

# InterCom

Spring 2011

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



Meet the Magellan  
Scholars: [page 13](#)



# First students graduate with MASS COMMUNICATIONS CONCENTRATION

By Charlotte Bishop | Design by Elizabeth Howell & Charlotte Bishop

**F**or some journalism students, first in their class took on new meaning as the School of Journalism and Mass Communications graduated its first mass communications concentration students this May.

Jesse Collin was the first person to join the concentration and also one of the first to graduate. He changed majors in spring 2009 after being advised by Theresa Masters. The student services office gave him a round of applause after he switched, Collin said.

Collin decided to change from electronic journalism to mass communications because he wanted a “more general degree where you could get a little bit of everything.” He feels that the mass communications concentration will open doors for a number of different types of jobs or graduate study.

This concentration within the journalism sequence was introduced in spring 2010 and is designed for students interested in studying journalism but who do not want to become journalists, advertisers, public relations or visual communications professionals. So far, 14 students have signed up for the concentration.

Students within the concentration “focus in greater breadth and depth on the principles underlying mass media institutions and on the role of mass communications in society,” said an SJMC news announcement in 2009, introducing the concentration.

The curriculum includes principles classes in journalism, advertising and public relations as well as capstone courses in media ethics and criticism. “In many ways, this mass communications concentration is the ultimate convergence program for students,” said Dr. Kenneth Campbell, a member of the committee that designed the concentration.

Whitney Williams, another of the first mass communications graduates, changed from public relations because she decided she was more interested in publishing

and thought the concentration would better prepare her for that field. Dr. Campbell said that the program is ideal for those who want to go into publishing or who want to continue their educations and become journalism professors. The concentration is also well-suited for students who want to go to law school or become media critics, he said. A description of the concentration on the J-school's undergraduate academics website says graduates of the mass communications concentration “would be equipped to take jobs directly out of their undergraduate programs or pursue advanced degrees in any number of academic or professional fields.”

“Advantages of the concentration include giving students an even broader knowledge of the field,” Dr. Campbell said.

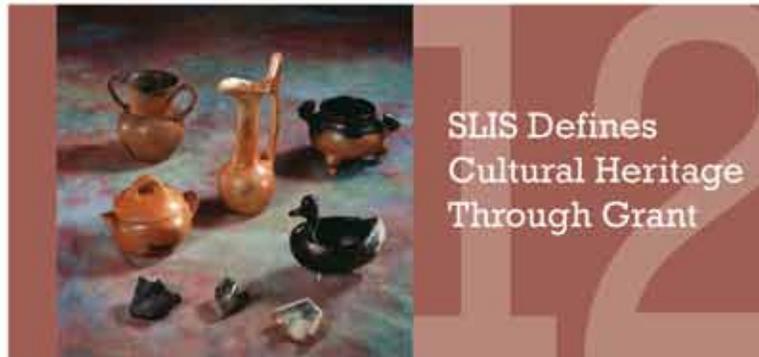
The concentration also plays into the strengths of faculty members. “A lot of our faculty have substantial expertise in the relationship between media and society, and this is an opportunity to take advantage of that,” Dr. John Besley, who is the journalism sequence head, said. “It was really just something that makes a lot of sense. A lot of schools like ours have this stream for students who want to focus on media and society,” Dr. Besley said.

The mass communications concentration was several years in the making. Prof. Bonnie Drewniansy came up with the idea for the mass communications concentration after returning from sabbatical in 2003. “Ultimately, why I thought it made sense was because we had so many students in ad and PR who didn't want to go into the field,” Drewniansy said. The concentration would allow students to study the discipline of mass communications without taking concentrated skills courses they probably would not use. Dr. Besley and Drewniansy agree that the focus of the concentration is on critical thinking.

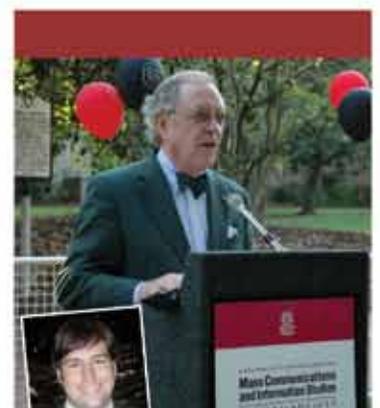
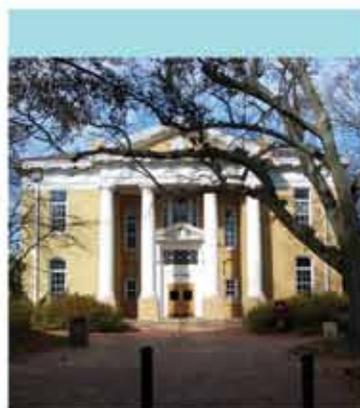
Overall, the concentration is more research-oriented rather than skills-focused. The goal of the concentration is to prepare students to be critical thinkers as they enter a media-related field or as they pursue graduate study. 



Charlotte Bishop interviews Jesse Collin about the new mass communications concentration, which both of them will graduate with this May.



InterCom  
Spring 2011



Cover photo by Emily Davis

Back Cover



**Dr. Samantha Hastings**  
**Director, School of Library and**  
**Information Science**

As you know from my previous columns, graduation is my favorite celebration. Our hooding this May was such a wonderful experience. We celebrate that the master's degree in library and information science is the passport for work in service of our cultural heritage and education. There is no better feeling than knowing what you do is important and can change lives – we make sure people have access to the information they need in perpetuity. There is no expiration date for what we do. There is no greater reward than seeing the spark of understanding in someone you have helped, and seeing these newly minted librarians ready to change the world is just pure joy.

We have been busy this spring with celebrations and events that delight and challenge our senses and our minds. Many of these events are covered in this issue of *InterCom*, and I know you will agree that these wonderful programs show how dedicated we are to serving our communities. Read the article about ARIUS 3D, Inc. and its million-dollar gift to us of a 3D laser scanner. It puts our university in the great position of being the only 3D imaging laboratory in the southeast. It also allows us to expand our mission to preserve our cultural heritage and share our history with everyone in South Carolina and the world. We have a rich and diverse collection of historical objects. Building cultural literacy around these treasures requires three things to happen.

First, we need to preserve the cultural and historical objects themselves. This includes knowing that the treasure exists and identifying the context for the item. You can imagine that this is not as simple as it sounds. It requires partnerships with museums, archives and libraries and a willingness from all partners to share their treasures. We have been laying this groundwork for five years, building an atmosphere of trust and good will with our partner institutions. The message for South Carolina is that we won't let our cultural heritage be ignored or mistreated.

Second, we need to produce a digital image of each object. Working with the McKissick Museum, the SC Digital Library and the Center for Digital Humanities, we have built a scanning center on McKissick's second floor. Our first project is to scan the Catawba pottery collection.

Third, we need to develop curricula around these digital images to use in our class rooms and on the web for every South Carolinian to share. It is here that perhaps the hardest work comes. We have been working for years toward eliminating illiteracy in our state, and our preliminary evaluation studies show that we are having some success. I suggest that we stretch our idea of literacy to include health literacy, information literacy and, of course, cultural and historical literacy.

Libraries are the cornerstones for such a grand undertaking. In the beautiful words of David Carr from his Sherrer Lecture last fall, our libraries "gather the evidences of genius, invention and failure; they record and sustain the lives of artists and apprentices. Like naturalists, librarians keep their eyes on the living system and organisms of the community: on its geography and intellectual climate, its systems of balance and relationship, on the order of its living contexts, on all living things here in our small sphere. Libraries capture the migrations and eruptions of knowledge and the changes left behind in traces and dust."

I close with great anticipation for the future and a renewed commitment to ensure that we protect the access to our cultural heritage in perpetuity. Any and all help is always appreciated. 



# InterCom

**Charles Bierbauer**  
Dean, College of Mass Communications  
and Information Studies

**Dr. Samantha Hastings**  
Associate Dean and Director, School of  
Library and Information Science

**Dr. Carol J. Pardun**  
Associate Dean and Director, School of  
Journalism and Mass Communications

**Terry Dixon**  
Director of Development

**Elaine Taylor**  
Manager of Alumni Relations

**Lisa Sisk**  
Editor

**Zach Sykes**  
Graphic Designer

**Patty Hall**  
Photographer

**Student Writers**  
Charlotte Bishop  
Reilly Blackwelder  
Gretchen Chiaverini  
Jesse Collin  
Kelsey D'Amico  
Emily Davis  
Amanda Eisenach  
Becca Hancock  
Will Hodges  
Ashley Hotham  
Liz Howell  
Seana McKee  
Jennica Justice  
Emmy MacLeod  
Caroline O'Neal  
Khan Singleton  
Donnica Smalls  
Kylie Toyne  
Samantha Webb

**Student Designers**  
Gretchen Chiaverini  
Kelsey D'Amico  
Emily Davis  
Amanda Eisenach  
Liz Howell  
Samantha Webb

**Student Photographer**  
Liz Howell

## J-school Reaccredited



Story and Design by Will Hodges

The School of Journalism and Mass Communications once again has earned accreditation by the Accrediting Council on Education in Journalism and Mass Communications, a designation it shares with only 112 other journalism programs across the country. The school has been ACEJMC accredited since 1954.

The school's administrators, faculty and staff spent more than a year preparing for reaccreditation, compiling a comprehensive, 10-volume self-study and hosting a team of ACEJMC evaluators in March. The team of educators and industry professionals met with J-school faculty and students as well as Dr. Harris Pastides, University of South Carolina president, and Dr. Michael Amiridis, USC provost.

Dr. Carol Pardun, SJMC director, organized the self-study, fully reporting on nine standards that gauge the administration, curriculum, faculty, resources and general workings of the program. According to Dr. Pardun, "The accreditation team that visits us depends on the self-study to understand us in a way that would be impossible if the team just showed up. The visit is really about confirming what the team has read in the self-study."

Part of the visit included candid meetings with students to discuss their opinions of the J-school. Students shared an overall positive opinion, claiming it prepared them well for the job market. They also complimented the level of interaction with their professors, as well as the number of relevant guest speakers.

For complaints, students said one of the biggest issues is the limited number of electives contrasted with numerous required journalism classes, and many are also disappointed they do not have more opportunities to create relevant portfolio work.

In the assessment, our school was found in compliance with each of the nine standards stated in the self-study. The assessment noted the professional background of many faculty members as well as the level of student-teacher interaction among the school's strengths. Weaknesses included the complaints raised in the student meetings. The report also noted that since the previous 2005 visit, the amount of scholarly work by professors has improved.

Accreditation affects the school in many ways. Nationally accredited programs provide a standard by which to measure schools, allowing schools to accept transfer credits from other accredited programs. A school's accreditation status also determines the amount of public funding the school receives. It also serves as a mechanism by which a school's weaknesses become apparent, allowing the school to adjust its practices.

The U.S. government recognizes independent accrediting agencies, which in turn grant accreditation to schools based on a process of peer-review. The process of accreditation was first called for as a result of the Servicemen's Readjustment Act of 1944, otherwise known as the G.I. Bill. This legislation provided college or vocational education to World War II veterans, but had no system of checking a school's legitimacy. In 1952, when the bill was reauthorized for Korean War veterans, new measures were put into place to ensure the quality of institutions. Eligibility was only granted to schools accredited by agencies recognized by federal regulators.

ACEJMC is the J-school's accrediting organization, formally recognized by the Council for Higher Education Accreditation (CHEA). ACEJMC reaccredits schools on a six-year basis. Our next visit will occur in 2017. 



**Terry Dixon**  
Director of Development

Our college dean, Charles Bierbauer, has a terrific sense of direction. He will tell you that it was developed after being lost in some of the world's largest – and not so large – cities during his dozen years as a foreign correspondent. We were in New York City recently visiting alumni and I was thankful to be traveling with someone as directionally gifted as he. Not my gift.

Over lunch in New York, I observed three J-school alumni with seemingly different gifts come together as strangers and leave as new friends. Fascinating synergy. They were from different journalistic generations and disciplines: a filmmaker, a business journalist and editor, and a best-selling author and “lifestyle expert.” By mid-lunch, their conversation had turned side to side to each other rather than across the table to the dean and me. Fine with us.

We learned a few things. Our author and lifestyle expert is planning to come back to campus to speak at the South Carolina Scholastic Press Association's 75th Anniversary conference this fall. Our business editor will work with one of our students interning

with *Fortune* magazine this summer. And our filmmaker gave us new ideas for connecting to a potential gift of valuable memorabilia for our new building. Their loyalty to Carolina was undeniably uniting.

There was enthusiastic discussion and business card swapping that gave me the impression these new connections would be mutually beneficial. I felt good about that. And that got me thinking.

There is tremendous value in alumni connections. Thanks to Elaine Taylor and our dedicated alumni society, we have created a solid foundation to build upon. But what should that next level look like? What would have the most value for you as our alumni? Is it a professional network in your industry or geographical area? Opportunities for professional growth? Social interaction? Volunteer opportunities? Something else? So here's my request. We want to hear from you before July 1. Email us your ranked answers to devga@mailbox.sc.edu. I'll even send you a T-shirt for responding. I wonder how many shirts I'll be sending. 50? 15? None?

