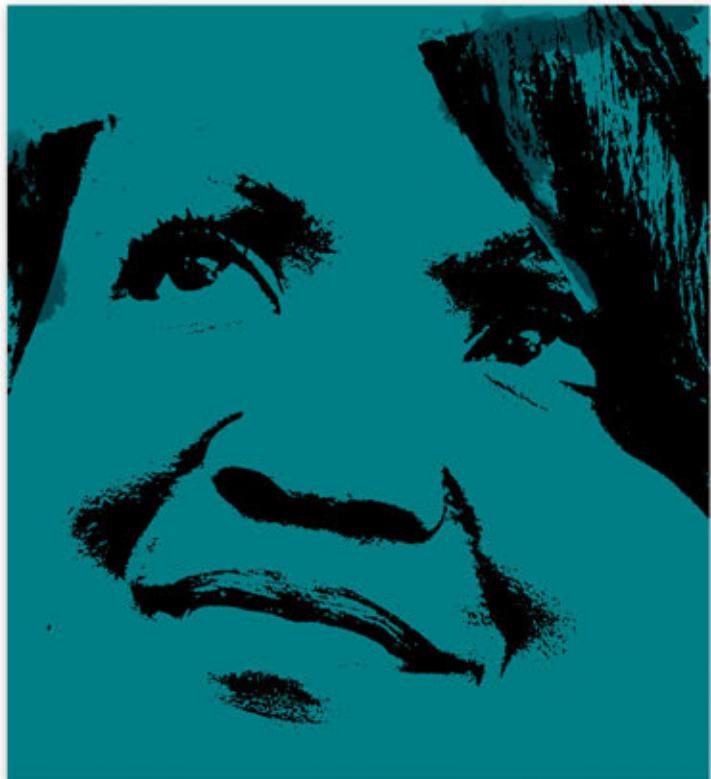
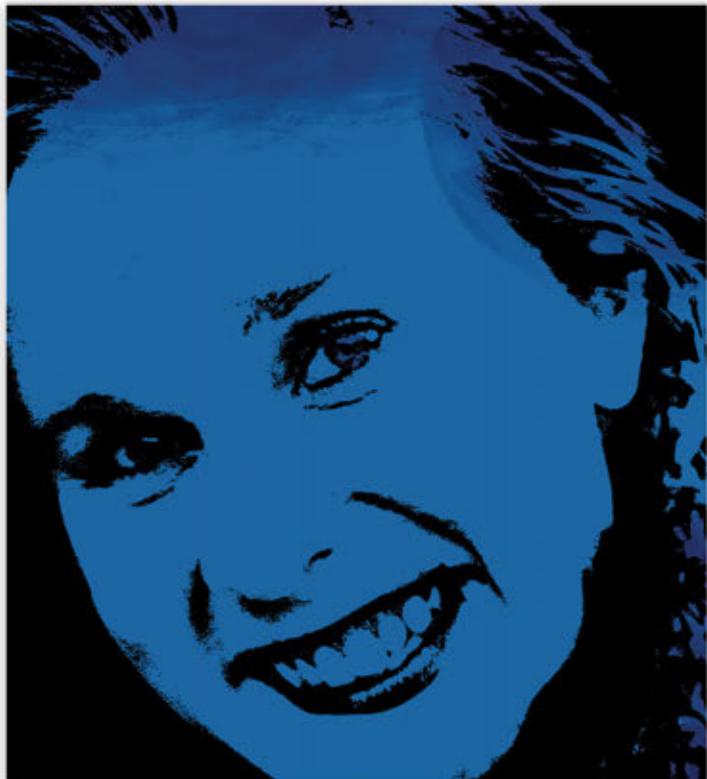


# InterCom

The College of Information and Communications **Spring 2015**



**Inside: Secrets and successes of entrepreneurs**



# InterCom

Spring 2015  
The College of Information and Communications

## Table of Contents

### MOVING FORWARD 10

SLIS sees changes in technology

### GOING OUT WITH THE COLISEUM 12

Jim Haney says goodbye

### A PERFECT MARRIAGE 17 >>>

Alumna bonds SLIS-SJMC degrees

### THE ROAD LESS TRAVELED 22

Alumnus sees future in Cambodia

### VISCOM TURNS TEN 24

Creative degree hits a milestone

### COCKY'S READING EXPRESS 26

Bus gets anniversary makeover

### ALUMNI ADVICE 31

Network, network, network.



photo by Deveney Williams

### On the Cover

#### Entrepreneurs

Secrets and Successes

On the cover:

TR: Dalton / pg. 18

TL: Price / pg. 20

BR: King / pg. 17

BL: Devita / pg. 9

On back cover:

BR: Blankenship /

pg. 22

BL: Scarborough /

pg. 21



Meet the Spring 2015  
InterCom Staff



*From the Dean:*

# What's in a name?

We are now the College of Information and Communications. The change of the college name was approved by the Board of Trustees on April 24.

