral exam. For more information on classes that are eligible for undergraduate and graduate credit, email Trey Patty III (pattyk@mailbox.sc.edu).
-Katie Pasciak



Photos by Sabrina Shutters
Above: Alumni, faculty and staff gather on Gibbes Green for the 2017 annual CIC Homecoming event.

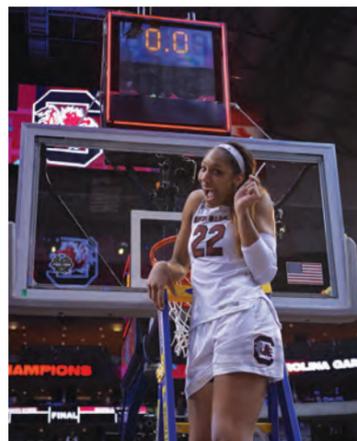


Right: Chardonnay Ismail, CIC alumna.

GAMECOCKS ON THE GREEN

The College of Information and Communications’ 2017 Homecoming celebration, Gamecocks on the Green, brought former classmates, family and friends together on Gibbes Green on Friday, Oct. 27. The CIC’s new dean, Dr. Tom Reichert, mingled with attendees, and Cocky dropped by for a visit, too. New and former alumni got the chance to grab a selfie with the new Cocky statue and to buy CIC T-shirts.

-Sabrina Shutters



AIMING HIGH

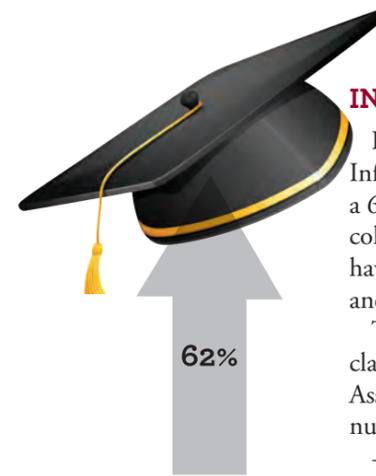
South Carolina native A’ja Wilson is known for her astounding basketball skills, but what many may not know is that she is a student at the College of Information and Communications. She’s become a star in the women’s college basketball world.

The senior mass communications major led the women’s basketball team to win the national championship this past year and was named SEC Player of the Year. We’re rooting for A’ja and the Gamecocks this season at the J-school!

-Rebecca McCue

Photo by Patrick Green

A’ja Wilson cutting the net after South Carolina defeated Mississippi State to win the 2017 Women’s National Championship.



INFORMATION COLLECTION PATHWAY GROWING

It was launched in 2009, and since 2014, the School of Library and Information Science (SLIS) undergraduate major, information science, has seen a 62 percent increase in enrollment. With the growing influence of information collection on the digital world, the constant desire for college graduates who have the ability to analyze data and make informed decisions from it has more and more students showing interest in the pathway.

The small number of students currently enrolled allows for more intimate class settings with an approximate 10-1 student-teacher ratio. However, Associate Dean and Director of SLIS, David Lankes, plans to increase the number of undergraduate majors to 300 within the next few years.

-Jalesa Cooley

CROSS LISTINGS

The School of Journalism and Mass Communications (SJMC) and the School of Library and Information Science (SLIS) have cross listed courses to bring both schools together.

SLIS 420 has cross listed with JOUR 491 titled Communication and Information Transfer. The course description states that students will be focusing on the communication models, major concepts, trends and other related issues of information transfer with a focus on information seeking and use in the digital age.

The new curriculum allows Bachelor of Science in Information Science (BSIS) students to take the JOUR 101 course. According to the course description the course will be focusing on principles, history, philosophies, theories of the mass media and allied professions and their societal role and impact.

The SLIS undergraduate program is a client of the agency, bringing the schools together once again.

-Hayley Kelly

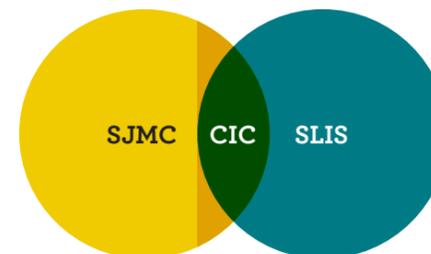


Photo by Lewis Zeigler
2017 award winners

ALL AWARDS

On Sept. 8, 2017, the 11th Annual Literacy Leaders (ALL) Awards were presented by the School of Library and Information Science. The awards honor individuals and groups who have had an impact on literacy in the state. The Peggy Parish Award recognizes those who have made a personal impact that increases child literacy in the state and includes a monetary prize of \$500. The 2017 recipients of the Peggy Parish Award are Heather McCue and Susan Morris. More information can be found at

bit.ly/slis-awards-2017.

-Lauen Fabiano

Welcome Home

This year the College of Information and Communications welcomes nine new faculty members.

Discover more about our faculty at sc.edu/cic



GREG BRANNON, SJMC
B.A., JOURNALISM, THE OHIO STATE UNIVERSITY

WHY CAROLINA?

"The Broadcast Journalism Capstone Experience got my attention. As a 30+ year broadcast professional and former local news guy, I was very impressed with the Senior Semester program. It's a great way to give students a taste of real life in a television newsroom. The

opportunity to be a part of that program and help train the next generation of broadcast journalists was something I couldn't pass up."

TEACHING

"I'm an Instructor in Senior Semester, the Broadcast Journalism Capstone Experience. Upcoming is JOUR 499: Live

Sports Production. It is a hands-on introduction to live television production of sporting events."

MAY WE QUOTE YOU?

"Get as much experience as you can. Internships are so important. When I received a resume for the Carolina Panthers, the first thing I would look at is experience."

WHY CAROLINA?

"I was already working in the city as a morning anchor and they needed someone to teach a class. This [opportunity] fell right in my lap."

TEACHING AND RESEARCH

"My focus is on de-mystifying the process of journalism – stripping away the rules, guidelines, 'must-dos' – and reminding students the form is pretty simple: tell interesting

and informative stories that benefit society. I'm also interested in the mini-documentary, having produced the "Hidden Columbia" series while at WOLO-TV."

MAY WE QUOTE YOU?

"When you stop learning, I feel like you get stale. I can't imagine that happening here at the University of South Carolina."



ANDY BURNS, SJMC
M.S., BROADCAST JOURNALISM, NORTHWESTERN UNIVERSITY



KELLY DAVIS, SJMC
M.M.C., UNIVERSITY OF SOUTH CAROLINA

WHY CAROLINA?

"I spent 23 years working as a public relations practitioner and thought for a long time about moving into teaching. I taught as an adjunct instructor for a few years and found that I truly enjoyed working

with future public relations practitioners. As an alumna of the school, I knew this was a way to give back to an exceptional program with great faculty, community and involvement."

TEACHING AND RESEARCH

"I teach PR Campaigns and Advanced PR Writing. We try to keep a finger on the pulse of the profession and make sure that our curriculum reflects what our students need to know."

MAY WE QUOTE YOU?

"Public relations is a rapidly-changing profession. I enjoy bringing my experience into the classroom to show my students how they will continually adapt and grow in their future careers."

WHY CAROLINA?

"I wanted to be a part of a growing and forward-thinking program. I look forward to working with Dr. Karen Gavigan, Dr. Lankes and Dr. Moorefield-Lang."

TEACHING AND RESEARCH

"I teach Children's Materials, Library Programming for Children and Young Adults, and Information Technologies in the School Library

Program. I enjoy researching the instructional partner role of the school librarian.

MAY WE QUOTE YOU?

"The best advice I can share comes from the Unbreakable Kimmy Schmidt. She said, 'I

learned a long time ago that a person can stand just about anything for 10 seconds; then you just start on a new 10 seconds. All you've got to do is take it 10 seconds at a time.' That applies to just about EVERYTHING."



LUCY SANTOS GREEN, SLIS
ED.D., INSTRUCTIONAL TECHNOLOGY, TEXAS TECH UNIVERSITY

WHY CAROLINA?

"One key reason is the potential for growth within the already strong undergraduate and graduate programs. Our director and faculty have exciting ideas for future program directions,

which I think will impact the larger field of library and information science."

TEACHING

"Currently I teach Information and Communication Transfer. In spring and summer, I'll

teach Introduction to Library and Information Studies and Introduction to Research in Library and Information Science to graduate students. My research focuses on how people seek, share, create and use

information."

MAY WE QUOTE YOU?
"Go to office hours! Get feedback on an assignment, ask for advice. Later, when you need a recommendation, it will be easier to get one."



VANESSA KITZIE, SLIS
M.L.I.S., RUTGERS UNIVERSITY PH.D., LIBRARY & INFORMATION SCIENCE, RUTGERS UNIVERSITY



EHSAN MOHAMMADI, SLIS
PH.D., LIBRARY AND INFORMATION SCIENCE, UNIVERSITY OF WOLVERHAMPTON, UK

WHY CAROLINA?

"I came to USC because the school has a good reputation, it's a big university and has diverse programs. I joined SLIS because, with the new director, it's focused more on information science and offers programs

at the undergraduate, master's and Ph.D. levels."

TEACHING AND RESEARCH

"My research includes scholarly communications, social media and health informatics. I have been published in top-

tier journals in the field of information science. I have proposed a course, Information Visualization, which will tentatively be offered in fall 2018. Information science students and undergraduate students from other

social science majors can benefit from this course to empower themselves in the job market."

MAY WE QUOTE YOU?

"In the age of information, the future is brighter with the iSchool."

WHY CAROLINA?

"I chose the best Carolina because, first and foremost, it is always moving forward and seeing itself in progressive ways. SJMC in particular is an exemplar of this movement, both literally in terms

of coming up the hill to our beautiful brick home just off the Horseshoe and otherwise given all of the student-led programs and faculty-led initiatives that make that home buzz with activity."