Jack  
My favorite community helper is my mom because she helps raise money for the University of South Carolina so lots of people can go to college.



Back to the New York trip. My 7-year-old son scored an unexpected gift box from another one of our New York alumni. It arrived a few days after the trip. There were logo-rich T-shirts, temperature-sensitive color changing cups, a DVD, a key chain compass. You get the picture. He was thrilled. “Now who was this person who sent this to me?” he asked. I told him. “But I don’t know him, do I?” he persisted. He didn’t. So I talked about the spirit of giving and the fulfillment of sharing gifts with others you may never know personally. I went on for about another minute before realizing my son was much more interested in his new keychain compass than listening to Mom’s musings about giving. Or so I thought.

A week later, I found a returned social studies assignment in my son’s book bag. It was a written assignment with a drawing attached. It read, “My favorite community helper is my mom. She raises money for the University of South Carolina so that more people can go to college.” The original is proudly displayed in my office. Come see it. Come see us. I may very well have a new keychain compass to show you, too.



Dr. Sam Hastings, Dr. Michael Buckland and Dr. Robert Williams

# *Information as Community Builder*

Story and Design by Ashley Hotham

"Long live 'chameleon' words like 'information,' 'knowledge' and 'interdisciplinary,'" said Dr. Michael Buckland, who delivered the 26th annual School of Library and Information Science Deans' and Directors' Lecture. Rather than become distracted with confusing terminology, he said, "our goal is to build a better understanding of information systems through a description of their nature."

This year's speaker and renowned expert in librarianship, Dr. Buckland said we shouldn't ask what kind of science do we *want* library and information science to be, but we need to ask what kind of science *can* it be?

He emphasized that it is up to information schools, or "I-schools," to define their own science, rather than allow others to define it for them. What they should be concerned about is cultural engagement and community building.

Dr. Robert V. Williams, SLIS distinguished professor emeritus, said Dr. Buckland's work is widely cited. "He is one of the most thoughtful and reflective people in information science about the nature of the discipline, where it has been and where it needs to go in the future," he said.

Dr. Buckland earned both his professional qualification in librarianship and his Ph.D.

from Sheffield University and is now professor emeritus in the School of Information at the University of California, Berkeley. Throughout his lecture, he spoke about the nature of information and its fundamental value to society.

"Knowledge is more than propositional knowledge," Dr. Buckland said. "Knowledge is belief, and it is cultural."

Any important social problem is complicated. To understand a particular problem fully, cultural dynamics such as sociological, psychological, economic and technological aspects must be addressed.

"As SLIS continues to build programs for cultural heritage, Dr. Buckland's research and concerns about information and preservation are a perfect match," said Dr. Sam Hastings, SLIS director. "His lecture addressed many of the issues we face every day."

The "chameleon" words to which Dr. Buckland referred are vague and inconsistent. Their meanings change depending on who is defining them. Although they are useful for slogans and rhetoric, they are confusing. According to Dr. Buckland, "information" needs to be narrowly tailored to concern only knowledge and what people know.

"We have a vested interest in other people who know what they are doing," Dr. Buckland said. "Who wants to go to an incompetent dentist?"

Information, as Dr. Buckland sees it, is broken into three piles: information-as-knowledge, or knowledge imparted; information-as-process, becoming informed; and information-as-thing, things like books and documents.

Documents, Dr. Buckland said, are "pervasive in our society and shape our culture." However, documents don't do anything. Rather, people do things with documents. Dr. Buckland, who just returned from South Africa, asked why his passport could go there without him, but he could not go there without his passport. "Who is more important? The passport or me?"

"We intend these annual Deans' and Directors' Lectures to be provocative," said Charles Bierbauer, dean of the College of Mass Communications and Information Studies. "We want people who attend them to think beyond the predictable and see the intrinsic value in information and how society builds upon it. I certainly felt that was the kind of challenge Dr. Buckland presented." 

# An Afternoon with Dr. Albright

By Becca Hancock | Designed by Elizabeth Howell & Charlotte Bishop

## *Getting to know Dr. Kendra Albright, School of Library and Information Science associate professor*

What do a member of a Ugandan wedding party, former rock musician and mother of four daughters have in common? They are all on the life resume of Dr. Kendra Albright, an associate professor in the School of Library and Information Science. While Dr. Albright is known for her prestigious awards and published works, she rarely draws attention to her professional accomplishments. She does have impressive scholarly achievements, but she prefers to consider her greatest accomplishments in life those that are more personal and close to her heart.

"Kendra is one of those rare academics who understands all the theoretical constructs for our field yet is able to translate the theories into practice" says SLIS director, Dr. Sam Hastings. "She genuinely cares about what happens to people on our planet and believes that information and access to valid information is the key to our success."

Dr. Albright holds a Ph.D. in communications, a master's degree in library science, and a bachelor's degree in human development from the University of Tennessee. She puts her degrees into practice through her research on discovering how information and communication serve as tools to solve social and cultural issues in various parts of the world. In Uganda, Dr. Albright and her research team worked to gain a better understanding of communication's role in the dissemination of HIV/AIDS information.

She was commissioned by the US National Commission on Library and Information Science to develop a study, "The Role of Libraries in HIV/AIDS Information Dissemination in Sub-Saharan Africa." Dr. Albright noticed through her research that many students were graduating from SLIS programs in Africa, but had no libraries to work in, so she helped develop a foundation to increase visibility of the SLIS profession. The Information Science Foundation of East Africa was born as a result of Dr. Albright's research findings and focuses on the importance of elevating awareness of library and information science professions.

While in Uganda, Dr. Albright also invested her time in her colleagues' lives; she was even invited to be in the wedding of one of her Ugandan associates. While Dr. Albright maintains an extensive list of academic achievements, her extracurricular activities are impressive as well. At the age of 12, Dr. Albright entered a church talent show where she sang and played her guitar and was invited to join a band on the spot. Music is one of her greatest passions, and she has played in country or rock bands for the past 38 years, including performing at the 1982 World's Fair in Knoxville.



**Q: Where is your favorite place to live?**  
**A: “Oak Ridge, Tenn., but Columbia is coming up fast!”**



## Q&A

### **What do you consider your “Top 10” accomplishments in life?**

1. My daughters!
2. Having a career I love
3. Working with excellent colleagues
4. Bringing students to the doctoral program at USC
5. Working with students at all levels
6. Working with colleagues in Africa
7. Opportunity to live/travel overseas
8. Having the opportunity to understand the similarities and differences between people all over the world
9. Seeing synergies across multiple disciplines
10. Playing in a rock band

### **What do you value most in life?**

Family.

### **What do you consider your most rewarding life experience outside of your profession?**

Having healthy and happy kids.

### **What has been your most rewarding experience in your profession?**

The opportunity to work on problems critical to the quality of life for people in challenging conditions. This includes investigating the way information has helped reduce the prevalence of HIV/AIDS in Uganda, to exploring the ways information can improve economic growth for small businesses.

### **Explain the wedding you were a part of in Uganda.**

It was the wedding of my former Ph.D. student at the University of Tennessee, Dick Kawooya, and his wife, Betty, in Masaka. I was honored to participate in the wedding ceremony, which lasted about four hours. My part lasted about five minutes, but it was thrilling.

### **What is your favorite part about being a professor in the SLIS?**

There are so many things; it's hard to choose. Great students, wonderful colleagues, lots of research and teaching opportunities. SLIS is already a nationally ranked program but I'm pleased to be a part of its increasing visibility and contribution to the profession and to the people of South Carolina.

\*Writer Becca Hancock brought the beads shown here from her own mission trip to Uganda, Africa in March 2011.



# Super Ad Poll

## Successes, Surprises

Story by Donnica Smalls  
Design by Donnica Smalls  
& Will Hodges

**@itsshawntelle** Rating ads for #cockysadpoll today!! Excited to name a winner!

**@thevisionarydon** Amped for the game and ready to rate these commercials for my advertising class!! #GoSteelers

**@cjbsc** At 8th annual Cocky's Super Ad Poll. USC students rate #SuperBowl ads—brand ID, persuasiveness, likeability. Sometimes ads beat game.

The chatter about commercials could easily be heard from those gathered for Cocky's Super Ad Poll, but the real crowd noise came from the conversations found on Twitter. Students and faculty of the School of Journalism and Mass Communications joined those worldwide by sharing their thoughts about the commercial fumbles and successes of Super Bowl XLV via social media.

**@alexstroman** The ad that has gotten the most reaction (talking wise) in class so far

is the Chevy-Facebook Voice Ad. Not exactly a good thing.

**@cjbsc** Chrysler/Detroit buy 2-minute block for dramatic narrative ad. At #SuperBowl prices. \$12mill gamble or investment? One to talk about.

Super Bowl Sunday has redefined the traditional classroom for J-school students enrolled in Professor Bonnie Drewniany's advertising class. The class, which was inspired by Drewniany searching for an interesting topic for a McNair Scholars lecture eight years ago, has grown from a small honors class to one of the most anticipated electives for students across campus.

The class provides an opportunity for students to understand the process of creating a commercial and the high stakes involved when creating a spot for an event as highly watched as the Super Bowl. Cocky's Super Ad Poll adds visibility to the J-school, but most importantly gives students the chance to learn outside of a conventional classroom setting.

"The Ad Poll is an opportunity for students to engage in learning by analyzing the commercials. It is a great dem-



# AAF Minority Award Spotlight



By Reilly Blackwelder

## es and Fumbles

onstration of our program,” said Charles Bierbauer, dean of the College of Mass Communications and Information Studies, whose Twitter id is cjbsc.

As more professors begin to adopt the use of social media tools to engage their students, they have received positive feedback from students who are more than willing to continue discussions from classrooms to social media websites. Facebook, Twitter and blogs such as Tumblr and Wordpress offer a number of creative and engaging ways for students to discuss and practice what they are learning in class. World events seem to unfold on Twitter timelines and the Ad Poll was no different. Timelines were flooded overwhelmingly with spontaneous reactions to the commercials, more than to the game.

**@Bleaveitornot** \$3 mil so we can look at Eminem and not know your drink? #fail

**@ellisetc** Audi commercial - well thought out and funny! #success

**@BombBoss** Chrysler commercial gets a huge thumbs up!!

Prior to the Ad Poll, students spent time learning the logistics of creating commercials, analyzing the portrayals of various groups and studying ads that have succeeded and others that did not meet expectation. This information helped students rate the ads on brand identity, likability and persuasiveness. The students’ votes combined with online participants declared Volkswagen’s “The Force” as this year’s overall winner.

Deutsch executives spoke to students and answered questions via Skype on April 19. They explained the creative process used to create the commercial and how social media were utilized to share the spot around the globe before the Super Bowl was televised.

“It was interesting to hear what these young professionals had to say to those of us aspiring to be in their shoes after graduation,” said Alexandria Robinson, senior advertising major. 

Tsilavo Ratsimbaharison is one of the American Advertising Federation’s Most Promising Minority Students. I’m sorry. Can you repeat that? His name may be hard to remember, but Tsilavo is not a person who is easily forgotten.

Ratsimbaharison is a senior advertising major at the School of Journalism and Mass Communications. He’s involved with AAF, blogs about advertising trends, and serves a high school community as a Young Life leader.

Ratsimbaharison’s accomplishments were recognized at the AAF annual meeting in New York City, where he attended recruiter expos and seminars and networked with some important people in the industry. He also was one of three students in the nation recognized by CNN for his commitment and service to the community and received a \$1,500 grant. Ratsimbaharison said the honor means more to him than just the title. He now feels included in the tight community of influential advertising leaders. He says he was inspired by the amount of talent and dedication at the meeting from the professionals and says he felt encouraged and excited to keep pursuing and perfecting his craft.

The faculty advisor for the AAF chapter at USC, Professor Bonnie Drowniany, could only praise him. “Tsilavo is a bright, talented writer who is extremely passionate about advertising,” she says. “He lives and breathes advertising. This passion, combined with his innate creativity and intelligence, make him a young man to watch. I feel confident that one day our school will be inviting him back to honor him as an outstanding alumnus.”

Professor Drowniany has identified and championed at least one honoree every year since the inception of the AAF Honor Award in 1997.

Ratsimbaharison wasn’t the only USC journalism student recognized. Erin Loo was named to the AAF Honor Roll. Loo is a senior advertising major and is involved with the Student Advertising Federation and the Baptist Collegiate Ministries. She also is the media director for the AAF-NSAC Ad Team. 



JK Alston  
Liya Deng



# SLIS Defines Cultural Heritage Through Grant

By Emmy MacLeod

Cultural heritage is often defined through the lens of individual experiences and views. A prestigious research grant may enable USC's School of Library and Information Science to clarify and refine the definition.

The Institute of Museum and Library Services recently awarded Laura Bush 21st Century Librarian Program Grant to SLIS. The \$857,489 grant will help advance cultural heritage research and sustainability, and also provide direct funding for seven new doctoral students. The doctoral students will enter the Cultural Heritage Informatics Leadership (CHIL) Program, and each will have a chance to explore and define cultural heritage.