So what are we? What we call ourselves? What others call us? What it says on or above the door?

My wife, also a journalist, says I answer questions with questions. So, what do you think we are?

We are about information, how we acquire, assess, digest, synthesize, compose, compress and expand, expound, express to you and you and you, singularly and collectively, through words, pictures, depictions, digressions—a few and preferably explicatory—in sound and pictures and graphic representations, in other words, communications, to make you feel, not necessarily sad or glad, but well informed.

So what do we call ourselves?

In 2002, as a result of a university-wide assessment called the Strategic Directives Initiative, the university combined two free-standing entities—Journalism and Mass Communications and Library and Information Science—into a new college. I was to become its first dean. (The position is often called founding dean, though, in truth, I had little to do with its founding.) It was to be called the College of Mass Communications and Information Studies. Why? Ask the committee that labored over that.

Our first test was to see if we could answer the phone saying the college's full name without taking a breath. Try it. The greater struggle was to find a bond between quite different programs, cultures

and structures. In many ways, we are still trying. We've hired faculty who see the information/communication nexus. We've created parallel degree programs with each school now offering undergraduate through doctoral degrees. We are restructuring staff responsibilities across the college and its schools.

We are moving closer together, physically when the new journalism building opens in August and collaboratively as we move forward. The timing for a name change seemed fortuitous. New stationery.

This should not distract from the identities and personalities of both schools. Nor will their names change. We like what those names say about our disciplines.

But the college name should say something more. It should reflect the larger role and mission of the college and, for that matter, the university. So we did a little editing of the former Mass Communications and Information Studies.

Everything we do involves studies. And we're not merely mass communications. Our engagement runs the gamut from one-to-one, through social networks, to nearly global networks. All on the information-communication continuum. As a result, we've lost two words and, I trust, gained clarity.

As for primacy, which comes first? Neither works very well without the other. But as someone who's spent time reading from teleprompters, College of Information and Communications just rolls off the tongue more smoothly.

What do you think?

# MOVIN' ON UP

Story and photos by  
Barre Dukes

This fall, journalism school students will have an innovative new building filled with state of the art technology. The School of Journalism and Mass Communications will be located near the heart of campus on the corner of Sumter and Greene Streets. At more than 54,000 square feet, the school, along with the administrative offices of the College of Information and Communications, will nearly double in size.



Our new address: Sumter and Greene

While the Coliseum, the school's home for close to half a century, holds many memories, the new building will help better prepare students for 21st century communications careers with its workspace and environment.

Many faculty members long awaited the promise of a new building and are excited to finally see this hope become reality. Associate Professor Van Kornegay is among the faculty who have spent the most time in the Coliseum. He began teaching in 1988 and was shown plans for a new building that year. "We are not always aware how our physical work space influences our attitude, approach and energy levels," says Kornegay. He compares the transition from basement to above ground to the theme song of the revolutionary television show, The Jeffersons, "Movin' On Up." The song plays again and again in his head as he remembers the line "we finally got a piece of the pie."

For students, the new building will also be an upward move. Abundantly filled with windows and natural light, the new building will be a pleasant change from the dark depths of the Coliseum. A rooftop garden showcases views of the library fountain and Preston Green. This building, based around technology with a greenhouse studio, large computer labs, a photo studio and a technology studio, will offer many opportunities for students to enhance their education and, ultimately, be competitive in the work force they seek to enter.