TEACHING AND RESEARCH

"A Culture of Tough Jews reframes the tough Jew as an enduring act of rhetorical regeneration by reifying a related figure, the vital Jew."

MAY WE QUOTE YOU?

"I have spent time at other universities that haven't been able to muster the same kind of energy and vision as that of Gamecock Nation."



DAVID MOSCOWITZ, SJMC
M.A., SPEECH COMMUNICATION, MIAMI UNIVERSITY (OH) PH.D., COMMUNICATION AND CULTURE, INDIANA UNIVERSITY



JEFF PENKA, SLIS
M.A., ENGLISH, SCIENTIFIC AND TECHNICAL COMMUNICATIONS, BOWLING GREEN STATE UNIVERSITY

WHY CAROLINA?

Carolina offers an opportunity to develop the next generation of critical-thinking, cross-disciplined knowledge workers and citizens.

TEACHING AND RESEARCH

"I am currently teaching Intro to Information Science, Intro to Literacy and Technology, and Knowledge Management for Library and

Information Professionals. My research focuses on connecting learners and their coursework with 'live' environments and industry opportunities."

MAY WE QUOTE YOU?

"I encourage student growth through professional networks, critical thinking and expanding a portfolio of work and experiences."

WHY CAROLINA?

"One thing in particular I love about the school and the college is that we are developing varied innovative areas in the field of communication. As a junior faculty, I

really appreciate such opportunities to grow with the program as my career trajectory moves forward."

TEACHING AND RESEARCH

"I teach the JOUR 421 Media Analysis class. My research

agenda lies primarily in consumer psychology and media effects, with a special focus on the construct of emotions. I also have a strong interest in incorporating biometrics and physiological

measurements to study health, risk and brand communication."

MAY WE QUOTE YOU?

"I am very excited and proud to be a Gamecock."



TAYLOR WEN, SJMC
PH.D., MASS COMMUNICATION, UNIVERSITY OF FLORIDA



The Critter Cabinet

Story and photos by Shaye Gulotta

What started as a Christmas tree adorned with the Pillsbury Doughboy, M&Ms and Campbell's soup cans is now a wall-length glass display case of hundreds of advertising trade characters in the School of Journalism and Mass Communications.

Professor Bonnie Drewniany collected trade characters long before the journalism school's move from the Carolina Coliseum to Sumter Street. The Christmas tree in her office with a sign that read, "What do you mean the holidays aren't commercial?" caught student and faculty attention; they then started to give her more.

At the time, eBay was a new phenomenon; her neighbor introduced her to the site and from there

Drewniany began to add to her collection. It now includes holiday-themed characters, such as the M&M pumpkins that students can find on her desk each October.

Hidden among the 17 boxes still in storage is the most expensive character that Drewniany purchased for \$500; due to its value, she chooses to keep its identity a secret.

With the school's move, "it was a matter of what do I do with this stuff," Drewniany said. "The dean would give tours to parents and high school students during the weekend and would take his master key to open my office door."

It took almost two years to build the display case shelves. The school patterned the design after Women's Basketball Head Coach Dawn Staley's trophy case installation.

Below: Students from JOUR329 dress up as advertising trade characters on Oct. 31, 2017.



"If you see a white dog with a red circle on its eye, you know it's Target—you don't even need a logo. —Bonnie Drewniany"

JOUR 329 ADVERTISING CHARACTERS ADVERTISING CRITTER USE TODAY

Drewniany offers a course that explores the history and role of advertising trade characters, helping students to understand how these icons resonate with consumers. "If you were to see a white dog with a red circle on its eye, you know it's Target — you don't even need a logo," Drewniany said. She described understanding trade characters as, "It's CliffsNotes about the brand." Students learn how a trade character can represent the characteristics of the product, such as Rice Krispies' Snap, Crackle, Pop®.

A trade character can also represent a summary of what the brand is all about. Many have evolved since their introduction. Students are assigned character biographies to explore their history, including things such as changes to clothing and facial features in conjunction with an anniversary or social movement.

Drewniany welcomes alumni to her class to speak about the industry. Alumna Liana Miller, a marketing communications planner at General Mills, spoke to the class on Oct. 26 about Lefty the Hamburger Helper glove and how she developed the "Watch the Stove" Mixtape campaign last year. "We treat trade characters with a lot of love and care because they are so iconic; they bring out feelings of nostalgia for most people, which is why they resonate so well in advertisements," Miller said.

The Helper hand was proudly added to the collection.

This past Halloween, the Chick-fil-A cow joined the class for an advertising-themed costume party.

The term ad critters and trade characters are used interchangeably, but celebrity endorsements are not included. Not every brand has a character, but some industries rely on them. "It's not a requirement, but it is like a shortcut to understand brand characteristics," Drewniany said as she pulled out a Flo Halloween costume from her drawer. Flo, she explained, was created to represent Progressive.

Food and beverage are the most likely industries to use advertising trade characters. Drewniany believes that the industry looks carefully at advertising targeted at children to make sure unhealthy behaviors aren't promoted. A few cautionary tales that Drewniany shared were about Chester Cheetah for Cheetos and the Anheuser-Busch Budweiser Frogs. Chester Cheetah now targets an adult audience to avoid advertising junk food to young kids; however, Drewniany shared that Cheetos Oven Baked chips can be seen in children's commercials or television shows. Anheuser-Busch used frogs and lizards but eventually children recognized the frogs.

"Children not only recognized them but could say 'that's for Budweiser,'" Drewniany said. Anheuser-Busch now focuses their attention on the Clydesdales, favorite characters that delight millions of adults whenever they appear. IC

Drewniany's Top 3

1 M&MS
Drewniany's favorite characters are the M&Ms because of their distinct personalities. "If you look at an M&Ms commercial from the 1950s or 60s, it was just a generic cartoon drawing. There was no personality, they were just cutesy," Drewniany said. She owns four of the five colors of M&Ms costumes!

2 Mr. Clean
Mr. Clean was one of the first characters she bought online and he resonates with her from her childhood; her mother would watch soap operas, and she remembers the cleaning supply commercials. "Like so many people, brands will register at different points for no apparent reason," Drewniany said.

3 Clydesdales
Drewniany describes the Clydesdales at "almost a level of an American eagle." Since the Super Bowl commercial with the horses playing football, the Clydesdales have been given human characteristics.



Greg Brannon helping seniors in Carolina News.

Switching CAROLINAS

Story and photo by Kelli Caldwell

As former executive producer of television broadcasting for the Carolina Panthers, Greg

Brannon is now sharing his experience with the next generation of broadcast journalists as an instructor for the School of Journalism and Mass Communications. It was an easy choice for Brannon. His son graduated from the journalism school in 2016, giving him four years to learn about the university and its campus as a parent. He saw a growing interest in sports media and knew he could help students develop those skills.

Brannon is now sharing his experience with the next generation of broadcast journalists as an instructor for the School of Journalism and Mass Communications. It was an easy choice for Brannon. His son graduated from the journalism school in 2016, giving him four years to learn about the university and its campus as a parent. He saw a growing interest in sports media and knew he could help students develop those skills.

Next spring, Brannon will revamp a Maymester course for younger students to show them a glimpse of the sports production world.

The class is slated to be held in Williams-Brice Stadium and will work with the athletic department's live production staff. David Cockfield, the director of live operations, will assist Brannon in acclimating students to the equipment. It's open to underclassmen through an application process.

"It's a natural connection between the broadcast and journalism students to understand the backside of the business," Brannon said. "That was the genesis of the class; to expose our students to another aspect of broadcast and at the same time, help the athletic department."

Experience is crucial in landing the first job out of college. Brannon and Cockfield hope to provide that for students in this course.

"Our idea is to give them that ability to work in the field prior to graduation," Cockfield said. "We're providing practical experience before they look for a job." IC



Brannon is now sharing his experience with the next generation of broadcast journalists as an instructor for the School of Journalism and Mass Communications. It was an easy choice for Brannon. His son graduated from the journalism school in 2016, giving him four years to learn about the university and its campus as a parent. He saw a growing interest in sports media and knew he could help students develop those skills.

*"We're providing practical experience before they look for a job."
-David Cockfield*

After guest lecturing in different classes during the past year, Brannon decided to call Carolina home.

"I've been in broadcasting for 30-plus years, and in the back of my mind I always thought it would be great to teach," Brannon said. "Maybe it sounds a little 'hokey' but I wanted the opportunity to give back."

In his previous position, Brannon was in charge of staff who produced weekly content for Panthers.com and the television show, Panthers Huddle.

The Ohio State University alumnus now brings those skills to the journalism school. He shows students how to run a switchboard or use a camera properly, and most importantly, how to find that interesting news lead. He is currently helping with the broadcasting students' senior semester, putting on live shows twice a day.

Senior broadcast student J.P. Hovey thinks Brannon is the perfect fit for the university because he shows students how to be true professionals in the broadcast field. "He understands the sports media world and the direction it's headed," Hovey said. "His

Photo provided by Greg Brannon
Greg Brannon filming for the Carolina Panthers.

JOUR499: Live Sports Production

Course covers:

- Studying theory of live production
- Using switchboards and camera equipment
- Helping produce basketball, baseball and softball productions

From the Schoolhouse to the White House

Story by Emily Stone

Walking into a room full of eager Journalism 501: Freedom, Responsibility and Ethics of the Mass Media students for a guest lecture can be tough, but when you're used to reporting on the White House, almost anything else is easy.

Josh Dawsey started his career at The Wall Street Journal as a City Hall reporter, then got picked up by POLITICO to be a White House correspondent. Very recently, he was poached by The Washington Post.