"We looked for students with experience or interests related to cultural institutions and their potential to bring the resources of these institutions to a wider audience, using information technology and knowledge of communication processes," explains Dr. Jennifer Arns, chair of the SLIS doctoral program.

The incoming doctoral students already are working to define cultural heritage. JK Alston defines it as "the state of being born not just with an ethnic and sexual designation and identity, but with an actual cultural identity." He explains, "Being born African-American as I was, is not just being born as a member of the negroid race, but being born sharing a common historical struggle and certain bonds with others who identify themselves in this fashion."

Preserving cultural heritage by rendering it in digital form, then providing the information to the public, is a crucial part of the doctoral program. The students will work with Arius3D, a \$1 million digital 3D scanner, and collaborate with Jill Koverman, curator of collections for the McKissick Museum, to build a 3D Image Library for education and research. The project will begin with the museum's existing Catawba pottery collection.

Liya Deng, another incoming Fall 2011 doctoral student, was attracted by the program's variety. Deng says, "I like that the curriculum includes courses from library science, museums and archives, mass communications and business administration. I feel that this diversity of courses will widen my skill sets in various areas of knowledge."

Students will take a full load of classes during the first two years of the program. During their third year, they will be placed at institutions to gain full fieldwork experience related to their specific areas of focus. In the fourth year, students will have the option of completing individual dissertations while in the field, or working as SLIS teaching assistants. Only a handful of other institutions have programs directly focused on cultural heritage.

Dr. Arns says, "The fellowships are intended to prepare a cohort of scholars and leaders who can use their training to effect major changes in the learning environments that characterize American communities." The intersection of cultural heritage artifacts and ideas exposes the doctoral students to a wide variety of experience in this unique program. 



# Magellan Scholars Shine

By Seana McKee

Megan Coker wants to imagine the invisible. Jade McDuffie wants to ensure that a piece of Columbia's history does not remain invisible.

Coker, a junior information science major, and McDuffie, a junior mass communications major, are the College of Mass Communications and Information Studies' newest Magellan Scholars. The Magellan Scholar program is an undergraduate research grant program that provides a mentored research experience. It encourages students to ask questions and find answers. It allows them to delve into whatever they're passionate about. The university provides up to \$3,000 to each Magellan Scholar to carry out the research.

Coker's research project, *Imaging the Invisible*, explores whether the scientific images of objects

also will write a companion guide to the exhibit to add more to the experience.

McDuffie is equally passionate about her research project, *Preserving Their Past: Using Multimedia to Document the Ward One Community*. Her goal is to bring justice to a group of families who were displaced from their Columbia homes in the 1960s when USC decided to expand. McDuffie will merge multimedia and historical research to document the history of the Ward One Community in the form of a website. The significance of the project lies within its permanency.

"This project is directly affecting these people right now," said McDuffie. "They're going to see something visual, the website, that is their history. And I think it's important to start now with

**"Knowing what to look for and where to look for it is all part of it, so information science has infinitely helped my ability to research."**

invisible to the naked eye – imagine the blur of a horse's galloping hooves or the ocean floor without the water in between – are a true depiction of the reality that is actually there.

She is the first Magellan Scholar in the new School of Library and Information Science undergraduate major. She said her major prepared her tremendously for this project. "Every bit of information science applies to research," she said. "Knowing what to look for and where to look for it is all part of it, so information science has infinitely helped my ability to research." Coker's project mentor is Dr. Allison Marsh, an assistant history professor.

Coker said SLIS faculty were central to igniting the passion she has for her project as well. And SLIS faculty and staff are just as impressed by her.

"Megan has this incredible ethic about giving back and helping people. I call it the librarian gene," said Dr. Sam Hastings, director of SLIS. "She is here to leave the world better than she found it. We are blessed to have her on our student roll."

As part of her research project, Coker will help to develop an exhibit to be displayed at the McKissick Museum in August. It will feature mapping of the ocean floor, fast-motion photography, nanotechnology and microscopic technology. She

preserving, because the longer we wait, the more we lose."

McDuffie's project mentor is Dr. Bobby Donaldson, an associate professor of history and African American studies. Faculty and staff from the School of Journalism and Mass Communications who also inspired McDuffie were Dr. Keith Kenney, a visual communications associate professor who led a service-learning trip she took her freshman year, and Art Farlowe, manager of student services for the J-school and her academic adviser. Dr. Kenney encouraged her love for multimedia and began her initial deviation from print. McDuffie's relationship with Farlowe has been a special one, too.

"I always underestimated myself, but Art actually saw something in me," said McDuffie. "He's pushed me to do things that I never would have considered to do."

Farlowe echoed that sentiment.

"Jade has so many different interests, like this project. She didn't go and choose a popular topic. She chose something that was going to make a difference," Farlowe said. "One day Jade will be a big star. She's got everything that I would think you need to really make a difference." 

**Pictured to left: Megan Coker and Dr. Sam Hastings, Jade McDuffie and Art Farlowe**

## Alumni Steering Committee Announces New Scholarship

by Jennica Justice

The College of Mass Communications and Information Studies Alumni Society has created a “legacy” scholarship that will benefit students whose parents or grandparents are alumni of either the School of Journalism and Mass Communications or the School of Library and Information Science. Alumni Steering Committee Chair Melissa Gentry (BA, '01, MMC, '03) says the committee has fostered the idea of establishing a scholarship for the past few years, and recent leadership restructuring presented the perfect opportunity to put the plan into motion.

The award will provide two annual scholarships of at least \$500 to a minimum of two recipients, one from each school. The Alumni Society prefers that the scholarships go to rising sophomores, juniors or seniors who are actively involved on campus and in good academic standing with the university. The development task force, co-chaired by Clint Leach (MMC, '07) and Amanda Alpert Loveday, (BA, '07), was charged with developing award criteria.

“Each member of the steering committee is expected to financially support the college, and we decided these gifts would go toward the new Alumni Society Scholarship,” says Gentry. “We encourage all alumni of the college to contribute to these scholarships to support current students. We hope the recipients of our scholarships will continue to be involved on campus while they are students and will later be active members of the Alumni Society when they graduate.”

“Many alumni have already made contributions to establish the fund, but we encourage all of our alumni and friends to help,” said Elaine Taylor, alumni relations manager. She said the ultimate goal is to have all alumni contribute to the scholarship.

To donate to the scholarship or for more information, contact Taylor at [taylor@mbox.sc.edu](mailto:taylor@mbox.sc.edu) or 803-777-7118. 

# Honors & Awards

A Celebration of Student Achievement

USC SCHOOL OF JOURNALISM AND MASS COMMUNICATIONS

## Congratulations, Outstanding Seniors!

Both the School of Library and Information Science and the School of Journalism and Mass Communications held their annual honors and awards ceremonies in April to recognize outstanding undergraduate and graduate student achievement.



**Casey Engel**  
Outstanding Advertising Senior



**Matthew Wolfer**  
Outstanding Visual Communications Senior



**Alyssa Hasell**  
Outstanding Public Relations Senior



**Paul Bowers**  
J. Rion McKissick Award for Print Journalism



**Chris Cox**  
George Buchanan Award for Print Journalism



**Tas Anjarwalla**  
Outstanding Print Journalism Senior



**Justin Fabiano**  
Outstanding Electronic Journalism Senior Award for Leadership



**Kelsie Weekes**  
Outstanding Electronic Journalism Senior Award for Reporting

## SPRING AWARDS

### School of Library and Information Science Awards

F. William Summers Outstanding Alumni Award  
Rayburne Turner

John N. Olsgaard Service to the School Award  
David Goble

William M. Trafton III Outstanding Student Award for Leadership  
Sara Mason Rosensteel

Wayne S. Yenawine Outstanding Student Award for Scholarship  
Natalie Couch

### SJMC Graduate Awards

Kappa Tau Alpha Top Scholars  
Anthony Palmer, Rachael Renken and Laura Wedell

USC Graduate Student Day Presentations  
Beth Concepcion, Matt Haught, Joe Kasko and Geah Pressgrove

Oral presentations, second place,  
Geah Pressgrove

Visit InterCom online at:  
<http://intercom.jour.sc.edu>

## Angel blends sky blue and garnet

by Charlotte Bishop



Christine Angel is focused. As a doctoral student in the School of Library and Information Science and an Air Force captain, she has to be. "First, those worlds collided," Angel said, "but now it's just a part of my everyday life."

That life includes a very busy schedule. Angel wakes about 3:15 nearly every morning, checks and organizes email, runs six miles, eats breakfast and answers email. Depending on the day of the week, the rest of her day will include working on

her dissertation, teaching SLIS 201 and J746, working to complete her museum internship and taking Museum 701 for her Museum Management Certificate. Angel spends one weekend a month at Pope Air Force Base, Fayetteville, N.C., working as an aircraft maintenance officer.

In addition to being focused, Angel has to be tough. "In the maintenance world, they will eat their own," she said. "I learned very quick that I couldn't let emotion show. But Angel cares about her "guys," saying she values the camaraderie of the Air Force the most.

"With the military, I remember how to socialize. They're like my family," Angel said. And she knows her family depends on her. "Nobody can do it alone," she said.

The military and the classroom may seem like disparate environments, but Angel draws a parallel between the two. "I'm a teacher in both worlds. Absolutely. But then again, I'm a student, too."

Angel has been in the military since 1994 and at USC since 2007. She had planned to graduate this year, but her graduation will be delayed because of an upcoming deployment. "She's had to put her education on hold several times because of her dedication" to the military," said Dr. Sarah Keeling, student services manager, who knows Angel as a student and as a friend.

Angel enlisted as an Air Force life support technician at Travis Air Force Base in California. After four years, she got out of the Air Force with no intention of returning, but following Sept. 11, she was activated and deployed. She was studying at East Carolina at the time.

Angel earned a Bachelor of Arts in anthropology from East Carolina University in 2001, a Master of Science in Library Science from North Carolina Central University in 2007, and a Master of Science in Instructional Technology with a certificate in Library Media and certificate in Distance Education from East Carolina in 2007. She is a certified library media specialist in both North and South Carolina.

"My first few years here, I had to find my footing," she said. Angel's area of interest is semiotics—signs, symbols and their meanings. She sees herself as an anthropologist, so she brings that to her studies, especially her interest in Native American culture.

For her dissertation, Angel is developing a website where information professionals from around the world can view images of Catawba Native American artifacts and describe the objects using tags.

Angel plans to become a professor after she graduates next year, but she is open to other possibilities. She has confidence about her future: "I will graduate. I will get a job. And it will not be what I expect. Because it never is." 

MISS SC

## SJMC Student Reigning Miss SC

Story by Reilly

Blackwelder

Design by Kelsey

D'Amico

A School of Journalism and Mass Communications student is the reigning Miss South Carolina USA and preparing to compete in the Miss USA pageant.

Courtney Turner is a junior mass communications major who enjoys outdoor activities and being involved with Alpha Delta Pi sorority. No, she doesn't wear her crown everywhere, but her personality and smile let you know that she has all the qualities of a winner.

Turner says competing in the Miss South Carolina pageant was a dream of hers since she was a girl, so winning that title and earning a spot to compete in Miss USA was more than she could imagine. She says the reality surprises her at times. "I'll just be driving down the road and say to myself, 'Oh my gosh! You are competing for Miss USA!' It's surreal."

She could be easily distracted by the pageant world, but she says her faith and family keep her grounded. Turner says if she wins Miss USA, she will use her title to promote awareness of human trafficking, because, she says, it is a major societal issue.

Working toward her degree from the J-school has given her a significant advantage in the world of pageants. "Being a mass communications major has definitely helped me in this industry because it's a business where you have to be able to communicate well with people and not be afraid to speak in front of anyone. But honestly, I felt more terrified to speak in my Speech 101 class than on stage in front of hundreds of people," Turner says.

Turner's turn in the national spotlight comes this summer when the Miss USA pageant will be televised on NBC July 19 at 9 p.m. EDT. 



# 2011 Dean's Annual Report

Designed by Gretchen Chiaverini

Tom Jones, who co-wrote the musical *The Fantasticks* in the late 1950s, grew ambivalent over a line late in the production when the formerly feuding families contemplate taking down the wall between their houses.

"Leave the wall. Remember—you must always leave the wall," says the character El Gallo.

Jones felt the line had become the false message of the show, as Christin Siems reported in the Arena Stage Blog two years ago.

Thirty years after its debut, *The Fantasticks* was being staged in Russia for the first time, just eight months after the fall of the Berlin Wall. Producers approached Jones with some temerity. "About this line—you must always leave the wall—can we...take it out?" According to Siems, Jones grasped both the political significance and the opportunity: "Take it out! Please!"

I've been thinking a lot about walls, both real and imagined, over the course of this past year. In the fall issue of *InterCom*, I wrote about last summer's fantastic trip through the formerly communist bloc of central Europe. We ended in Berlin where our students got to see remnants of the wall that was toppled about the time they were born. When the wall came down in 1989, Germans were so happy to be free of it that it was broken up and scattered. I recall buying a small piece—or what was purported to be a piece—in a department store in Washington. Berliners stopped the total dismantling, essentially saying, "You must always leave the wall." Otherwise, we'd have had nothing standing to illustrate our lectures on the Cold War.

Walls define spaces, provide parameters, shape behaviors and activities. They serve as backdrops, bulletin boards and frames for our perspectives, particularly if they have windows. Some we construct. Some we confront. Some we need to tear down.

## Curricula

Curriculum review is a seeming constant in both of our schools—Library and Information Science and Journalism and Mass Communications—to ensure our programs are current and relevant. The journalism school faculty is engaged in its most far-reaching revision in well over a decade. Part of its aim is to eliminate those walls—we often call them silos—that keep us from preparing for the market place in which our graduates will find themselves. Multimedia, all-platform skills are now the norm in just about all our disciplines. I hear that consistently when I seek advice from alumni working in our fields. But we also have well-respected traditional programs focused on core capabilities whose long-standing benefits we don't want to relinquish. If there are any walls left when we finish the process, they should be no more than knee walls that define the disciplines but do not obstruct our vision of the present and the future.

## Accreditation

The Accrediting Council on Education in Journalism and Mass Communications took note of our teaching strength when its team visited in February: *Students remark that the courses they take in their sequences are rigorous and more demanding than many of the other courses they take in liberal arts and sciences. Courses in writing were especially noted for their rigor in demanding clarity and accuracy.*

Accreditation takes place every six years. Our visiting team found the school in "compliance" on all nine ACEJMC standards. [See Will Hodges' article on page 5.] That's significant tribute to the work Dr. Carol Pardun, SJMC director and associate dean, and her faculty and staff are doing. In April, the council voted unanimously to reaccredit the program, a recognition it has held since the 1950s.

The accrediting team's summary says:

*Strong school leadership*

*A culture focused on teaching and student needs*

*A productive faculty in professional and scholarly works*

*Outstanding service to university and professional communities*

*Efficient budget management*

*A solid assessment plan*

There is praise for our faculty: *Since the last accreditation visit they have written 13 books, close to 83 refereed journal articles, more than 20 book chapters, more than 125 refereed research papers at academic conferences, more than 200 articles and essays in trade publications. Perhaps one of the greatest accomplishments is securing more than \$1 million in grant money.*

On the heels of ACEJMC came SACS—the Southern Association of Colleges and Schools—on its every-10-years accrediting visit of the entire university. SACS questioned the balance of journalism courses taught by faculty without terminal degrees; we missed SACS' 25% threshold in some areas. However, SACS understands we're a professional school, and we noted that our recent and current hires are Ph.D. faculty with strong research agendas. ACEJMC liked our academic/professional mix.

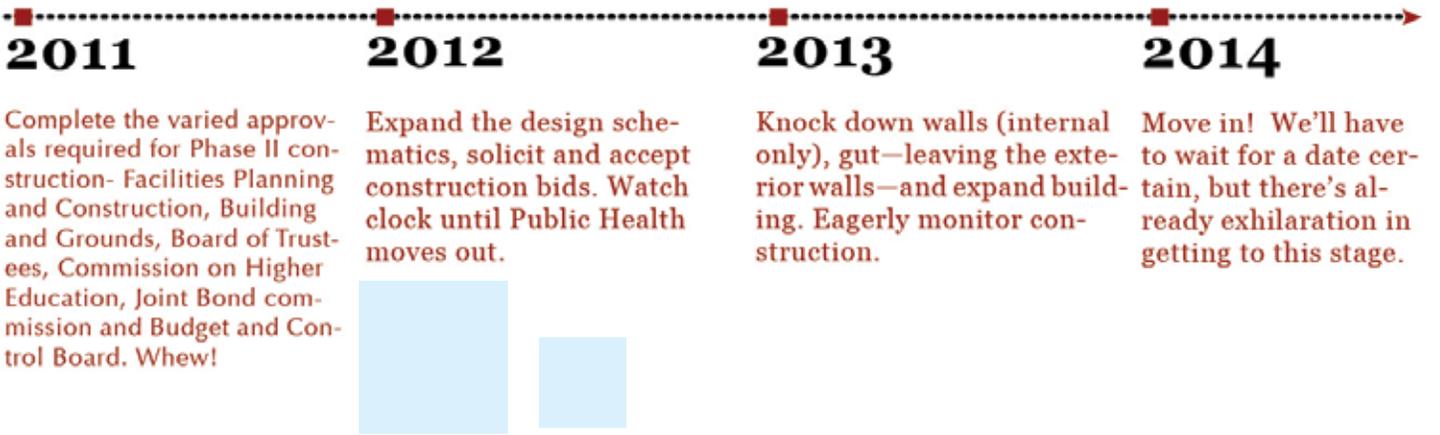
OK, we're not perfect. ACEJMC notes: *Continues to exist in a facility that is cramped and not ideal for needed up-grades.*

## Buildings

At the end of its visit, the ACEJMC accrediting team met with Provost Michael Amiridis:

*His enthusiasm for the (new) facility and its longer range impact on the mass communications program, its students and faculty should establish a new standard of excellence for a revised curriculum commensurate with a Research I University.*

Now we have a timetable beyond Phase I design:



When he became provost, Dr. Amiridis told me he wanted the journalism school to move “on his watch.” We’re getting there. We’ve just been waiting for the public health folks to leave the Health Sciences building on their way to the Discovery building in Innovista.

These are some of the walls I’ve been thinking about. More than symbolically, the journalism school will be moving back within the historic wall surrounding USC’s Horseshoe. Our design carefully retains the Horseshoe wall that will wrap around the building at Sumter and Greene streets. That’s one wall we’re not touching.

We’ll also be doing construction work in Davis College this summer, preparing for a two-stage, nearly \$2 million HVAC upgrade in the hundred-year-old home of our School of Library and Information Science. To minimize disruption to the always busy SLIS summer schedule, the structural and support work will be done this summer and the actual HVAC replacement in summer 2012. No walls will suffer in the updating of the much-loved SLIS home.

## People

Despite the budget cuts of the past few years, we have been able to hire faculty—either for new positions or replacements—in every year. Two particularly exciting hires are on the horizon. We renewed the search for the initial holder of the Augusta Baker Chair in Childhood Literacy in SLIS and have high hopes the chair will be filled by the start of the fall semester. We have approval and funding from the provost’s office and have begun the search for a senior SJMC faculty member specializing in health communications. That position would add to our growing cohort of health information/communication faculty in the college. While long-time SJMC professor Rick Stephens is retiring this summer, Brooke Weberling will trek from Chapel Hill to Columbia to join the public relations faculty.

Dr. Samantha Hastings has accepted a second term as SLIS director and associate dean. Sam’s five years as director have seen the implementation of the doctoral and undergraduate degrees in information science whose development began under her predecessor, Dr. Dan Barron. We expect to award the school’s first Ph.D. and BS degrees in the coming year. Those will be occasions for mounting the walls and celebrating.

Cocky’s Reading Express™ is scheduled to be featured on ESPNU this summer. The sports network—headed by SJMC alumna Rosalyn Durant—captured Cocky and cohort at a reading event at Columbia’s Carver-Lyon elementary school in April. The feature on SEC schools is set to air June 15 on ESPNU. We’ll post more info on our web site and via eNews.

## Development

The university will launch a major capital campaign this fall. A decade has passed since the Bicentennial Campaign. The timing is fortuitous for us, as we step up our efforts to bring the SJMC building to reality, enhance the SLIS literacy initiative and continue to provide resources to assist faculty development and student scholarship.

Development director Terry Dixon and I will be on the road increasingly as we seek to fund these improvements. A recent New York trip pointed us toward scholarship and internship assistance, technological expertise and a trove of journalistic artifacts that we’d like to display in the new building. The university is funding its basic renovation, but we want to ensure that it is outfitted on the communications cutting edge well into the 21<sup>st</sup> century. In that regard, we need to hear from you. We’ll come see you, if we can. Metaphorically, neither the walls of Jericho nor the Great Wall of China is beyond our reach.

As always, we welcome your thoughts, ideas and suggestions and hope this summer issue finds you in good health and high spirits. 



*Charles Barron*



Afghanistan 2009



Mexico 1997

# A Passion for Freedom

Story and Design by Samantha Webb

A School of Journalism and Mass Communications alumnus has taken time from his public relations career to help formerly repressed countries develop into democracies. Seeing freedom break out across Eastern and Central Europe after the Soviet Union collapsed, Brian Keeter, who earned his Master of Mass Communication degree in 2000, felt a sense of responsibility.

“ We’ve enjoyed freedom for more than 200 years in the United States and I wanted to do what I could, if in only a small way, to help an emerging democracy as it transitioned away from a repressive, communist regime toward a free society.”

Keeter, who was working on Capitol Hill as a congressional press secretary, decided to take a break and volunteer with Freedom House in February 1994. An organization funded through private foundations, individuals and democratic governments, Freedom House supports and promotes democratic change around the world. Through Freedom House, Keeter spent three months in Warsaw, Poland, with a non-governmental organization working with local governments and assisting on communications training programs. His focus was mainly in the political realm and working with reform-oriented parties.

It was a fascinating time to be there and he was able to see what a repressive communist government can do to its peo-

ple, taking away individual liberties and repressing individual thought. From this experience, Keeter developed a passion for “helping people who were yearning to be free.” After he left Poland, he returned to his job on Capitol Hill but still wanted to help other countries.

In July 1995, Keeter began working full-time at the International Republican Institute. One of four non-profit organizations created to carry out the work of the National Endowment for Democracy, the IRI promotes freedom and democracy around the world. For the next three years, he worked in Mexico, Haiti and other former Soviet countries such as Ukraine assisting in training and development programs. He observed many political elections, worked with democracy activists and helped to build institutes of democracy such as NGOs and political parties.

After leaving the IRI, he still continued volunteering. While at graduate school at the University of South Carolina, he spent a summer in Riga, Latvia, working with a government agency on one of the nation’s most important issues, naturalization.

Keeter became the Director of Public Affairs at Auburn University in 2006 but still has a passion to help emerging democracies. Most recently, he was an election observer for the presidential election in Afghanistan in 2009. 



Ukraine 1997



Haiti 1997



Ukraine 1997

# A New Partnership with Georgia

Story and Design by Samantha Webb

Dr. Keith Kenney



Dr. Keith Kenney is headed east to Georgia. He knows where he's going. It's not the Georgia that lies just west of the Savannah River. Starting this fall, the School of Journalism and Mass Communications begins its partnership with the Caucasus School of Journalism and Media Management in Tbilisi, Georgia.

The J-school received a \$750,000 grant from the U.S. Department of State to work with and help improve the graduate school in the former Soviet state, an independent and west-leaning country since the collapse of communism. Dr. Kenney,

an associate professor, will be the first of several USC faculty and doctoral students to travel to Tbilisi. He is the main author of the grant proposal and the director for the project.

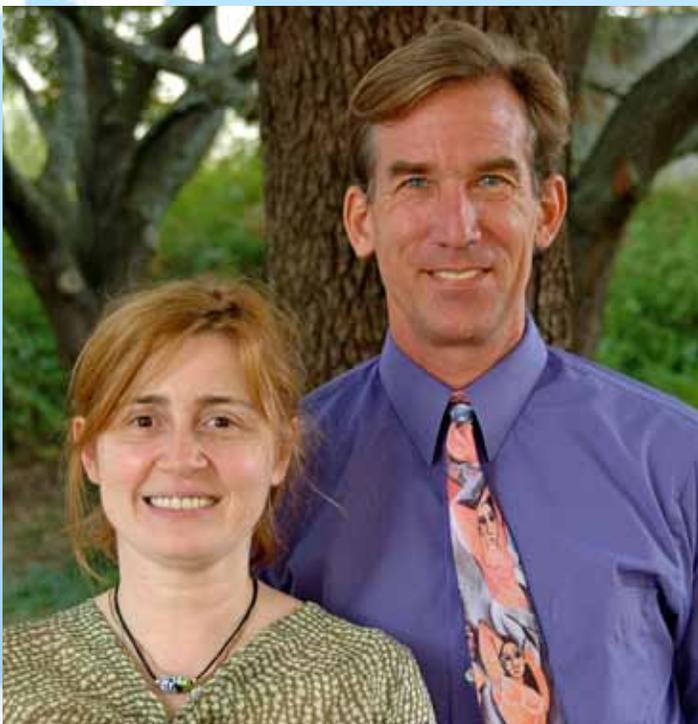
The CSJMM opened in 2001 with the goal of "promoting free, independent and professional media." It is the first western-style school in the Caucasus region east of the Black Sea. The dean of CSJMM, Maia Mikashavidze, visited the J-school in the fall of 2010.

Throughout the next three years, five other J-school faculty members and doctoral students, including Lisa Sisk, Geah Pressgrove and Matt Haught, will travel to Georgia to teach at CSJMM. In exchange, three CSJMM faculty members will come to Columbia to pursue their doctoral degrees from the University of South Carolina. They will complete all the necessary coursework at USC over the next three years but will then return to Georgia and defend their dissertations via Skype.

One aspect of the grant is creating a master's program for CSJMM. Once Dr. Kenney arrives at CSJMM for his one-year tenure there, he will assess what they need and determine the nature of the program. The type of program will also help decide which other J-school faculty will travel to Georgia and teach.