An article in Vanity Fair by Joe Pompeo describes Dawsey as, "an energetic, ink-stained-wretch type with a hint of South Carolina drawl."

Dawsey, a 2012 graduate from the School of Journalism and Mass Communications, is making a name for himself in the political realm. If you're on Twitter following the quick world of political reporting, Dawsey pops up at least ten times a day. If he's not the one writing the article, then he's being referenced by colleagues.

"He's one of the most influential reporters on the Trump administration," said Randy Covington, one of Dawsey's former professors.

Dawsey's influence on journalism is what brought him back to the University of South Carolina on Oct. 26 to accept an award as one of the SJMC's Outstanding Young Alumni. As a favor to his former professor, he agreed to speak to Covington's class before the awards ceremony later in the evening.

Fresh off the plane from Washington D.C., suitcase in hand, Dawsey rolled in, ready to

share knowledge and advice with juniors and seniors.

He started off with, "It's fun."

Before moving up in the print world, Dawsey began his writing career at the University of South Carolina.

His senior year he was the editor-in-chief of The Daily Gamecock, giving him background in a fast-paced environment.

Another big advantage he had before graduating was hands-on experience. Carolina

pushes students to get as many internships as possible. "I worked for the Free Times, but The Daily Gamecock is what really prepared me."

Much like the current presidential administration, he moves fast. A story that was relevant three hours from when it was posted has the chance of becoming obsolete and outshined by something else.

"If you want to do well, you have to be nimble," said Dawsey.

Balancing credibility and a good story hasn't been an issue in the past, but the concerns of "fake news" have increased scrutiny on journalists. When facing this problem, Dawsey said, "I don't write anything that I don't check."

"If I could give my college self any advice, it would be to slow down. Weekends are no longer cherished in the real world." IC



Photo provided by Josh Dawsey
President Trump with Dawsey in the Oval Office.



Photo by Emily Stone
Dawsey poses with Dr. Tanner and Professor Bierbauer.

2017 Alumni Awards

Outstanding Young Alumni Award Recipients

Josh Dawsey, '12, White House reporter, POLITICO

Keri Goff, '11, creative director and producer, Dosomething.org

Stefanie Pidgeon, '08, press officer, Risk Management Agency, U.S. Department of Agriculture

Distinguished Alumni Award Recipients

Charles Bloom, '85, executive associate director and chief of staff, University of South Carolina Athletics Department

Christopher Hanclosky, '05, media director, Digico

Russ Mischner, '00, director of integrated marketing communications, The Coca-Cola Company

Mary Caldwell Excellence in Teaching Award

Scott Farrand, senior instructor

Protecting Their Land

Story by Camille Doloughty

Since 2014, Denise McGill's award-winning documentary short film, *The Gullah Project*, has been screened in festivals around the country. The project's success is giving the School of Journalism and Mass Communications professor the creative push needed to turn the short film into a full-length documentary.

The Gullah are a distinctive group of African Americans who live off the coast of South Carolina. After working on assignment taking photos of these farmers, McGill fell in love with all things Gullah.

Her goal is to create a documentary film worthy of a one-hour program to be featured on PBS.

The short film has garnered considerable awards, and that has helped her throughout the creative process. McGill has attended festivals – both big and small – which have given her opportunities to display her work and receive feedback.

"It's really exciting," McGill said. "This is the first project I've done of this kind and for someone to tell you 'you're on the right path, you're starting to get this right' is really incredibly helpful. Winning these smaller awards led me to this point, and gave me the know-how to do what I'm doing now."

During this process, McGill learned that creating a full-length documentary is a team effort. Now, she has enlisted the help of former students, local filmmakers and Gullah experts. The new team includes 2017 visual communications alumna Alex Cone,



McGill photographing Gullah farmers off the coast of St. Helena Island.

who has signed on as production manager.

Cone first learned about the film as a student in McGill's photography class. "I think I really identified with the project because my great-grandmother is Gullah," Cone said. "I thought this was a great opportunity for me to learn more about my heritage and where I come from."

Cone manages interns and shoots photos and video. She says the project has been a chance to learn and grow. "My favorite memory while working on this project so far has been being able to film alongside McGill. As my professor at the beginning of our relationship, I always wanted to impress her with my work, so the fact that she took me with her on a shoot was a huge deal to me," Cone said.

With the help of sponsors and support, the work continues. "Through the Gullah, I learned about their culture and learned about land ownership, how people are keeping their old ways, still finding ways to live off the land, and the sustainability of land ownership," McGill said. "That piece of it is what I have been drawn into and what my story is about." IC



McGill and Cone after winning an award on their documentary.

The Conqueror Movement

Story by Jordyn Seibles

Before honing her skills as a School of Journalism and Mass Communications student, Khadijah Dennis discovered her knack for telling stories as a contributing writer for *The News*, a newspaper in the tiny town of Kingstree, South Carolina. The 2016 broadcast journalism alumna now works as an evening producer at WCSC-TV Live 5 News in Charleston. But she also has a second career: spotlighting the accomplishments of people of color through *The Conqueror Movement*.

Founded in 2012, *The Conqueror Movement* gives young, black creative and professional individuals, primarily from the Carolinas, a platform to help establish their brand. Her team consults with clients to organize their ideas into events and products with the goal of taking their careers to the next level. They also promote clients

through social media and online features including monthly interviews on *The Conqueror Movement's* website, weekly #WhoToWatch features on



"If it wasn't for USC, I really don't think that the Conqueror Movement would be where it is. And I definitely don't think that I would be where I am, professionally."

- Khadijah Dennis

social media and event promotion services. The project celebrated its fifth anniversary this year, and marked the occasion with a celebration titled, "A Moment for Life: The Blackout Edition." In the future, Dennis says she plans to charge for her team's services.

Dennis credits her "passion for journalism and media" for inspiring the movement. What separates her project from others, she says, is its activism and willingness to speak out about racism. The occasional networking mixers have helped, too.

Art Farlowe served as Dennis' academic adviser and University 101 instructor. "I'm not at all surprised to see her succeed and knew she would be successful from day one," Farlowe said.

For Dennis, her education at the university is what gave her the confidence and tools to focus on what she needed to do for her career. "If it wasn't for USC I really don't think that the Conqueror Movement would be where it is. And I definitely don't think that I would be where I am, professionally. I think that a part of living is going through trial and error and really just experiencing everything." IC



Photos provided by Khadijah Dennis

Top: Dennis posing at the Charleston Bridge.

Second: Dennis motivates her audience.

Third: The audience of *The Conqueror Movement*.



Photo by Katie Pasciak
A child selecting books at the Cockey statue unveiling.

WeReadSC

Story by Joe Scotchie-Lenzo

from a variety of studies including the Annie B. Casey Foundation show that the end of third grade is critical for children to read proficiently.

At the Cayce-West Columbia branch, WeReadSC is working with staff to develop and implement best practices for communication between the library and the school.

The hope is that West Columbia will serve as a launching pad. “We are building a flexible, replicable program that can be taken across the state to other communities,” said Pamela Hoppock, coordinator of logistics for WeReadSC.

What does that program look like? “We are designing surveys for teachers, librarians, parents and students to find out their attitudes towards reading and literacy and how can we all come together to improve it,” said Hoppock. Grant funding has been used to purchase SWIVL devices for recording reading interactions between students and teachers, which the College of Education can analyze as it refines its efforts. The grant has also covered hundreds of books and a portable iPad charging station for taking digital surveys into the community.

WeReadSC is maximizing its community outreach

by collaborating with organizations such as BeginningsSC, a nonprofit that provides education and support to children and families impacted by hearing loss. PASOs, an organization that helps connect South Carolina’s Latinos with health education and services, has provided Spanish translation services. And the CIC’s literacy initiative, Cockey’s Reading Express, has been brought on board to deliver quality programming to the children targeted by the initiative.

“There are a lot of moving pieces that go into creating a community literacy program beyond the school and the public library of all families who speak different languages and have different backgrounds,” said Christine Shelek, program coordinator for CRE.

“We want WeReadSC to be as popular and effective as Cockey’s Reading Express,” said Hoppock, who wants to raise awareness about the importance of reading. “We’d like for everyone to be talking about how much fun it is to read. Reading is not just a school subject. It’s a life skill.” IC



Photo by Lewis Zeigler
WeReadSC kickoff event at B.C. Grammar school in West Columbia.

A \$100,000 grant from the Hearst Foundations is paving the way for the College of Information and Communications (CIC) to enhance literacy throughout South Carolina.

The grant has funded WeReadSC, a partnership between the CIC’s South Carolina Center for Children’s Books and Literacy and USC’s College of Education. West Columbia, South Carolina, was chosen as the pilot community for the initiative. WeReadSC is working directly with BC Grammar Elementary School and the Cayce-West Columbia branch of the Lexington County Public Library.

Team members from the College of Education work with teachers at BC Grammar, providing them with professional development to improve reading practices for their students. Statistics

WeReadSC’s Facebook page,



/WeReadSC, shares literacy-based research, ways to improve literacy, tips for engaging community members, upcoming events and more.



Terebeski at her desk.

A quarter of the way into the season, Kristen Terebesi is using resilience, experience and a long-term relationship with Coach Boo Major to drive the Gamecocks forward as the new assistant hunt seat coach of Gamecock Equestrian.

Following the 2016-2017 equestrian season, Major was on the search for a new assistant coach. When former team member Terebesi voiced her interest in the position, the pieces fell into place.

“This was the third offer of the position of assistant coach for the equestrian team, and it was the first time I was ready to say yes,” Terebesi said. “There are many layers associated with that notion; however, after spending nearly a decade as a professional in something other than sport and moving around the country, I finally feel like I am home.”

From 2004-2008, Terebesi

was a member of the Carolina equestrian team. Her final year was her capstone: She won individual national championships, served as team captain and was named the university’s Female Student-Athlete of the Year. She graduated with bachelor’s degrees in advertising and visual communications.

“I distinctly recall the moment I recognized that advertising was not what I imagined it would be. I anticipated making Budweiser commercials and found myself in the harsh reality that was media planning,” Terebesi said. “However, somewhere in my averseness to media planning I craved a more creative outlet and found myself falling in love with design through the class, Intro to Graphic Design, with Professor Scott Farrand.”

“She was a quiet student in the classroom, but that never showed in her work,” Farrand said. “I was – and still am – impressed by her work ethic in both graphic design and athletics.”

Since graduating, Terebesi has seen success in the workplace and in

Ride Back to Carolina

Story and photo by Lauren Fabiano

Alumna of USC’s School of Journalism and Mass Communications returns to Carolina for her first season as Gamecock Equestrian assistant hunt seat coach.

equestrian. After completing her degrees, she put her graphic design talents to work at The Book LLC, a privately owned photography company that focuses on equestrian sport. There, she served as the company’s creative director to develop photo books encompassing clients’ yearly success and unique bond with their horses.

Terebesi also developed her own business, A Few Fishies. Terebesi’s skills in photography and graphic design inspired her to create personal designs, artwork and illustrations for a variety of organizations, which she continues to do while coaching at South Carolina.

Terebesi said, “My degrees from USC weren’t what led me to success – it was the professors and curriculum that opened my mind to a new pattern of thought ... a new pattern of integration.” In her new position, she’s using what she learned, every day. IC

“My degrees from USC weren’t what led me to success – it was the professors and curriculum that opened my mind to a new pattern of thought ... a new pattern of integration.”
- Kristen Terebesi

Photo provided by Wes Wilson

Coach Terebesi coaches Gamecock Equestrian members Meredith Milton and Addie Cromer at the home opener win against Oklahoma State on Oct. 27.





The New Guy

Story by Jalesa Cooley

Photo by Alison Moons
Dean Reichert reading a Cocky's Reading Express book alongside the new Cocky statue.

With a collage of images of two blonde-haired boys in one corner and a plaque on his desk that reads “The New Guy,” Dr. Tom Reichert sits in his office full of unpacked boxes, still getting into the swing of things at the University of South Carolina. The former head of the advertising and public relations department at the University of Georgia is now the dean of the College of Information and Communications. An alumnus of both the University of Missouri and the University of Arizona, Dean Reichert is going into his 21st year in higher education – a pathway he stumbled upon after working in the field of advertising for several years.

“I really missed ideas,” Dean Reichert

said. “Every day in higher education people are advancing and sharing knowledge that you don’t come across as much in the professional world. I wanted to go back and get my master’s so I could work in another field and then I fell in love with research. Naturally, I stayed on for my doctorate which led me to where I am today.” Those research interests include advertising and mass communication content and effects, which have appeared in several academic journals such as the Journal of Advertising and the Journal of Current Issues and Research in Advertising. “I’m interested in how messages change minds and behavior. My approach has been to study persuasion from a social science perspective – what can we show, share or say

“Tom is someone who is always looking forward to greeting challenges headfirst.”
- Stephen Brown

to get people to think differently about ideas, topics and brands?” Drawn to Carolina because of the award-winning faculty and students and the foundation laid by former Dean Charles Bierbauer, Dean Reichert is excited to see how the two schools “collaborate to prepare students for the future.”

“The fields of communication, libraries and information science are rapidly changing. With these areas represented within the college, I believe we are exceptionally positioned for what’s next. Whereas other mass communication or library science programs have just one piece, we have both. There is strength to be gained there.”

Stephen Brown, a 1995 alumnus of the School of Journalism and Mass Communications who has experienced the rise of Dean Reichert in the Georgia professional world for several years, was thrilled when he learned that such a “credible professional” was heading to his alma mater.

“Tom is someone who is always looking forward to greeting challenges headfirst,” Brown said. “He’s very attuned to the changes in our industry and because of that, I know that he will make sure that the next generation of students is schooled in as many of the different aspects of their professions as possible.”

Dean Reichert is also making efforts within

the library and information science industry. Since his arrival in August, he’s kept weekly office hours in Davis College, something that Student Services Manager Sarah Keeling appreciates.

“It’s a great pleasure to have such close access to the dean,” she says. “Having him in Davis College each week gives us the ability to connect with him on a more casual level and get to know him better.”

While Dean Reichert recognizes the strengths that are already in place in the CIC, he has a list of his own plans to implement, which includes increasing the number of undergraduates in the SLIS program and enhancing the offerings for undergraduates that will make them more hireable upon graduation.

“Dean Bierbauer did an amazing job building the foundation of this college. I have so much respect for him,” Dean Reichert said. “We have great leadership in our two directors, David Lankes and Andrea Tanner. We also have great students and a terrific group of faculty and staff who keep things humming. It’s just an exciting time for the college.”

Though the boxes may not be unpacked, Dean Reichert has already begun working toward his vision. His top priorities for now? Building strong relationships, enhancing the research profile of the two schools, and rooting for the Carolina Gamecocks with his family. IC

TEACHING
Dean Reichert’s teaching specialties include an array of advertising courses including management, media planning, principles and media sales. He has also taught a range of communication courses including organizational communication, persuasion, political campaign communication and public speaking.

Photo by Lewis Zeigler
Dean Reichert, son Repp, and Lois Duke Whitaker, Ph.D., enjoy conversation at Gamecocks on the Green.



Fast Facts
roller coaster designer
Dream job:

Wife: Jill, and sons, Repp and Hinton
Likes: Running Favorite cartoon: Justice League
Favorite vacation spot: Myrtle Beach
Favorite Columbia restaurant: Beezer’s
Favorite coffee: Cool Beans!
Guilty pleasure: watching episodes of The Walking Dead and House of Cards
“black, please”





Going Global

Story by Rachel Pittman

The School of Library and Information Science connects through the Knowledge School.

For those in the School of Library and Information Science (SLIS) at the University of South Carolina, libraries are not buildings with books – they’re communities with the power to connect the world.

“All around the country and all around the world you have different library organizations, and these organizations are made of people,” said Dr. David Lankes, director of SLIS. “The idea is to identify these people – the key innovators in these fields – and tie them together into what we’re calling the Knowledge School.”

The Knowledge School is an international resource network for those in library

and information science. Developed by Dr. Lankes soon after he became director in 2016, the goal is to make it easier to share ideas and information, as well as develop personal relationships and mentorships, curricula, virtual lectures and other educational materials.

The concept came about as a response to the changing nature of both libraries and the processes of distributing information. In the digital age, libraries are less static institutions that house books, and more living, breathing cores of different peoples and areas.

“Libraries around the world are changing, and we really believe that SLIS could be instrumental in making that happen, so we are doing that through reaching out internationally and connecting people,” Dr. Lankes said. “How do we make people look at libraries less as places that are concerned only with paper and books and materials and more as community centers?”

“Libraries around the world are changing, and we really believe that SLIS could be instrumental in making that happen, so we are doing that through reaching out internationally and connecting people.”
-Dr. Lankes

While Dr. Lankes and other SLIS faculty have traveled to far-off locations such as Florence, Italy and Warsaw, Poland, to build relationships with libraries and library science experts, technology allows the Knowledge School to function across national and international borders without requiring those at SLIS to apply for a passport or board a flight.

Through the Knowledge School’s digital network, SLIS students in Columbia classrooms can hear lectures from international librarians and experts and learn of new ideas and developments in libraries around the globe.

“Most library services and resources are not bound by geographical location,” said Dr. Dick Kawooya, an assistant professor at SLIS also at work on the Knowledge School idea. “Likewise, the problems and needs of communities served by libraries the world over are not always unique to those communities. Hence the need for a global approach to library services and networking.” According to Dr. Kawooya, SLIS is doing this by giving students and faculty a global learning, teaching and research experience to enable them to widen



Photos by Anna Maria Lankes

Previous page top: The ceiling of The Piccolomini Library of the Siena Cathedral. Above: Dr. Lankes at the The Piccolomini Library of the Siena Cathedral. Bottom: The Biblioteca Marucelliana di Firenze.

the geographical scope of the problems and questions they work on.

The Knowledge School opens new doors (figuratively and literally) for SLIS faculty, staff, students and alumni by unlocking a limitless web of influencers and information for Carolina. Mentors and new curriculum materials are available to the school through the concept, multiplying the opportunities that SLIS can offer to its past, current and future students. Those behind the idea are even planning an event for the spring of 2019 that would bring those involved in the Knowledge School to South Carolina, essentially delivering the world to Carolina’s doorstep.

However, the Knowledge School is being formed not only to bring the world to South Carolina, but also to share South Carolina with the world. With programs such as

Cocky’s Reading Express, SLIS has created a name for itself in the state, becoming a part of local and regional information communities and literacy initiatives. According to Dr. Lankes, it’s time to take that influence to an international level.

“This school has a track record of doing amazing things, and it’s had a great impact here in South Carolina,” Dr. Lankes said. “We want to take what we’ve learned here, connect with experts and innovators around the world, bring them together, and decide how we can increase that impact.” IC



For more information on SLIS and the Knowledge School, contact Dr. David Lankes at rdlankes@mailbox.sc.edu

Like SLIS on Facebook @uofscslis Follow SLIS on Twitter @slisSS

SJMC's Best of the BEST

Story by Sabrina Shutters
Photos by Lewis Zeigler

School of Journalism and Mass Communications student Ryan Gareis is taking her job as Freshman Scholar seriously.

"My fellow scholars and I are going to be mentors to the next year's freshman journalism scholars, which will make me work my hardest to be able to give the new scholars the best advice and knowledge," Gareis said.