Dr. Kenney heads SJMC efforts to increase international exchanges and has traveled and taught in other countries such as Italy and China.

"I'm very happy because I feel like this is a great opportunity for our school and for me personally to make a difference there," Kenney says. 



Maia Mikashavidze, dean of CSJMM and Dr. Keith Kenney

# Joining Forces

2011 AEJMC Southeast Colloquium & The Media and Civil Rights History Symposium offer unity

Story and Design by Emily Davis

*“If they could do it, we as a nation can do anything...”*

To help her understand the “great migration,” Isabel Wilkerson retraced her own parents’ steps and experiences to write about the millions of African Americans who relocated during the early 1900s. By traveling the same long routes from the South, she could better understand their journey to freedom.

Wilkerson, the first African-American female to win a Pulitzer Prize, said the societal and economic struggles of the migration were an inspiration. “If they could do it, we as a nation can do anything, no matter what obstacles we face.”

Wilkerson was the keynote speaker in this year’s 36th annual AEJMC Southeast Colloquium in March. She spoke about the 15-year venture of writing the award-winning *The Warmth of Other Suns: The Epic Story of America’s Great Migration*, a story centered on three African-Americans who left the south in hopes of a better life in the north and west.

More than 120 scholars attended this year’s Colloquium, the fourth time the School of Journalism and Mass Communications has hosted it. The J-school also launched the first Media and Civil Rights History Symposium, which ran concurrently with the Colloquium. The symposium brought together more than 50 history, journalism and English scholars from all across the United States and two other countries to discuss current journalism and historical trends.

The two events shed light on the connection between journalism and history. Wilkerson, a journalist and professor at Boston University, was an icon for the weekend because she bridged the gap between media and civil rights by speaking at the joint luncheon.

“By hosting both of these events, we’re hoping to raise our profile in the research community in

the disciplines of journalism and mass communications. We have a wonderful doctoral program. We have great professors producing research. This is a way for us to highlight the very good work that is done here at South Carolina,” said Dr. Kathy Forde, conference organizer and assistant professor in the J-school.

Sid Bedingfield, a USC visiting



Isabel Wilkerson, keynote speaker, reads excerpts from her award-winning book, *The Warmth of Other Suns, The Epic Story of America’s Great Migration*.

professor, received the Top Faculty Paper recognition at the Colloquium. “I have always been fascinated by the role newspapers and other media play in helping shape our political life,” Bedingfield said. “In this article, I looked at how one newspaper — the *News and Courier* of Charleston — combined journalism and political activism to help foster the rise of the modern conservative movement in South Carolina.”

The more than 50 scholars participating in the Media and Civil Rights History Symposium, saw a screening of *Freedom Riders: An American Experience*. The PBS documentary tracks the history of the desegregation movement at its peak

in the Deep South. Nothing would ever be the same after the Freedom Riders’ plan to simultaneously put blacks and whites on commercial buses. Although they faced years of adversity, ranging from harsh beatings with iron pipes to violent crimes, the activists carried on.

A highlight of the symposium was the presentation of the inaugural Farrar Media and Civil Rights History Award to USC alumnus Dr. Gordon Mantler of Duke University’s Thompson Writing Program. The award is named for Dr. Ronald Farrar, distinguished professor emeritus, and the late Gayla Farrar. “The award came as a total surprise,” said Dr. Farrar, who wished his wife could have been there to congratulate Dr. Mantler.

Dr. Farrar taught Dr. Mantler in his undergraduate studies. Dr. Mantler said, “Professor Farrar was always

fair, thoughtful and engaged, with a good sense of humor to boot—the model of the professor I strive to be now.”

As he delivered the Farrar Lecture at the Symposium, Dr. Mantler read from his paper “The Press Did You In: The Poor People’s Campaign and the Mass Media.” The article, published in the spring 2010 issue of *The Sixties: A Journal of History, Politics, and Culture* tells the story of how the Poor People’s Campaign helped not just poor African Americans in the 1960s, but all poor people to successfully prove to the government their need for adequate housing and a livable annual income.

More than 15 J-school faculty and students presented their research and moderated sessions at the Colloquium and Symposium. 



Top: Dr. Ron Farrar gives his inaugural award to Dr. Gordon Mantler

Bottom: Dr. John Besley, Dr. Andrea Tanner, Dr. Carol Pardun, Dr. Kathy Forde, Jay Bender and Dr. Miron Varouhakis celebrate the Colloquium and Symposium.

# Is system draining our seniors' assets?



# How can courts protect the elderly?

guardian and a conservator to take care of a woman who lived alone couldn't take care of herself. Over the next four years, until she died in July 2008, the court approved spending \$150,000 of her available money on lawyer, guardian, conservator and court

# UNCOVERING INJUSTICE

## 2011 Taylor/Tomlin Award for Investigative Journalism

By Kylie Toyo

A Charleston journalist whose investigative reporting uncovered injustices in court-approved attorneys' fees has won the 2011 Taylor/Tomlin Award for Investigative Journalism from the School of Journalism and Mass Communications. Doug Pardue, watchdog and special assignments editor for *The Post and Courier*, received the award for his series, "The Price of Living."

The compelling series resulted in real change, from the local courts all the way up to the Supreme Court of South Carolina. This is the kind of reporting that Donald Tomlin Jr., president of Tomlin and Company, and Joe E. Taylor, former South Carolina Secretary of Commerce, expected when they created the award in 2005.

"We are so proud that *The Post and Courier* wins this award regularly," Dr. Carol Pardun, SJMC director, said. "It is a newspaper that still cares deeply about uncovering the injustices of the world. We are thankful that this newspaper invests in journalists like Doug Pardue."

Probate courts are supposed to protect vulnerable adults from abuse, neglect and financial exploitation. Ironically, the system also drains the assets from individuals who are seeking help. This initiated Pardue's investigation of the Charleston County Probate Court. He uncovered hundreds of cases where court-approved fees for attorneys, guardians and conservators were draining bank accounts and assets by tens of thousands of dollars.



Donald Tomlin Jr., Doug Pardue and Joe E. Taylor

"I was shocked from a financial aspect and that the court even allowed this to happen," Pardue said. "Then, after interviewing the elderly, the stories became sad and tragic. I knew there wasn't a story unless it was happening to many, so I began investigating."

Pardue said, "If the court failed, it was one big fail. It is difficult to admit mistakes and accept responsibility. The court's purpose is to accurately inform and serve the people and after the series went to press, the courts took action to correct the financial inconsistencies."

When the Charleston Probate Court became aware of the newspaper's research, it immediately

began limiting court fees and started capping attorney rates for incapacitated elderly cases.

"The Price of Living" prompted immediate reaction from the Charleston Probate Court and the state's Chief Justice. "What a thoughtful and powerful series," Jean Toal, Chief Justice of the Supreme Court of South Carolina, said in an email to Pardue. "Your research has given me much to ponder and I will be taking action to move this issue forward."

Pardue's empowering series heightened public awareness and produced change, which is the purpose of the Taylor/Tomlin award.

# The Immaculate Prize

***“Jonnie, I almost forgot something.’ She opened her right hand to reveal two plump, glistening scuppernong grapes, slightly crushed, the moist flesh erupting from the thick skin at several points along the surface of each. ‘I wanted to give you one of these before you left,’ she said, plucking one from her hand and placing it at Jon’s mouth, which opened to accept it before the implications hit him.”***

***“And this,’ she said, holding up the other grape, ‘is just a taste of things to come.’”***



by Khan Singleton | Design by Amanda Eisenach

The excerpt comes from a Pushcart Prize-nominated short story from the novel *Immaculate Deception* by Scott Pruden, a '91 School of Journalism and Mass Communications graduate and Camden, S. C. native.

Pruden started writing *Immaculate Deception* in 1989 and after his graduation from SJMC, he spent 13 years in the newspaper industry. He was a reporter and editor for the *Morning News* in Florence, the *Camden Chronicle-Independent*, where he won several state awards, the *Philadelphia Metro* and the *Philadelphia Tribune*, the oldest and largest African-American newspaper in the United States. Pruden says his education played a major role in helping him write his novel and likened it to joining the Marines. “The J-school stripped me down to the core of what it is to gather and convey important information in a quick, concise and meaningful way, then built me back up the right way.”

“As for writing the novel, the J-school built in me an ability to closely observe and mentally file away details about locations, situations and personalities that over the years have all come together to form the settings and characters of *Immaculate Deception*.”

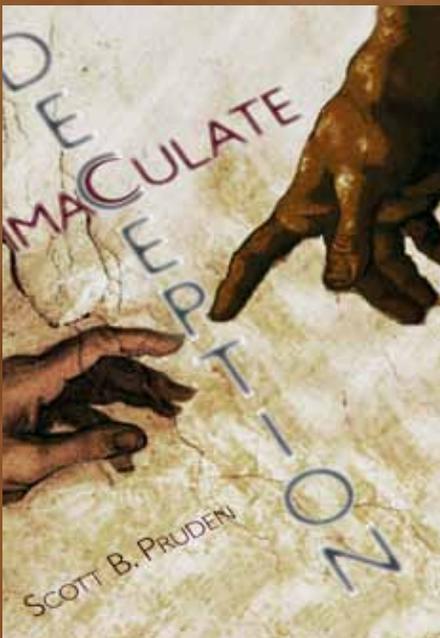
“Professors like Dr. Henry Price, who taught copy editing with an iron fist, forced me to develop this intense attention to detail and to create this internalized style book that helps me crank out copy that’s grammatically clean and reads easily.” Pruden’s novel underwent several drafts, and after the birth of his son in 2004, he left the newspaper industry to finish and publish *Immaculate Deception*. The Codorus Press published it and nominated Chapter 28 for a Pushcart Prize last October.

*Immaculate Deception* takes place in a futuristic Myrtle Beach, which has become the new Sin City after Las Vegas is swallowed up by the desert. The novel’s protagonist, Jon Templeton, is resurrected and sent on a mission by Eli, a Rastafarian deity, to find out the identity of the deputy to the Church of the New Revelation leaders, Rev. Lawrence Whitaker and his wife, Veronica.

In the nominated chapter, Jon is meeting the Whitakers at their estate to discuss a deal for a satellite to allow the church to broadcast its services across the globe. Pruden says the Whitakers and the Church of the New Revelation are based on evangelical mega-churches that seem to preach behaviors that people don’t normally practice and justify them by saying the Bible makes it okay.

The Pushcart Press, founded in 1972 by publisher Bill Henderson and operated in an 8’x8’ backyard shack on Long Island, N.Y., focuses on writers, small presses and non-commercial publishing. The Pushcart Press has awarded its Pushcart Prize to writers of short stories, poetry, memoirs and essays for more than 30 years. Pruden will learn if his chapter won a Pushcart Prize in the early summer.

Pruden lives in West Chester, Pa., with his wife and children. He works as a freelance journalist for magazines, newspapers and clients in the Philadelphia area. **ic**





## Maymester Trip Leads SLIS Alumna to a Career in Washington

By Caroline O'Neal | Design by Gretchen Chiaverini

When U.S. Sen. Lindsey Graham decided to place more emphasis on grants advocacy and helping South Carolina organizations like the University of South Carolina secure federal grants funding, he hired Wendy Mathia, School of Library and Information Science alumna, as his first full-time grants director.

Mathia is a liaison between South Carolina institutions and federal agencies. She serves as a personal contact during the faceless, online grants application process; assists Sen. Graham in writing support letters to agencies on behalf of South Carolina organizations; helps organizations with preliminary research; and even gives them a heads-up when she discovers a grant that they may find helpful.

"We can't pressure agencies to fund particular programs, but we can make sure that Washington knows what a wonderful job South Carolina is doing," said Mathia. "We play an advocacy role to ensure that our state, and especially our education systems, receive the attention they deserve."

In 2010, she helped SLIS, the very school she was a part of during her master's program, secure federal funding from the Laura Bush 21st Century Librarian Program. The program enhances library and information science education and helps develop library leaders. SLIS has utilized the funding, more than \$850,000, to kick start a brand new doctoral program for Fall 2011 called the Cultural Heritage Informatics Leadership Program (CHIL).

**“Our constituents are forward and determined. They take me out of the Washington bubble and bring me back to reality.”**

The grant has provided seven CHIL doctoral students with three to four years of tuition, resources, mentors and an annual stipend.

Dr. Sam Hastings, the director of SLIS and point of contact for the Laura Bush program, said, "Wendy Mathia is one of our alumni, so she understands which grant proposals work best and what we need to garner support. It is difficult to find resources for our research projects, yet Sen. Graham and his staff always keep us in mind."

Mathia enjoys the opportunity to remain involved with her alma mater in her position as grants director, but her favorite part of the job is the contact she has with constituents. "I have found South Carolinians to be extremely innovative," said Mathia. "They come up with great ideas, and they vocalize them, despite how bleak the situation is. Our constituents are forward and determined. They take me out of the Washington bubble and bring me back to reality."

Even though staying in touch with South Carolinians reminds her that Washington is not the center of the universe, it is South Carolina that led her to Washington in the first place.