Gareis is a recipient of a two-year-old SJMC freshman scholarship that, together with the Media Diversity Scholarship, combines to form a new branch of scholarship programs designed to bring the most promising aspiring journalists to the SJMC. As part of the scholarship program, the students serve as school "ambassadors," attending key events in the SJMC throughout the year, greeting guests and welcoming students, faculty and alumni.

Recipients of these scholarships have the benefit of attaining close connections with the SJMC faculty and staff, and being among the first to know about professional and educational opportunities available to students.

Dr. Andrea Tanner, SJMC director, says that the students are representatives for the School of Journalism and Mass Communications.

"It's a scholarship, but

these students are also ambassadors for our school," said Dr. Tanner. "They may participate in some of our recruiting sessions for prospective students or be greeters at certain functions that we have. By participating in these activities, they have the chance to meet people who may make important contributions to their education or their professional career."

What does it take to become a SJMC Freshman or Media Diversity Scholar? The committee, comprised of SJMC faculty and staff, is seeking students who are strong academically and have a passion for journalism and mass communications. Applicants submit essays, outlining why they are interested in journalism and mass communications, and list high school involvement and past experience in communication-related activities.

"When we have a student who's looking at a school that is one of our competitors, I hope that they'll see that, 'wow, I'm going to get this scholarship from the School of Journalism and

Mass Communications at the University of South Carolina,' and that will help lead them to USC," said Dr. Tanner.

This is the first year for the SJMC Media Diversity Scholarship, with four students receiving the award.

Assistant Dean for Student Services Rushondra James says that the goal is to help recruit students who are under-represented in media and in the School of Journalism and Mass Communications.

"You'll see students who are Asian, African-American, Hawaiian, American Indian, who we don't see as much when we look at our diversity numbers," James said. "What we're hoping to do is have that as a recurring program to diversify student population."

While students benefit from journalism connections within the SJMC and tuition assistance, one of the greatest rewards of these scholarships is being able to represent the school.

"Being chosen gives me a sense of pride and connection to the school," Gareis said. "There is a strong feeling of accomplishment for me." IC



2017 SJMC Media Diversity and Freshman Scholars.
From left to right: Ryan Gareis, Grace Peasley, Mackenzie McNabb, Emma Kontir, Lauren Coffman, Christal Harvin, Emma Grace Hurt, Arunmani Phravorachith
Not Pictured: Michael Aufiero



Media Matters

Story by Katie Pasciak

In August 2017, the School of Journalism and Mass Communications won 12 awards at the Association for Education in Journalism and Mass Communications. That's a record. Professors Scott Farrand and Van Kornegay placed second in the nation in the Best Practices Competition with their submission, "When Media Matters," a presentation on the College of Information and Communications' first service learning study abroad trip to Africa. It all started with a website.

"I've had a predisposition to the idea that a good way to expand people's horizon is put them in an uncomfortable situation. Not uncomfortable, just alien," Kornegay said. "The students on the Africa trip will tell you one of my little slogans they hear all the time is 'embrace the alien.'" While in Africa, students tackled needs within the community. Daily activities for students would range from playing with orphans with toys they brought in their checked luggage to traveling with the mobile medical clinic taking temperatures and giving out medicine to treat malaria.

Students were paired in teams of two to create videos about the village they served, but the projects weren't designed for just the class going to Malawi. "It wasn't only a study abroad trip. It involved numerous classes even when we got back home," Farrand said. "Every class could have service and public service ... if you just attempt to try it."



A villager asks to have her picture taken as she shows off her favorite knife.

Kornegay's coding class created a new website for Ministry of Hope, a Malawian non-profit for which he is a volunteer. One class designed online content for the website; another produced several books from the photographs

taken in Malawi. A design class not only created promotional posters for Ministry of Hope's office, but also designed 3D packaging for jewelry using a single sheet of paper for a woman in Malawi who makes and sells her own beads. The trip caused a chain reaction that led to new ways to raise awareness for this village.

Upon returning home, both professors still had questions: When does media matter? Is there a difference between meaningful and un-meaningful media? Should we be teaching the importance of media and the messages you spread? "There are times where your message is right for a certain audience. To have that message and deliver it in a channel where they can hear it and then give them a call to action," Kornegay said. Farrand believes that media has the potential to be meaningful, and that social media has a great power that can be used for good. Kornegay warns against "slacktivism," passively sharing posts on social media instead of actively aiding causes, and encourages students to put themselves in new situations where they can serve others and learn more about themselves.

In May 2018 there will be another trip to a different village in Malawi. Farrand hopes to engage students in a fundraiser to raise awareness and funds for orphans who live in the United States in the months before the service trip. Although the trip's details are still being planned, Farrand's goal is to raise money for a medical mission trip. IC

Donate to the Ministry of Hope here:
<http://bit.ly/zh2ybGv>



Photos provided by Scott Farrand
Professor Farrand and a student help children wash their hands before a supper the class cooked for the village.

AEJMC AWARD WINNERS

Yoga for every (body)?
by Nandini Bhalla and Leigh Moscovitz

Colonization and Cornish
by Ken Campbell

The psychological process of mixed valence images
by Taylor Wen, J. Morris, M. Sherwood, A. Meyer and N. Rosenberg

Any benefits from anxiety and curiosity?
by Taylor Wen and A.D. Naa

Scare'em or Irritate'em
by Taylor Wen

How interactivity influences evaluations of product choice among consumers with different levels of desire control
by Linwan Wu and Denetra Walker

When media matters benefit new product
by Van Kornegay and Scott Farrand

Fotos de beisbol
by Kevin Hull, Joon Kim and Matthew Stilwell

Does interactivity benefit new product acceptance?
by Linwan Wu and Denetra Walker

“Being chosen gives me a sense of pride and connection to the school.”
-Ryan Gareis

To donate to the SJMC Media Diversity and Freshman Scholars programs, go to sc.edu/giving

Pixels OR Paper?

Story by Hayley Kelly

Eight of 10 Americans use something other than newspapers as their primary news source, according to Pew Research Center. Could print ever go away completely, or is it just coexisting with the digital world?

The reason many news consumers are switching to online is the same reason we call someone to ask a quick question instead of going to see them in person; it's faster and more convenient. According to a 2016 Pew Research Center survey surveying those 18 and older who are members of the Pew Research Center's American Trends Panel, when it comes to consumers reading their news, 59 percent prefer online, whereas 26 percent favor print. The other 15 percent prefer television and radio news. Another question reveals that only 5 percent of U.S. adults ages 18 to 29 get their news from printed newspapers, whereas statistic rises to 48 percent for ages 65 and older.

"People want what they want, when they want it, and how they want it," says Doug

Fisher, a senior instructor for the School of Journalism and Mass Communications (SJMC). Fisher said that digital news is useful for breaking news and quick access to information, but when it comes to in-depth stories, print is a useful tool. "Print gives you a sense of relevance and importance," said Fisher.

"What we are seeing isn't technology replacing print, we're seeing changes in what they are useful for," said Dr. David Lankes, director of the School of Library and Information Science (SLIS). Dr. Lankes also said that paper itself is considered a technology, but you are limited to what you can do with paper, unlike digital sources.

Three in four Americans get at least some of their news from social media, according to a study published by the American Press Institute (API) earlier this year. The study also revealed that 60 percent of Americans receive their news from Facebook multiple times a day – more than Twitter, Instagram and Snapchat combined.

"Unfortunately, many print publications are downsizing because of the ferocity of the web and people's ability to get their news anywhere," said Marjorie Duffie, a former print journalist and SJMC alumna. "Print newspapers are moving online and are still struggling with how that affects their bottom line, but they are necessary in a 24/7 news world where anyone can share information," Duffie said.

Duffie is the public relations and marketing director for the university's student health services. "Personally, I left the newspaper world because of the instability as they continue to navigate the evolving nature of their work," she said.

Pricing can also play a big role in whether or not a consumer chooses print over digital. According to the API study, of those who pay for news, ages 65 and older are five times more likely to buy print than digital.

A 2009 study conducted in the U.K. by Bangor University and branding agency and research firm Millward Brown found that printed material engages with consumers' brains, helping them retain more information. The study also revealed that, compared to digital sources, reading from paper is more impactful and memorable. "Physical material is more 'real' to the brain. It has a meaning, and a place. It is better connected to memory because it engages with its spatial memory networks," said the study's authors.

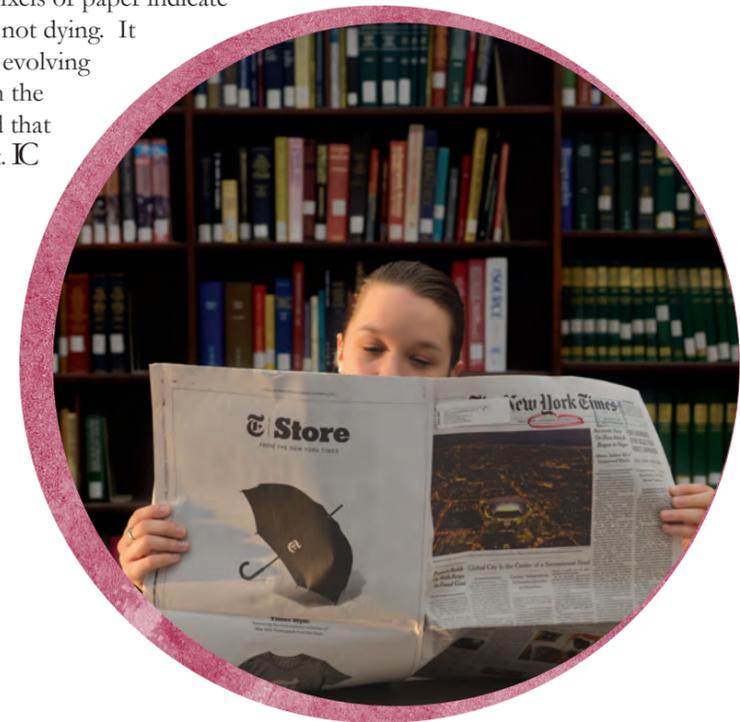
"The important thing is that they are reading," said Melanie Huggins, executive director of Richland Library and a SLIS alumna, while discussing the impact technology has on education. She believes that platform doesn't matter, as long as the audience is being reached and the material is being read.

According to an earlier study conducted by Pew Research Center in 2011, 83 percent of those surveyed said they prefer an e-book to print books when seeking quick access. The study also revealed that 81 percent prefer

printed books when asked about books for children. This suggests that even though e-books are becoming popular, printed children's books are still valued for their education and keepsake purposes.

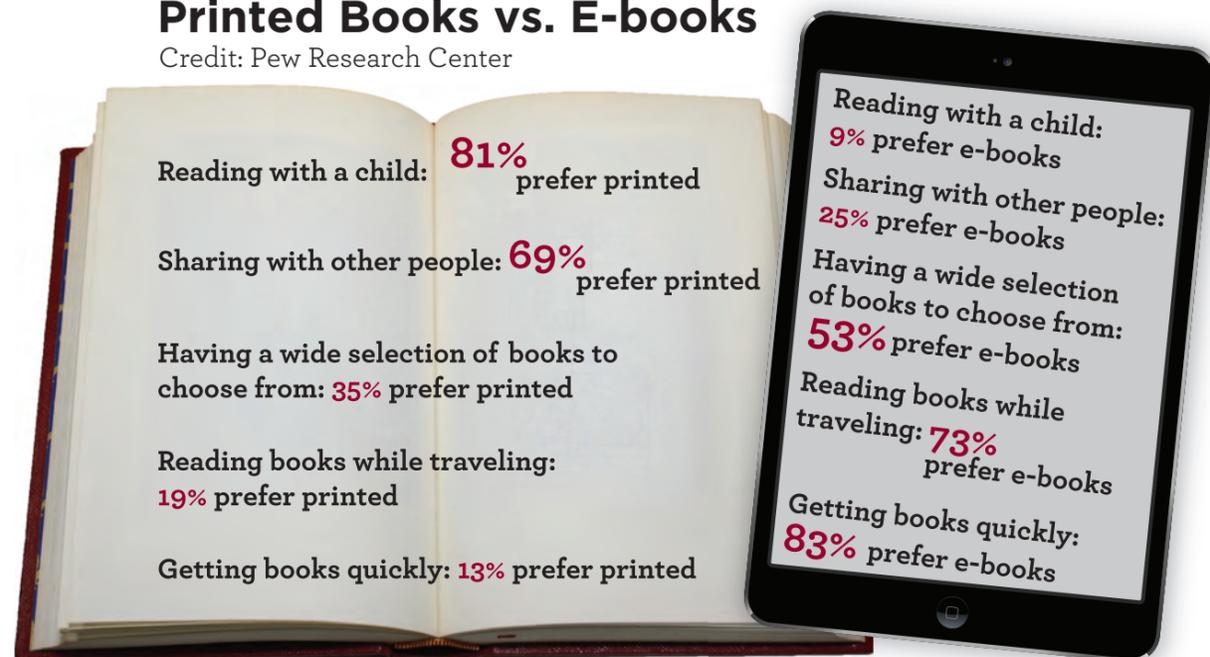
Leesa Aiken, director of the South Carolina State Library and a SLIS alumna, believes that it depends on an individual's preference when it comes to reading print, because it's all the same information. "I don't think print will ever die completely because there will always be people who want to read print," said Aiken.

The marketplace and business interests are transforming how we use paper in our day-to-day lives. Trends and studies on the subject of pixels or paper indicate that print is not dying. It is, however, evolving to fit in with the digital world that surrounds it. **IC**



Printed Books vs. E-books

Credit: Pew Research Center



Percent of U.S. adults who often get their news on each platform:

TV: 57% | Online: 38% | Print: 20%

Percent of U.S. adults who prefer reading their news:

Online: 59% | Print: 26%

Credit: Pew Research Center

Students Giving Back

Story by Page Buckman

Dozens of homeless veterans in the Charleston area are sleeping in comfortable rooms tonight.

Meg Parker, a Masters of Mass Communications student and alumna of the School of Journalism & Mass Communications, and Amy Saukas, an undergraduate senior broadcast student, dedicated their time this past summer to help make it happen.

Patriot Villas in Charleston, South Carolina is a 74-room housing complex for homeless veterans. The facility's primary goal is to get veterans off the street and give them a safe place to eat, sleep, and receive any needed medical attention. Residents will have access to many services such as therapy, counseling and support groups.

John Saukas, father of Amy Saukas, is a founder of Patriot Villas and a partner of ANKAJO Properties, the group that helped develop the facility. "We believe what we are doing will serve and honor people," he said in an article from the Post and Courier.

"As a family, we have

been surrounded by the military and people who have given up everything to fight for our country and we wanted to give back in the best way possible," said (Amy) Saukas. "The journey has changed me as an individual, both personally and professionally. I have learned so much about myself and how to apply my education to the real world."

Parker got involved with Patriot Villas through Dr. Jeff Ranta,



Saukas, left, and Parker, right, pose together at the Patriot Villas grand opening.

USC professor, while she worked with The Carolina Agency for her graduate assistantship.

"Anything I could do to repay the men and women who courageously protect the United States would not hold a candle to the bravery and valor they show daily," says Parker. Together, the two managed all public relations, including press

releases, media relations, social media and fundraising for the program and the grand opening. They both agree their classes at the journalism school helped prepare for them for all the work they did for Patriot Villas. Saukas even continues to manage all social media for the cause.

"Anyone who wants to get involved in charity work in the public relations field should truly connect with the organization," said Parker about her experience. "It's imperative that the people who are benefiting from the charity's services be at the forefront of your mind and drive your efforts to be the best they can be."

To learn more about Patriot Villas and its purpose contact John Saukas at 843-452-3524. IC

"I have learned so much about myself and how to apply my education to the real world."

-Amy Saukas

According to the U.S. Department of Housing and Urban Development, about 11% of homeless people are veterans and another 1.4 million veterans are at risk of homelessness because of poverty and a lack of emotional and mental support.



Photos provided by Amy Saukas
Amy Saukas with 1st Lt. Patrick "Clebe" McClary III at the grand opening of Patriot Villas.

Beyond What's Required

Story by Chloe Schmidt

What are special topics courses and why do they matter? Many students in the School of Journalism and Mass Communications have interests that go beyond the required classes. And faculty have in-depth knowledge and interests they'd like to share.

"In a changing media environment, special topics courses allow us to be innovative, creative and flexible with our course offerings," said Andrea Tanner, director of the SJMC.

"Of course, the SJMC curriculum includes required courses that provide students with crucial knowledge and skills. But it's also flexible, giving students ample credit hours to take courses that may help them acquire expertise in a specific area or simply learn about something they want to know more about."



Doug Fisher

"Everything has a data component," said Doug Fisher, instructor of the special topics course Data Journalism. "Data journalism and data are pervasive; most job descriptions touch data somehow." The course covers acquiring, analyzing and presenting data using spreadsheets and other tools to uncover stories and provide depth and context to journalism. It will push students to exercise critical thinking and create a much better skill set to deal with the world. "We are assaulted by data every day," said Fisher. "Data journalism will become a big part of what we do."



Denise McGill

Denise McGill teaches Long-Form Photo Story, which allows students to spend the whole semester documenting one topic, gathering images and audio with high technical level.

Students are required to submit a digital portfolio in order to be evaluated for enrollment. According to McGill, the course will hold students to a higher standard than other photography courses.

Leadership and Internal Relations Management, taught by Shannon Bowen, is another new offering. "We will study leadership and internal relations as components of the public relations management function," said Dr. Bowen. This course will teach students about internal relations, a management function that applies public relations theory, leadership, management communication and organizational theory to the internal stakeholders of organizations.

Introduction to Broadcast Meteorology will be taught by former WIS TV meteorologist Ben Tanner. "I see this course as providing an opportunity to gain valuable experience and knowledge in the growing field of broadcast meteorology," he said. "Students will learn to present, forecast and deliver the forecast in a timely basis for on-air presentation." The students will learn broadcast skills, interpret scientific information and produce science and weather-related content.

Greg Brannon will teach Live Sports Production. Learn more about that class on page 12.

"Special topics courses give faculty and students a way to explore and learn something new," said Andrea Tanner. "Some special topics courses may be taught only once – others, such as Social Media Strategies and Podcasting, have become a part of our regular course offerings." IC



Shannon Bowen



Ben Tanner



Greg Brannon



Gamecocks: Beyond Boundaries

Photo provided by Bonnie Ayres

GALAPAGOS

A group of students pose in the Galapagos Islands on one of their free days.

Students in the College of Information and Communications were able to explore all over the world this summer with the help of scholarship opportunities.

Story by Rebecca McCue

In May, only the snow was visible on the German mountaintops, and for senior visual communications major Katie Pasciak, it was one of the most beautiful sites she has ever seen. “It truly put into perspective how tiny our existence is and how beautiful our world is,” Pasciak said.

The cost of a study abroad trip can be more than a few thousand dollars, quite a burden for many students in the College of Information and Communications. This past May, programs through the CIC gave students an opportunity to keep their dreams alive, allowing them to travel to Munich, Germany and the Galapagos Islands among other exotic locales.