Mathia started her master's program at USC in 2002. During her second year of the program, she traveled to Washington with a group of undergraduates from the School of Journalism and Mass Communications and Dean Charles Bierbauer for a Maymester course. This is when she first met South Carolina's now senior senator, Lindsey Graham. After the trip, she kept in touch with the senator's staff and landed an internship in his office during the last semester of her master's program.

After graduating in May 2004, Mathia returned to Washington to work for a lobbying firm. About a year later, when the senator needed a systems administrator, he hired Mathia because of her expertise in research and technology. Shortly after, Sen. Graham became adamant about expanding his role in grant advocacy, and he asked Mathia to lead the way. She became Sen. Graham's first full-time grants staffer.

"Between the networking and the coursework, my master's degree certainly paved the way for my job in Washington," said Mathia. "I just fell in love with the family feel and tight-knit community the SLIS program had to offer, and the rest is kind of history."

To learn more about the Cultural Heritage Informatics Leadership doctoral program, read Emmy McLeod's article on page 12. 





# Scholastic journalism reaches milestone

Story and Design By  
Kelsey D'Amico

Best-selling author Bruce Littlefield, School of Journalism and Mass Communications alumnus, will return to Columbia in October to help the South Carolina Scholastic Press Association commemorate its 75th anniversary by speaking to middle and high school journalism students and their advisers at the SCSPA fall conference and anniversary celebration.

Littlefield, who earned his degree in 1989, is an expert on American culture and the author of *Garage Sale America* and *Airstream Living*.

"Bruce's enthusiasm for what he does now equals the high-energy enthusiasm he had when he edited his high school yearbook, served as an officer for SCSPA and was a broadcast student here at USC," said Dr. Bruce Konkle, former SCSPA director and J-school associate professor. "Students and advisers alike will enjoy what Bruce will bring to the association's 75th celebration."

Bobby Hawthorne, author of *The Radical Write*, helps student journalists appreciate the importance of great writing in scholastic publications and will speak at the conference as the banquet keynote speaker.

"Scholastic journalism is the one course in the high school curriculum where students are required to report, write, edit and proof for an audience of their peers," Hawthorne said. "It's writing to be read as opposed to writing to be turned in for a grade."

"Hawthorne truly is now a 'pioneer' in every sense of the word when it comes to helping students and staffs enhance their publications," Dr. Konkle said. "He's also one of the funniest story tellers and speakers to ever grace a podium."

Dr. Konkle said more than 45,000 student journalists and publication advisers have attended SCSPA conferences and workshops in Columbia since the organization made USC its permanent home in the early 1960s. "That's quite an achievement, and that's something that should be celebrated and appreciated by school and university faculty and administration."

SCSPA director Karen Flowers appreciates the continuing support from SJMC.

"The J-school believes strongly in supporting programs that prepare future journalists because programs like SCSPA are great recruiting tools to get the best students in to the J-school. They support us not only financially but also provide us with speakers and judges and attend our events," she said.

Jenna Eckel, a third-year public relations major, is in charge of planning the celebration as SCSPA 75th anniversary intern.

"I'm excited for the opportunities for reunions at the anniversary. Old friends can come together to discuss how they are involving journalism in their lives today," Eckel said.

The banquet will take place Oct. 16, followed by the fall conference Oct. 17 at the downtown Marriott in Columbia, S.C.

"The anniversary is a great way for scholastic journalism to continue to grow," Eckel said. "SCSPA has helped, encouraged and taught many young professionals who have become successful and influential individuals today." 

## Meet The Speakers



**Bruce  
Littlefield**

Was president of SCSPA in 1984-1985. He has a bachelor's degree in broadcast journalism from USC and was named Outstanding Senior. He is the author of *Garage Sale America*, *Airstream Living* and *Lifestyle Authority* and has a TV show in the works.



**Bobby  
Hawthorne**

Author of *The Radical Write*. He has directed Texas' scholastic press association and the Interscholastic League Press Conference for 20 years. He is also the recipient of the JEA Carl Towley Award, CSPA Gold Key and NSPA Pioneer Award.

**SCSPA alumni interested in attending the 75th anniversary, please visit [scspa.sc.edu](http://scspa.sc.edu) or call the scholastic press office at 803-777-3244**



**Elaine Taylor**  
**Manager of Alumni Relations**

## Project: Thank You

Amanda Mays and I traveled to Augusta, Ga., in early April. Amanda is a first-year MLIS student in our School of Library and Information Science. We were on our way to see Tom Sutherland who created the C. Tom Sutherland Scholarship. On our drive there, Amanda shared how this scholarship has affected her graduate studies in the best way possible.

"Receiving this scholarship has impacted my education here by giving me the opportunity to become more involved. It has provided more time to volunteer and contribute to my local community," she said. This is the first time in eight years that she hasn't had to work while she's been in school. She can spend her time studying, reading and being involved on campus, and it's possible because of her scholarship.

She said, "I was happy to have the opportunity to meet and thank Mr. Sutherland in person and learn more about him. This gave me further appreciation for my scholarship."

For some students, receiving a scholarship is a deciding factor on whether or not they choose to attend the University of South Carolina. For others, it allows them to continue their studies here. For all of our recipients, the support they receive through scholarships enables them to realize their dreams of an education from the College of Mass Communications and Information Studies.

Saying thank you to our donors is one of the best parts of my job. And, it's one of the most important things I do.

One of my responsibilities this year has been to focus on stewarding our scholarship donors by visiting them and connecting them with the students receiving their scholarships.

Over the course of this year, I have listened to the stories of the difference scholarship support has

made to many of our students. These visits have also provided me the opportunity to show our students the importance of giving back to Carolina. I have also seen the faces of our donors light up when meeting their recipients.

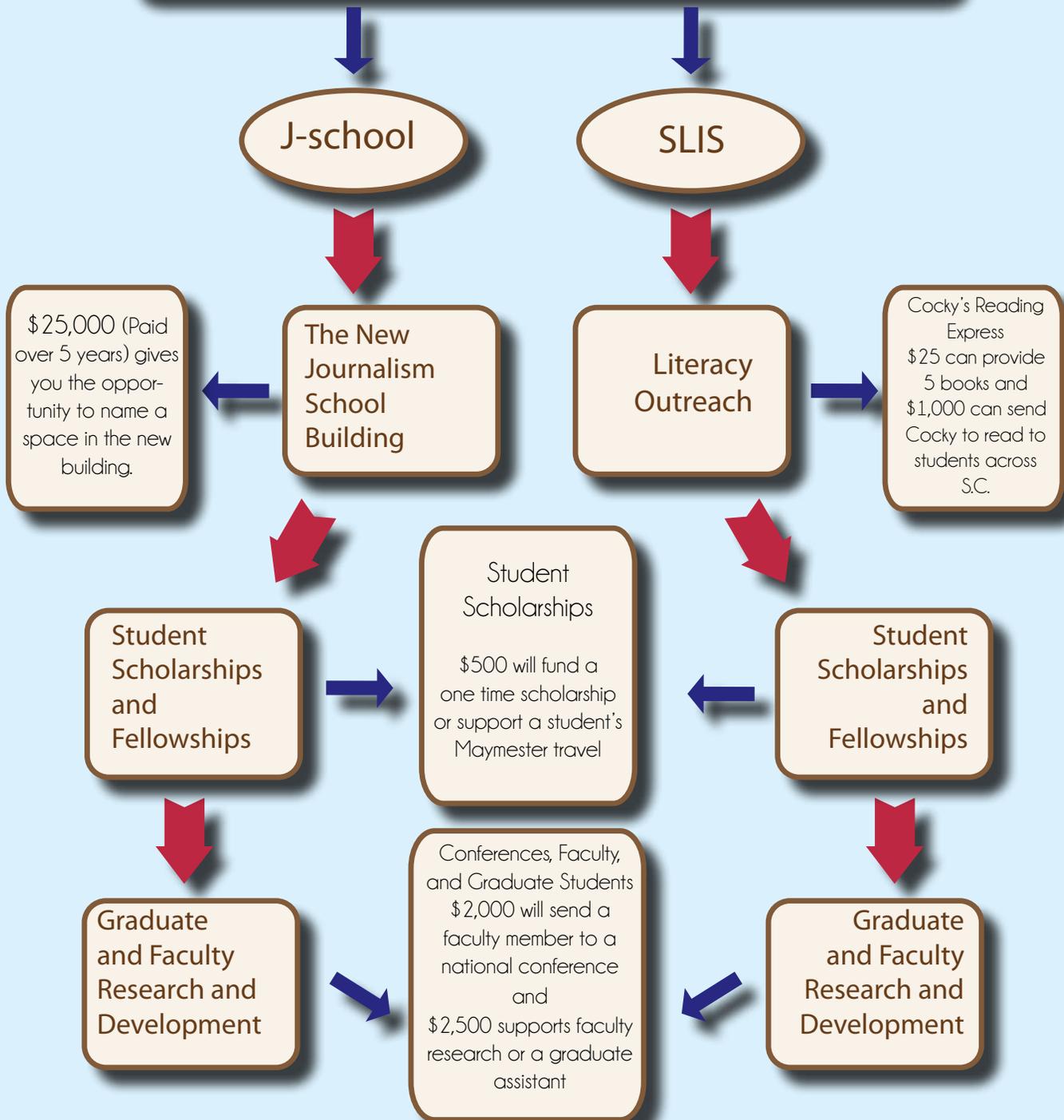
Introducing our students and our donors makes the support come to life as it personalizes the scholarship for both. In November, Angela Padgett and I traveled to Greenville, S.C. Angela is a junior broadcast journalism student. We visited WYFF-TV, which funds our Chris Gulfman Scholarship for Electronic Journalism in the School of Journalism and Mass Communications. We met with former WYFF-TV president and general manager Mike Hayes. Two of his colleagues joined us. Lee Brown is a J-school alum, and Mark Lyon knew the late Chris Gulfman very well. Both Mark and Chris were photojournalists at WYFF-TV. Angela thanked them for her scholarship and shared her experiences at USC.

Meeting Angela personalized the connection for Mark in a special way. He said, "It was an honor for me to meet Angela. Chris and I were close friends and I think it would make him extremely happy to see how his legacy is helping students learn and pursue their goals and dreams. Personally, I can't think of a better place to award this scholarship named after a person who strived for much success in his life. Chris would be glad to see young scholars like Angela fulfilling their dreams of education because of a scholarship named in his memory."

I would like to personally thank all whose contributions make scholarships possible in both our schools. Your generosity is invaluable to our college. Please contact me if you have interest in supporting our students through scholarship. 

# How Far Does Your Donation Go?

*For the College of Mass Communications and Information Studies, all donations have a great impact on the program. But where does your money go? After graduation, the Gamecocks remain number one in the hearts of alumni. You give donations to see the university succeed. Donations to the School of Journalism and Mass Communications and the School of Library and Information Science are beneficial, and no amount is ever too small.*



# ALUMNI NOTES

Compiled by Amanda Eisenach

## 1970s

**Brazell, William D.** - 1975, BA, 1983, MMC, retired in 2008 after 30 years as public affairs director of the South Carolina Department of Revenue.

**Gibbons, Leeza** - 1978, BA, is the host of AARP's "My Generation," a show that covers health, relationships and volunteering and features celebrities and experts.

**Gilman, Hank** - 1975, BA, who is deputy managing editor of *Fortune* magazine, had his first book, *You Can't Fire Everyone: And Other Lessons From an Accidental Manager*, released March 17.

**Hoffmann, William J.** - 1977, BA, is a freelance journalist working for BBC Radio and BBC Northern Ireland, after working at The New York Post for 24 years. He is also working on his first novel.

**Sprouse, Walter** - 1973, BA, was one of *Georgia Trend* magazine's "100 Most Influential Georgians" for his work as executive director of the Augusta Economic Development Authority. He helped recruit \$800 million in new investment and more than 14,000 new jobs in Augusta.

## 1980s

**Brackett, Ron** - 1985, BA, has been the senior editor/nights of the *St. Petersburg Times* website and in is charge of the editing and design. He will soon celebrate his 25th anniversary with the paper.

**Michels, Margaret A.** - 1987, MMC, co-authored *Images of America: Summerville* for Arcadia Publishing. Released in March, it is a pictorial history of the town from the late 1600s to the present.

**Rogers, Aida** - 1983, BA, was awarded second place for feature writing in the print non-daily category by the Society of Professional Journalists. She won for her article, "The Tie That Binds."

**Thomas, Kela** - 1985, BA, was appointed director of the South Carolina Department of Probation, Parole and Pardon Services in February, after having served as deputy director.

**Williams Jr., Leroy E.** - 1981, BA, works for CNSI, an information technology company in Rockville, Md., as a program analyst and legal writer after a 16-year career as a newspaper reporter. He also completed his master's degree in information systems management from Walden University in March.

## 1990s

**Hamby, Rogan** - 1999, MLIS, is director of information technology at the South Carolina State Library. He also manages the IT needs for the Florence County Library System and is the central administrator for South Carolina Library Evergreen Network Delivery. Hamby is being inducted into the *Library Journal's* Movers & Shakers for his work.



Elizabeth Howell met Jason Wagenheim when she interned at *Vanity Fair* in 2010.