Through the study abroad office, CIC students can apply for an assortment of scholarships to mitigate the cost of summer travel. Three of the most popular scholarships are the Beyond Boundaries Award, the Carolina

Global Study Scholarship and the Passport Travel Grant. Each scholarship has its own set of standards and requirements for eligibility. For example, the Beyond Boundaries award helps students from under-represented backgrounds studying abroad, including those with financial need, disabilities or unique ethnic backgrounds.

The Carolina Global Scholarship assists students with a significant financial need. The Passport Grant is exclusive for Capstone, Honors

and Scholars students. Recipients of these awards can receive anywhere from \$500 - \$2,000. This past summer, about 40 percent of applicants for the scholarship were awarded the Beyond Boundaries Award, 55 percent the Passport Travel Grant, and 75 percent the Carolina Global Summer Scholarship.

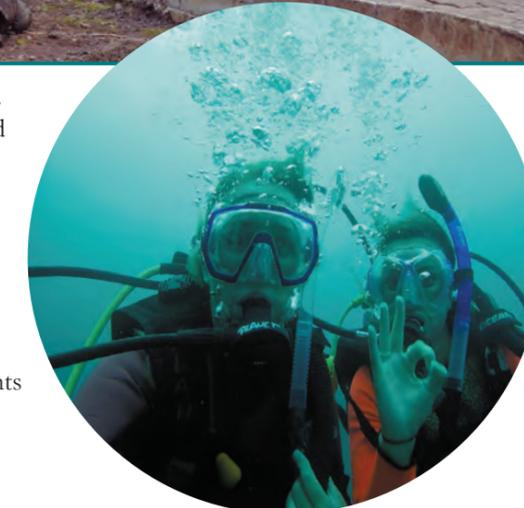
Students who traveled on the 12th CIC trip to Munich immersed themselves in the culture. It’s one of the longest-running study abroad trips offered for students in our college. Side trips included Zugspitze, the tallest peak in Germany. For Pasciak,

“Getting to see animals in their natural habitat was a once-in-a-lifetime experience.”
-Bonnie Ayres

Photo provided by Katie Pasciak

GERMANY

The mountains in Zugspitze.



traveling to Germany was a once-in-a-lifetime opportunity to further her skills in a culturally rich area of the world.

Pasciak wouldn’t have been able to see those mountains if it weren’t for the scholarships offered for this program. She received the Beyond Boundaries Award for \$2,000, which was the deciding factor that allowed her to travel to Germany and strengthen her photography and visual communications skills.

Bonnie Ayres, a junior fashion merchandising major with a minor in advertising and public relations, had many once-in-a-lifetime experiences on her trip to the Galapagos. This is the first time the trip was offered and it proved to be quite influential. The students lived in homestays, and visual communications professor Keith Kenney thought this immersion helped students understand the culture. “The people there don’t speak much English so staying in these places really helps you get to know the Ecuadorian culture,” said Kenney.

Ayres took a travel photography class with Kenney and was able to photograph animals that could only be found on the island, including the Galapagos giant tortoise, Darwin’s finches and the Galapagos land iguana. “Getting to see animals in their natural habitat was a unique experience that I am so thankful that I was able to be a part of,” Ayres recalled, adding that it was possible because she received the Carolina Global Scholarship to help with many of her expenses.

These scholarships have helped many students accomplish their dreams of travel without

financial hardship. They have allowed students to experience new cultures and places around the world and come back to share these experiences with fellow students and graduates. IC

GALAPAGOS

Top Left:

Photo provided by Bonnie Ayres

Ayres practicing her new photography skills on the beach of La Loberia in the Galapagos.

Top Right:

Photo provided by Savannah Weber

Group shot of the students on San Cristobal Island in the Galapagos.

Middle Right:

Photo provided by Keith Kenney

Students in class running into a native turtle during one of their classes.

Bottom Right:

Photo provided by Savannah Weber

Weber and classmate practicing their new underwater photography skills.

To help fund these scholarships and allow more students to attend these trips, please visit giving.sc.edu/cicstudyabroad



Mark Bryan

THE JOURNEY CONTINUES

Story by Tara Borden

Looking back, journalism school alumnus Mark Bryan remembers the fun of playing in a professional band in college, before it became a career. As one of the founders of Hootie and the Blowfish, Bryan paid his dues long before the band became multi-platinum performers.

In 1989, Mark Bryan crossed the stage at the University of South Carolina with a degree in broadcast journalism and a diploma in hand. At about the same time, The Wolf Brothers, a band he and friend Darius Rucker created, morphed into Hootie & the Blowfish. Bryan's journalism studies and music career were connected from the start. "My experience majoring in broadcast journalism at the University of South Carolina was really great," said Bryan, "Darius was taking some of the same classes and we even took a few together."

Bryan served as the lead guitarist and songwriter of Hootie while Rucker sang the melodies, and the two were soon joined by fellow classmates Dean Felber and Jim Sonefield. In 1994, they

released their debut album "Cracked Rear View," which became the best-selling album of 1995, one of the fastest-selling albums of all time, and received 16 platinum record certifications.

Bryan credits his experiences in the School of Journalism and Mass Communications with helping him feel more comfortable with microphones and public speaking, as well as knowing how to edit his work as he produces new lyrics. "When we got a contract from a producer my senior year, I was taking a media law class with Dr. Eric Collins," Bryan said. "He was nice enough to invite us into his office to look over the contract for free. He didn't have to do that but he offered and it really helped us out a lot being college students."

When Hootie & the Blowfish took a hiatus in 2008, Bryan's solo career in the music industry was just getting started. The Maryland native is now an active music influencer in Charleston, taking the stage with a number of recent successes and a new album.

"Songs of the Fortnight,"

Photo provided by Mark Bryan
@boncekimages

Image from "Songs of the Fortnight" album tour.

Bryan's third solo album, was released this past August. This past summer Bryan received an Emmy award for his concert series "Live at the Charleston Music Hall." He is the host and executive producer of the show, which spotlights musicians. It's been featured on South Carolina Public Radio and SCETV.

Bryan is adjunct instructor and artist in residence at the College of Charleston and manages the local emerging band Stop Light Observations. He also works with Carolina Studios, which provides students with the ability to record music free of charge.

Bryan says he'd love for an upcoming project to be the next Hootie & the Blowfish album. For now, it's all good. "My goal, almost since I was a teenager, was just to have a career in music," he said. "I'm happy as long as I'm doing something I love. It's about the journey, not the destination, and I want to continue on that path." IC

Alumni

NOTES

1970s

Susan (Broome) Adams, BA, 1977, MLIS, 1991, has joined Hunter Street Elementary School in York District One as a media specialist. She previously worked at Spring Valley High School in Richland District Two.

Carrie Gass, MLIS, 1975, is a retired media specialist for the Lee County school system. In 1966, Gass became the first African-American teacher at Bamberg-Ehrhardt High School in Bamberg. She co-founded the organization Concerned Citizens of Lee County and founded the Committee for Progress and Understanding. She was featured in the spring 2017 issue of Lee Magazine.

Leeza Gibbons, BA, 1978, has been inducted into the inaugural Irmo High School Hall of Fame class. Gibbons is a TV personality and past winner of "Celebrity Apprentice." She is the founder of Leeza's Care Connection in Columbia, a center that provides support and resources for caregivers.

Delores (Dalrymple) Gullede, MLIS, 1978, works as an inspirational speaker, tai chi teacher and thanatologist. She authored "A Mourning Miracle" and works with those who have experienced crisis, loss, grief and life transition.

Elizabeth Latt, BA, 1972, has retired from her role as assistance vice chancellor for news and communications at Vanderbilt University in Nashville, Tennessee.

1980s

Mark Bryan, BA, 1989, Hootie & the Blowfish guitarist, has released his third solo album, "Songs of the Fortnight." Bryan owns Chucktown Music Group and is co-producer of "Live at the Charleston Music Hall," which won a 2017 Southeast Emmy Award.

Margaret (McNab) Gale, MLIS, 1983, writes genealogy articles for history-related publications. She has been accepted into the National Society Colonial Dames XVII Century.

Catherine (Sanford) Ghorbani, MLIS, 1988, is head of reference and adult services at Cary Memorial Library in Lexington, Massachusetts.

Joseph Rice, MLIS, 1983, has been named manager of the Hartsville Memorial Library in the Darlington County Library System.

1990s

Iris (Cooper) Abney, MLIS, 1998, is the branch manager for Richland Library Eastover.

Stephen Brown, BA, 1995, has been inducted into the Order of the Phoenix/Public Relations Society of America Georgia Hall of Fame. Brown is senior vice president and chief innovation officer for Cookerly in Atlanta.

Kristin Cobb, BA, 1993, has been named executive director of Harbison Theatre at Midlands Technical College in Irmo. Cobb previously served as executive director of the Fine Arts Center of Kershaw County in Camden.

Todd Elliott, MLIS, 1998, served as the 2016-2017 president of the Virginia Public Library Directors Association. He is now the president-elect of the Virginia Library Association.

Carolyn (Howe) Gause, MLIS, 1990, is a librarian at Hand Middle School in Columbia. She recently renewed her national board certification.

Julie (Silver) George, MLIS, 1996, is coordinator of public services for Eastern Kentucky University Libraries in Richmond, Kentucky. She also teaches a critical thinking course for college freshmen.

Ramona Grimsley, MLIS, 1999, has been promoted to digitization librarian with the Berkeley County Library System in Moncks Corner. She previously worked as the special projects/public relations librarian.

Benjy Hamm, MMC, 1991, has been named editorial page editor of The Virginian-Pilot, a daily newspaper based in Norfolk, Virginia.

Melanie Huggins, MLIS, 1995, serves as executive director of Richland Library. The library received a 2017 Institute of Museum and Library Services National Medal as recognition for the resources, services and programs it provides to the community.