**Entertainment** WEEKLY

Story and Design by Elizabeth Howell

## It's full on, full blown responsibility.

"It's full on, full blown responsibility" says Jason Wagenheim of his new role as publisher of Entertainment Weekly. Wagenheim oversees all departments of the established brand and could not be more excited. "I come to work every day and I think I am the luckiest guy in the world, which is a very empowering place to be. You have to feel good about what you do."

He graduated in 1995 with a degree in advertising and public relations from the School of Journalism and Mass Communications, but not before he founded *Garnet & Black* magazine in Student Media. "I credit my career track with the experience I had in the journalism school and to Student Media. They really set me up well walking out the door."

Wagenheim has held the position since December and previously was associate publisher of *Vanity Fair*. The switch from Condé Nast to Time, Inc. was a growth opportunity in a category he is wildly passionate about – entertainment. It is a chance for him to work more closely with Hollywood and network in a new corporate culture at Time, Inc.

Today, he is planning for the future of the magazine industry. "It's not just about words on paper anymore; it's

about these other devices that need really good content." What is most exciting for him is the opportunity to invent the next chapter of the business and how magazines will both connect with the reader, and ultimately the advertiser.

Wagenheim says he does not feel overwhelmed with the newfound responsibility. "It is exciting to come to work and sit on the other side of the table with your clients and colleagues, coming up with programs that are beyond the page." He plans on establishing a big "moment" or themed issue for the brand.

Instead of just selling pages in the magazine, it has become much more than that. He says it is a very creative time for this industry because of the need to tie together both print and interactive content. "You have to continue to be the innovator who can merge between entertainment and technology. It becomes more powerful every day."

Despite the challenges of this ever-changing industry, Wagenheim's upbeat personality and innovative thinking have allowed him to easily fall into his desired position as publisher. "I love this brand and I love the entertainment business."

# Agency VP Gives Back

By Jennica Justice



In the 16 years since he walked the halls of the Carolina Coliseum, Stephen Brown has achieved success in the public relations field. As Senior Vice President of MSL Atlanta, a full-service communications agency, he juggles client work, travel, media training, leading departments, and publishing the Guide to Atlanta Media. Somewhere in between flights, product launches and phone calls, he finds time to give back to the community and to School of Journalism and Mass Communications students in particular.

As a board member for the Georgia chapter of the Public Relations Society of America, Brown does extraordinary work with its student chapter, and has a special soft spot for USC students. At the recent PRSSA World Conference in Atlanta, Brown took time from speech writing to meet USC students to discuss opportunities in networking. For Brown, each of these students is a future professional and a prospective connection in the increasingly global economy. He challenges students to “get out of their comfort zone,” and explore the unfamiliar areas where “radical and revolutionary ideas are hatched.”

Brown also spends time each year with our J-school students in the Atlanta Maymester program, taught by Lisa Sisk and Dr. John Besley. “Stephen has graciously volunteered his time, experience and mentorship,” for six years, says Sisk. Brown attributes this innate hospitality to his days as a USC orientation leader, and the excitement of “showing people the secrets” of a city. His ultimate goal is to show students that the business world is not “a big scary place, but rather a thrilling stage of opportunities.”

Brown graduated *cum laude* from the J-school and South Carolina Honors College with a Bachelor of Arts in public relations in 1995. Homecoming Commissioner, Carolina Productions president and president of the Honors College Association are just a few of the numerous titles he held while at the university. Describing himself modestly as a “bit of an overachiever,” Brown explains that his extracurricular life at USC “was one of the biggest ways I prepared for a life of creative campaign planning and events.” His passion for involvement has not faded in the slightest, as he is now actively involved in nonprofits like the Jerusalem House for the homeless and the Center for Puppetry Arts.

After graduation, Brown briefly returned to his native Greenville to work for the advertising agency Bounce, before moving to Atlanta in 1998 where he ended up at MSL. His public relations work over the years has earned him several Phoenix and Silver Anvil awards, as well as recognition by *Atlanta Business Chronicle* and *PR News* as one of “40 Under 40 to Watch.” Most recently, he has done campaign work for the launch of McDonald’s oatmeal and the innovative “Freestyle” drink dispensers for Coca-Cola. As his work becomes increasingly anchored around social media outlets like Twitter, Brown has come to recognize social media as “the single best invention” in his lifetime for public relations and networking. 

## Alumni Notes Continued

**Ikonomou-Petrovits, Aspasia-Anna** - 1994, BA, is account director at Oxygen. She lives in Greece with her husband and two sons, George, 2, and Nikolas, 4 months.

**Jones, Charles** - 1991, BA, recently opened a public relations firm that focuses on general publicity, crisis communications, legal marketing and communications trading with branches in South Florida, Washington D.C., and Columbia, S.C.

**Jones, Denise G.** - 1992, BA, is an author with her seventh novel coming out next summer. Her first non-fiction book, *Flying Solo: A Journey of Divorce Healing and a Very Present God*, was released in January.

**Kennard, Lorene** - 1999, MLIS, owns a freelance research business, Walnut Avenue Research, near Chicago. She is the 2011 president of the Special Libraries Association, Illinois chapter, and won the 2010 Illinois Outstanding Achievement honorable mention.

**Land, Kim** - 1998, BA, has worked for the *Herald-Journal* in Spartanburg, S.C. for 10 years and began managing the advertising department in 2009.

**Peeples, Sally E.** - 1991, BA, has worked for Time Warner Cable media sales for 19 years and now is an account executive. In February, she received the American Advertising Federation Silver Medal Award.

## 2000s

**Babb, Kent M.** - 2004, BA, works for *The Kansas City Star* as a sports enterprise writer. He was honored by the Associated Press Sports Editors for two of his stories.

**Chakales, Sarah** - 2007, BA, works for CNN International as a Hong-Kong based writer. She scripts stories on business and market related developments for the Asia-Pacific region.

**Childers, Paula** - 2001, MLIS, is the children’s services manager for the Florence County Library and helped the library receive the Bookapalooza Award. She also serves on the 2011 ALSC grant administration committee.

**Cockfield, Courtney L.** - 2009, BA, is the marketing coordinator for Florence & Hutcheson, a consulting agency for engineers, in Columbia, S.C.

**Duncan, Brent** - 2008, BA, is the corporate communications specialist for First Citizens Bank in Columbia, S.C.

**Frazier, Dawn** - 2010, MLIS, was named Teacher of the Year at Goose Creek Primary School where she is the school librarian. Her article, “School Library Media Collaborations: Benefits and Barriers,” was featured in the Nov/Dec 2010 *Library Media Connection*.

**Goldman, Laura** - 2009, BA, just landed her “dream job” in ESPN’s social media department after working as an intern with ESPN and USC Athletics for three years.

**Hudson, Ashely R.** - 2000, MA, is pursuing a Ph.D. in political science with a focus on international relations at the University of Florida.

**Nason, Lisa R.** - 2008, MLIS, is the evening circulation librarian at the Dorothy Webb Quimby College Library at Unity College in Unity, Maine.

**Paddock, Susan** - 2009, MLIS, is the library manager at the Bayside Area and Special Services Library of the Virginia Beach Public Library. BASS provides outreach and services to 14 public schools in the area.

**Popiolek, Brad** - 2007, BA, a web developer and academic advisor at the University of Texas, was published in the *USA Today* College Edition. His article “Millennial Advisor - Thoughts on Choosing a Major,” was featured.

**Riley, Alex** - 2008, BA, is a sports writer for *The Daily Light* in Waxahachie, Texas. The Texas Associated Press Managing Editors awarded Riley with first place in “Sport Photo” and in “Team Page Design” in the 2011 journalism awards.

**Ruble, Christen M.** - 2009, BA, is the art director at Lawrence & Company, an advertising agency in New York City.

**Skipper, Allison** - 2004, BA, earned the Accreditation in Public Relations professional designation. APR recognizes those who work in the public relations field who show their commitment to the profession and ethical practices.

**Walker, Kate** - 2009, MLIS, won the 2011 “Why I’m a Young Adult Library Services Association Member” contest. She received a free year of YALSA membership and an e-reader. 

# The Faces Behind the Magazine

Story and Design by Jesse Collin



In a small room tucked in the back corner of the Carolina Coliseum, students are frantically chattering about page designs and color schemes. Throughout the spring semester, 19 juniors, seniors and graduate students came together to produce *InterCom*, the alumni magazine for the College of Mass Communications and Information Studies. *InterCom* is designed to keep the college's family of alumni, faculty and students informed about current events within the college.

The publication design class, taught by Lisa Sisk, functions much like a professional newsroom. Each class session begins with a round table discussion, where students share their progress, opinions and ideas with one another. They have assigned stories,

conduct interviews, locate sources, and have strict deadlines. Students are also responsible for the layout, photography and illustrations included in the production of the magazine.

Students regard the responsibility of creating the magazine as a privilege. Throughout the semester, they connect with faculty and alumni, building relationships while learning about the past, present and future of the college. "In many larger classes you can fade into the background. This class is special because it really makes you reach out and get to know the professors," said fourth-year public relations major Donnica Smalls. Producing *InterCom* provides a unique opportunity for students to use a wide variety of skills and gain practical,

hands-on experience working as members of a media team.

"I really enjoyed writing something I knew would be published and read," said fourth-year mass communications major Charlotte Bishop. "I love that the class works like a professional organization. Professor Sisk feels more like an editor than an instructor, and this freedom really helped me prepare myself for the business world."

*InterCom* is now more accessible and convenient than ever. In addition to the print version, *InterCom* is also available at any time on the web at [intercom.jour.sc.edu](http://intercom.jour.sc.edu). 

## FROM THE ARCHIVES



## An Early Pioneer

Story and Design by Jesse Collin

J. Rion McKissick, dean of the School of Journalism from 1927 to 1939, oversees his students while pacing through an early classroom. A South Carolina native and 1905 graduate of the university, McKissick was an important pioneer of the journalism school.

During his first year as dean, the school increased its enrollment to more than 50 students, added a number of new courses and acquired typewriters for the first time. 

**Thank you, Donors!**

Oct. 30, 2010 to April 15, 2011  
Compiled by Amanda Eisenach

**Corporations**

Accusweep Services, Inc.  
AIG  
Allstate Foundation  
AT&T United Way Employee Giving Campaign  
BI-LO Charities, Incorporated  
BP America Inc.  
Carolinas Healthcare Public Relations & Marketing Society  
Central Carolina Community Foundation  
The Clifton Foundation  
ConocoPhillips Company  
FMC Corporation  
Gannett Foundation, Inc.  
The GE Foundation  
Health Sciences SC Centers of Excellence  
Horry County Gamecock Club  
IBM Corporation Matching Grants Program  
John S. & James L. Knight Foundation  
The Media Club of Columbia  
Morris Communications Corporation  
Municipal Association of SC  
Sam E. McCuen & Associates LLC  
SCANA Services, Inc.  
Scott Howell & Company, Inc.  
South Carolina Broadcasters Assoc.  
South Carolina Library Association  
Time Warner Cable, Incorporated  
United Way of the Midlands  
Vital Care Charitable Foundation Inc.  
WYFF-TV

**Individuals**

Ann Addy  
Dr. Kendra Albright  
Jackie Alexander  
Dr. Glenda Joy Alvarado  
Dr. Michael D. Amiridis  
Holly S. Ammentorp  
Maj. Walter E. Anderson Jr.  
Morgan D. Arant Jr.  
Marian G. Armour-Gemmen  
Hollie Elizabeth Armstrong  
Lita C. Ashley  
Margaret E. Atkinson  
Dr. Stephen T. Bajjalay  
Mr. and Mrs. Laurin Mallory Baker  
Kenneth W. Baldwin Jr.  
Mr. and Mrs. Joseph R. Barker  
Alice N. Barnes  
Leslie Bates  
Margaret C. Batson  
Cynthia W. Beauregard  
Andrew R. Bechtel  
W. Andrew Beeson  
Jay Bender  
John E. Benson  
Robert Bentley Jr.  
Darryl Lee Berman  
Deborah Grant Bernstein  
Charlotte J. Berry  
Charles J. Bierbauer  
Christyn G. Billinsky  
Mr. and Mrs. Brian A. Binette  
Mary G. Bizzigotti  
Mr. and Mrs. Oscar D. Black  
Kathryn F. Blades  
Mr. and Mrs. B. B. Blevins  
Lisa Smith and Johnny D. Boggs  
Harry J. Bous  
Samuel Kirkland Bowen III  
Jennifer Warren Bowman  
Pamela B. Bowman  
Carol L. Bray  
Rebecca O. Breedner  
John Eric Breitmeyer  
Leslie P. Brigham  
Alice M. Britt  
Margaret Smith Brooks  
Carolyn T. Brown  
Mr. and Mrs. James Leroy Brown Jr.  
Dr. Ron T. Brown  
John H. Brunelli