Hal Kirkwood, MLIS, 1993, has been elected president of the Special Libraries Association for 2019.

Dwayne McLemore, BA, 1997, digital sports editor and online editor for GoGamecocks.com at The State Media Company, has received the newspaper's 2017 Ambrose G. Hampton Award.



Photo provided by
Rose Dangerfield

Rose Dangerfield, BA, 1986, has joined the Columbia Chamber of Commerce as vice president of marketing and communications.



Photo provided by Kevin Floyd

Kevin Floyd, BA, 1997, has been named director of marketing and communications at Murphy and Grantland law firm in Columbia.

Shanna Lowery Petry, BA, 1996, has co-founded Trinity Model and Talent Management in Charleston with alumna Alicia Gleiter Ward, 90s.

Joy (Hollingsworth) Price, MLIS, 1990, has retired after 39 years in education. As a media specialist, she was a three-time Teacher of the Year and a finalist for the Ben Craig Educator Award in Charlotte, North Carolina.

Cathy Pruett, MLIS, 1992, has joined the Johnsonville Public Library as branch manager. She previously worked as a youth services librarian with the Marion County Library System.

Jennifer (Phillips) Shepley, MLIS, 1997, is a community services manager with Chesterfield County Public Library in Chesterfield, Virginia.

Kathryn (Langston) Walker, MLIS, 1994, has retired from McCrorey-Liston School of Technology in Blair, after 20 years as a classroom teacher and 23 years as the library media specialist.

Alicia Gleiter Ward, BA, 1996, has co-founded Trinity Model and Talent Management in Charleston with alumna Shanna Lowery Petry.

Sally (Vansant) Williams, MLIS, 1999, has retired from her position as media specialist at Wade Hampton High School in Varnville. Williams worked in teaching and libraries for 35 years.

Sandra (Myers) Wiseman, MLIS, 1994, has been selected as the 2017 PBS Digital Innovator for the state of West Virginia.

2000s

Camillia Austin, BA, 2003, has been named to The State Media Company's 2017 list of 20 people under the age of 40 who are making a difference in South Carolina's Midlands region. Austin is the supervisor of operations, simulation and clinical skills at Palmetto Health in Columbia.

Amy (Bouknight) Bedenbaugh, MLIS, 2000, is a library media specialist at Batesburg-Leesville Primary School in Batesburg. She recently revamped her school's media center to support a "learning commons" approach and expanded its coding and makerspace areas. Bedenbaugh, along with the Batesburg-Leesville Elementary School librarian and the district technology coach, presented about the project at a South Carolina Association of School Librarians conference.

Mark Blando, MLIS, 2005, has been named director of the Owatonna Public Library in Owatonna, Minnesota.

Cory Burkarth, BA, 2009, MMC, 2012, has been named communications director in Sen. Andy Vidak's Sacramento, California, office. Burkarth previously worked as assistant director of media relations and digital media for the University of South Carolina's athletics department.

Denis Cranstoun, MMC, 2004, has joined PALAZZO Investment Bankers in New York as director.

Eva Foussat, BA, 2005, is creative director for the South Carolina Hospital Association in Columbia. She recently designed a walking trail marker for the South Carolina State House.

Andrea Glover, BA, 2003, works as an assistant professor of graphic design at Charleston Southern University in Charleston. Her business, "Letter Décor," has been featured in Southern Lady magazine. In 2016, Glover was named to South Carolina Black Pages' Top 20 under 40 list. She previously worked at Spartina 449, where her graphic design work helped the company expand globally.

Heather Gray, MLIS, 2001, has joined Southern Wesleyan University in Central, as distance learning librarian.

Meghan Hickman, BA, 2007, has been named to The State Media Company's 2017 list of 20 people under the age of 40 who are making a difference in South Carolina's Midlands region. Hickman is the executive director of EngenuitySC in Columbia.

Blair Hinson, MLIS, 2009, has been named director of Oconee County Public Library.

Curt Jacobi, BA, 2001, has been named vice president of advertising for Beaufort County, newspapers The Island Packet and The Beaufort Gazette.

Annie Lambert, BA, 2008, has been appointed to the South Carolina Alumni and Advancement Directors board of directors.

Kristy "Indi" Rooney, MMC, 2005, has been named to Business Examiner Media Group's 2017 40 under Forty list for the South Sound - Seattle region.

Brian Walker, BA, 2009, has been named vice president of Statwax, a digital advertising agency outside of Indianapolis.

Beatriz (Pascual) Wallace, MLIS, 2001, is a member of the Young Adult Library Services



Cindy Ott, BA, 1982, has produced a television documentary, "Afghanistan, Depression: The Silent Enemy," based on the work she did in Afghanistan as a mental health media adviser.

Photo provided by Cindy Ott

Association's 2017 Amazing Audiobooks committee. Wallace is a librarian with Seattle Public Library.

2010s

Devon Bremer, BA, 2017, has joined 87AM in New York as a media associate.

Elizabeth Caruso, MLIS, 2017, has joined the University of North Carolina at Charlotte's J. Murrey Atkins Library as a technology services coordinator.

Patrick Cloney, BA, 2016, has joined Allied Integrated Marketing in Atlanta as an account coordinator.

Emily Collins, BA, 2016, has joined DuBose Web in Columbia, as an account manager.

Cassie Cope, BA, 2013, has joined The Charlotte Observer in Charlotte, North Carolina, as a health care and wallet reporter. Cope previously worked as a reporter for The State Media Company in Columbia.

Taylor Davids, BA, 2016, has joined NP Strategy in Columbia, as a project coordinator.

Hampton Fuller, MLIS, 2014, is a medical librarian for Wheeling Hospital in Wheeling, West Virginia.

Elizabeth (DeMars) Graham, MLIS, 2013, is a media specialist for Woodland Heights Elementary School in Spartanburg, where she has been selected as the 2017-2018 Teacher of the Year. Her school received the Fall 2017 National Elementary Scholastic Book Fair Contest President's Award for Exceptional Performance (Family Event).

Alexandra Guarino, BA, 2017, has joined WECT news in Wilmington, North Carolina, as a reporter.

Kayla Hildreth Gupton, BA, 2010, MMC, 2012, has been named to The State Media Company's 2017 list of 20 people under the age of 40 who are making a difference in South Carolina's Midlands region. Gupton is a marketing manager at Colonial Life in Columbia.

Jasmine Hoveyda, BA, 2015, has been promoted from membership experience assistant to communications coordinator at the South Carolina Association of CPAs in Cayce.

Natalyn Klump, BA, 2012, has joined ETV Endowment in Spartanburg, as marketing and communications coordinator.

Lynn Luc, BA, 2013, has joined the Free Times as a multimedia account executive on the advertising sales team.

Katie Lucas, BA, 2015, has joined The Brandon Agency in Charleston, as a project manager.

Laura Douglass Marion, MLIS, 2015, has joined the University of Florida as a project archivist for a National Historical Publications and Records Commission grant project titled "Opening St. Augustine: Preserving and Providing Access to 450 Years of American History."

Amy McMichael, MLIS, 2016, has joined Dutchman Creek Middle School in Rock Hill, as a media specialist.

Clanitra Stewart Nejdil, MLIS, 2013, has received the American Association of Law Libraries' 2017 Minority Leadership Development Award. Nejdil is a reference and instructional services librarian at the David C. Shapiro

Memorial Law Library at Northern Illinois University College of Law in DeKalb, Illinois.

Timothy Olson, BA, 2014, has earned a Master of Divinity degree from Southern Seminary in Louisville, Kentucky. He works at Midtown Fellowship in Columbia.

Connie (Clay) Shumate, MLIS, 2001, is a library director at Concord University in Athens, West Virginia. She received a 2017 President's Award of Excellence for Non-Classified Employees from the university.

Catherine Sullivan, BA, 2017, served as a summer intern at Stratacomm, a full-service communications consultancy in Washington, D.C.

Patrick Sutton, BA, 2013, has been promoted to executive vice president at Paragon, a financial communications firm headquartered in Hoboken, New Jersey.

Kristin Whittaker, BA, 2016, is a media specialist for NASCAR.

Mary Yearl, MLIS, 2012, has been named head librarian of the Osler Library of the History of Medicine at McGill University in Montreal, Quebec. She previously worked as interim college archivist at Wellesley College in Wellesley, Massachusetts.

Sarah Zeigler, MLIS, 2014, has been promoted to access services librarian for the Savannah Law School. She manages interlibrary loan, circulation and reserves.

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WYFF-TV*
York County Community Foundation

“Why do I support the college and SLIS? The education and faculty opened doors to a career that I had not imagined. How else would a guy from upstate New York end up working on a first-name basis with the attorney general of South Carolina?”

So, how do future generations get that same type of opportunity? By alums passing on the favor. That is what education is about: learning and passing it on for the next generation to expand upon. And if I do not do it, who will?

-Jack Bryan
Master of Librarianship, 1974,
Librarianship Specialist, 1986

Dean's Circle Society

The Dean's Circle Society is comprised of alumni, community leaders and industry advocates who recognize the value and significance of the College of Information and Communications at the University of South Carolina. Through the Dean's Circle Society, we recognize those who annually (July 1-June 30) make a gift of \$1,000+ and young alumni who annually contribute \$500+ to support the college.

Dean's Circle Society Recognition Levels

Master's Level - \$5,000+**
Scholar's Level - \$2,500-\$4,999
President's Level - \$1,801-\$2,499
Dean's Level - \$1,000-\$1,800*
Young Alumni Level - \$500-\$999

*Asterisks in the Donor List indicate
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Print Creativity – Magazine Design: HONORABLE MENTION
Print Creativity – Magazine Cover: HONORABLE MENTION
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