John B. Bryan III  
Elizabeth R. Bryant  
Priscilla Bryant-Gaffney  
Sandy Bucknam  
Alvin B. Buffington IV  
W. Lee Bussell  
Cameron Byrd  
Lauren Marie Cafferty  
Thomas D. Cafferty  
Jennifer I. Campbell  
Martha Ballou Caphton  
Ann S. Carlson  
Anna C. Carr  
Dr. Shirley S. Carter  
Frances K. Case  
H. Michael Cassels  
Donald A. Caughman  
Mr. and Mrs. Harold C. Cauthen  
Bettye Anne Chambers  
Gayle L. Chandler  
Rachel Redd Church  
Elizabeth S. Clark  
Stephanie Jean Clark  
Judith P. Clarke  
Sarah B. Clarkson  
Virginia F. Coleman  
Amy Flinn Coquillard  
Gordon Kenneth Corbitt  
Jacquie S. Corley  
Zina Renese Counts  
Susan S. Cox  
Mr. and Mrs. Michael A. Creel  
Jennifer Emline Hickman Cummings  
Mimi & Thomas Cunningham  
Mary Anne Curlee  
Roberta T. Daniel  
Pamela N. Davenport  
Amanda Darlene Davis  
Rhoda Denise Davis  
Richard Cadwell Davis  
Thomas A. Davis  
Mary Jo Dawson  
Mr. and Mrs. Thomas C. Deas Jr.  
Carolyn A. Delton  
Andrew James Deming  
Mr. and Mrs. Jimmy M. Dixon Jr.  
Savitri V. Dixon-Saxon  
Julia Dorn  
Bonnie L. Drewniany  
Joyce A. Dreyer  
Joanna Wark Dumdey  
Donna Q. Eddings  
Mr. and Mrs. Mick E. Edlund  
William P. Ellerbe Jr.  
Rachel Ann Engel  
Thomas E. Engleman  
Mandi Nicole Engram  
Tiffany S. Ervin  
The Estate of David Jerome Morrow  
Henrietta P. Etheredge  
Sally G. Farris  
Miriam E. Fears  
Dr. Patricia E. Feehan  
Jessica Ruth Felker  
Helen B. Fellers  
Jordan R. Finn  
Andrew Folks  
Valerie Byrd Fort  
Debra Sue Foutch  
Mr. and Mrs. Roy C. Frazee  
Dr. and Mrs. Manuel Gaetan  
James N. Gaffney  
Mr. and Mrs. Roger Gardner  
Deborah S. Garris  
Dr. Karen Weyher Gavigan  
Mr. and Mrs. Michael C. Genau  
Melissa Fletcher Gentry  
Mr. and Mrs. John Gillion  
Kathryn A. Graves  
Regina H. Greely  
Laird Whitmire Green  
L. Sheridan Green  
Robert J. Greenwood  
Ralph N. Gregory  
Berkeley Grier  
Theresa A. Griffin  
Elizabeth J. A. Grubic  
Mr. and Mrs. Benjamin R. Hamm  
Mr. and Mrs. Claude R. Hammond Jr.  
Thomas Harms  
Sherre L. Harrington  
Dr. Samantha K. Hastings  
Carol Parker Helgerson

Mr. and Mrs. Steven Hinrich  
Jimmie L. Hoagland  
Charles Daniel Holley Jr.  
Mr. and Mrs. Irvin D. Hook  
D. Jack Hooks Jr.  
Donna W. Howell  
Scott Howell  
P. Sigmon Huitt  
Shelly O'Quinn Humphries  
Donette A. Isreal  
Dr. Karen Joy Ivers  
Melba C. Ivey  
Bill R. Jackson  
Mr. and Mrs. Michael R. Jeffcoat  
Bernadette J. Johnson  
Gayle Douglas Johnson  
Eugene K. Jones  
James Paul Jones  
Mae Frances Jones  
Synaya Robinson Jones  
Jennifer B. Kaple  
Barbara L. Keef  
Dr. Sarah M. Keeling  
Brian C. Keeter  
Lou W. Kennedy  
K. A. Kier  
David R. Kiernan  
Dr. Jinmook Kim  
Hope Elizabeth Kitterman  
Lihshueh L. Ko  
Dr. Bruce E. Konkle  
Mr. and Mrs. Charles E. Kulmann  
Kelly B. Labruyere  
Cary DuPre Lafaye  
Robert H. Lang Jr.  
Donald M. Law  
Mr. and Mrs. William Barry Lawson  
Dona B. Lee  
Susan E. Lee  
Scott C. Lindenberg  
Leigh A. Linney  
Stephen H. Lipe  
Ronald F. Loewen  
Harry L. Logan  
Joseph C. Logan  
Ralph T. Lowrimore II  
Cynthia Kebart Lutz  
Mr. and Mrs. Van T. Lyles  
Mary Nelson Bushaw Lynch  
Karen L. Mallia  
Andrea Manafort  
Mr. and Mrs. Kenneth A. Markle  
Kevin Marlow  
Dr. Jennifer A. Marshall  
John Ferguson McBride  
Fran F. McCaskill  
Mr. and Mrs. Sam E. McCuen  
Mr. and Mrs. Johnny M. McCurry Jr.  
William L. McElveen  
Denise Ann McGill  
Peggy A. McQuade  
Mr. and Mrs. James T. Meeks  
Mr. and Mrs. Charles A. Miller Jr.  
H. Thorp Minister III  
Lindsey Hendrix Mitchell  
Todd E. Money  
Linda S. Moore  
William Shivers Morris III  
Gary C. Moss  
Harvie E. Nachlinger  
Nadia Navab-Tehrani  
Mr. and Mrs. Van T. Newman Jr.  
Ruth B. Nicholson  
Thomas Nordby  
Anne B. Orange  
Tina A. Oswald  
Clayton K. Owen  
Dr. Carol J. Pardon  
Frances Ellen Parry  
Linda R. Peacock  
Keisa G. Peterson  
Mr. and Mrs. Joseph Michael Petty  
Jane Davis Pigg  
Ann Stewart Plein  
William D. Poe Jr.  
Judith F. Polak  
Bradley Eugene Popiolek  
David A. Porterfield  
Carol Monner Price  
Lenora Price  
Charlene E. Puryear  
Mr. and Mrs. Michael W. Quinn  
Robert D. Raiford

Mario S. Ramos  
Rachel Rankin  
Virginia Raysor  
Sandra Y. Renrick  
Sara S. Repinski  
Riddick Smith Richardson  
Mr. and Mrs. James L. Riley  
LCDR and Mrs. Donald John Roberts, Ret.  
William C. Rogers  
James H. Rokosny  
Dr. Fred W. Roper  
Rebecca Rossway  
Ellen E. Roueche  
Mr. and Mrs. Foster M. Routh  
Dr. Rion M. Rutledge  
Natalie Pulley Saint  
C. James Schaper  
Christian D. Schomaker  
Julia Elizabeth Scott  
Lilla W. Scroggins  
James R. Sefert  
William K. Selsor  
Chrysti Edge Shain  
Dr. Donna M. Shannon  
Ashley Thomas Sharp  
Patricia Shawcross-Buffington  
Michael Brent Simmons  
Cynthia D. Simpson  
Mr. and Mrs. Jonathan Wilson Skelley  
Linda W. Skinner  
Allyson M. Smith  
Darla E. Smith  
Juliet Nader Smith  
Yvonne G. Smith  
Dana P. Smoak  
Dr. and Mrs. Paul Solomon  
Louis Cody Sossamon Jr.  
Katie Jean Spicer  
Margaret L. Spilker  
Shirley Sprenne  
John L. Steinberger  
R. Todd Stephens  
Marsha G. Stewart  
Sally E. Summers  
Rev. Janet E. Tarbox and Talmadge LeGrand  
Amy S. Taylor  
Elaine M. Taylor  
Joe E. Taylor Jr.  
Jane M. Temple  
Andrew R. Thomas II  
Mr. and Mrs. Darrin T. Thomas  
Capt. Larry Thomas  
Donald R. Tomlin Jr.  
James Patton Towery  
William M. Trafton III  
James H. Trammell Jr.  
Andrea P. Trapp  
Ernie Trubiano  
Mr. and Mrs. Thomas M. Truden  
Dr. Feili B. Tu  
Lawrence D. Turner  
Vanessa Turner-Maybank  
Ann Lamar Tuten  
Rev. and Mrs. Raymond Joe Waldon Jr.  
Alice O. Walker  
Xuemao Wang  
James H. Wannamaker III  
Dr. and Mrs. William B. Ward  
Dorothy H. Wardrip  
Krystal R. Webber  
Dr. Susan B. Weir and Dr. Gordon T. Weir  
Ferrell P. Wellman  
Leila S. Wenthe  
Portie Shomo Weston  
Capt. and Mrs. Nathan Adam White  
Mr. and Mrs. Stephen Whitescarver  
Ernest L. Wiggins  
Dr. and Mrs. George Frederick Will  
Dr. and Mrs. Robert V. Williams  
Dr. and Mrs. Leland H. Williams  
Roni May Willis  
Barry R. Wilson  
Susan Wilson  
Mark W. Winchester  
Ann Winters  
Lindsay Mechelle Wolfe  
Robert Neal Wrather  
Cynthia Cox Yarborough  
Dr. Nancy P. Zimmerman

## Remembering Dr. Sorensen

*Dr. Andrew A. Sorensen, University of South Carolina president from 2002 until 2008, died April 17 at his home in Ohio. He made lasting impressions on all he met, including an undergraduate student reporter. Taylor Smith remembers fondly the relationship he developed as a student with Dr. Sorensen. Smith earned his degree in print journalism in 2008, and is a student in the USC School of Law.*

As a print journalism undergraduate student, I was reporting administration news for the *Daily Gamecock*. I convinced my editor to let me write a series based on interviews with the deans of every college in the university. "Dean Talk" would start with deans, continue with vice presidents and conclude with President Andrew Sorensen.

During the interviews, I quickly realized each college participated in the university as a sort of nation-state. Concerns over independence, sovereignty and even legitimacy were more akin to the United Nations than an institution of higher education.

Each dean's advocacy of the interests within his or her college was impressive, but the petty turf battles were disheartening. How could a major university thrive when so few of its deans could agree on a path forward?

This question was burning in my head the day I interviewed Dr. Sorensen. I was nervous. I had seen him at university press conferences, but never had spoken with him directly.

As I twitched in the chair, I looked over the questions I prepared earlier and circled one theme: "Discord among college deans. Lack of unity, need for leadership?"

My nervous twitching had morphed into arrogance as I now planned to spend my

scheduled hour hammering him on what I learned from the deans.

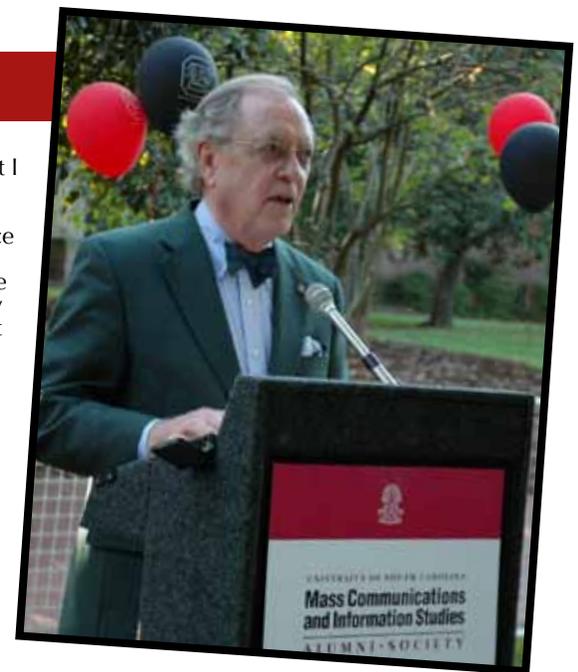
The assistant opened Dr. Sorensen's office door and I walked the considerable distance to his desk, where he stood. By the time I said hello and shook his hand, my arrogance had vanished. I was so caught off guard by his warmth, he managed to get the first question in: "Where are you from?"

Forty minutes later, after talking about the Lowcountry (where I am from), the University of Alabama (where he was president before and where my parents went to college) and literature (those 10 minutes came close to eclipsing what I learned all semester in my English course), I asked about the future of the research campus, but never found the courage to ask the question circled in my reporter's notebook.

His omniscience was evident when moments before our hour was up, he said he sensed there was something else I wanted to ask but hadn't. He suggested we meet again the next day. I was floored. Why would the university president voluntarily give up an hour just to be sure a snot-nosed student journalist could ask him a question?

I did ask the question the next day, and many more like it over my next three years at the university. Every time I saw Dr. Sorensen on campus or in Columbia, he asked how my family and I were.

When he announced his retirement in Spring 2008, I was a senior in the *Carolina Reporter*. I created a multimedia project on his legacy at USC, working with him up to three hours at a time to get what I needed. Those conversa-



tions just weeks before I graduated might be the fondest memories of my undergraduate years.

Dr. Sorensen gave the commencement address at my graduation. As I waited in line to shake the hand of the outgoing president, I thought how fortunate I was to have spent time with him. As I inched closer, I wondered what I could say to a man who had shown me so much.

I never got to say anything. I reached to shake his hand, but he hugged me in front of the thousands packed in the Colonial Life Arena.

He whispered words I will never forget: "I'm so proud of you." 