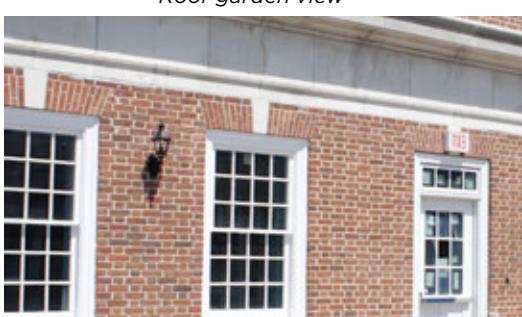
Construction of the greenhouse studio



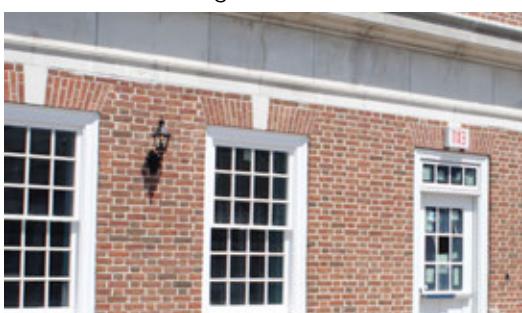
Second floor lobby construction



Construction of the atrium



Roof garden view



The windows of the multimedia lab viewed from the outdoor patio

# THE VOICE Of Civil Rights

Story by Lindsey Arneberg

*A look inside the Media and Civil Rights History Symposium*

"Black Power, Imagination and the Media" was the theme for the third biennial Media & Civil Rights History Symposium held by the School of Journalism and Mass Communications in April. "The theme is intentionally expanding the time frame of civil rights research," said Christopher Frear, a journalism doctoral student and the three-day symposium's co-director.

This is the only symposium across the country that is devoted to civil rights and the media. Professors, historians, media specialists and other professionals from multiple disciplines come from around the world to participate. It puts the University of South Carolina on the national stage.

The symposium originated in 2011, coincident with the establishment of the Ronald T. and Gayla D. Farrar Award for Media in Civil Rights History. "The award was meant to encourage historical scholarship in civil rights media," said Dr. Kathy Forde, then a USC

assistant professor of journalism and now department chair at the University of Massachusetts Amherst. But to really create scholarship, Dr. Forde felt the school needed to bring scholars together from across the world to discuss media and civil rights. "The media is always playing an important and interesting role in how we understand these issues and how they are represented," said Patricia Sullivan, a history professor at the University of South Carolina and three-time Farrar award judge. The symposium highlights the history of the media and civil rights while exploring the affects of each element on the other.



Retired Professor Ron Farrar (left) and Professor Kathy Forde, symposium founder, enjoying catching up with one another.

*At the end of the day the purpose of the symposium is to serve the people of the University of South Carolina.*

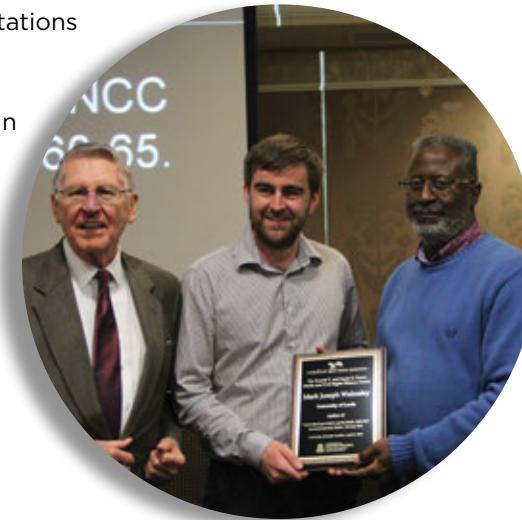
-Dr. Kathy Forde



Dr. Peniel Joseph, keynote speaker, giving his public address at Zion Baptist Church holding his new book "Stokely: A Life," a biography of Stokely Carmichael.

At the opening ceremony, symposium keynote speaker Dr. Peniel Joseph, a professor at Tufts University, and U.S. Congressman James E. Clyburn (D-SC) passionately discussed the history of civil rights while sharing insight into current civil rights struggles across the country, including a racial slur posted on the Internet by a USC student. In his keynote lecture, Dr. Joseph called the Black Power studies a "panoramic field" and highlighted how the media affects our views of the movement. Later, Dr. Joseph raised amens and applause at a public address at Columbia's historic Zion Baptist Church.

"At the end of the day the Media and Civil Rights History Symposium is to serve the people of the University of South Carolina and expand knowledge in this important area and give something back to the people of this state," said Dr. Forde. And so it did, with high expectations for its next convening in 2017.



(Left to Right) Dr. Ron Farrar, Mark Walmsley and Dr. Kenneth Campbell, chair of the Farrar Award committee.

## 2015 FARRAR AWARD

A British doctoral student's study of the American civil rights movement has won the 2015 Ronald T. and Gayla D. Farrar Media and Civil Rights History Award. Mark Walmsley of the University of Leeds in England won this prestigious award for his article "Tell It Like it Isn't: SNCC and the Media," recounting the 1960s activities of the Student Nonviolent Coordinating Committee. "It is important to highlight a branch of history that doesn't get the recognition it deserves," said Walmsley. "To be honored for contributing to that means a lot." The award was created in honor of retired professor and media historian Dr. Ron Farrar and his late wife Gayla and is presented by Dr. Farrar at the biannual Media and Civil Rights History Symposium.

# Clayton Copeland and the Diversity Council

Story by Brittany Jansen

*Young faculty member seeks to expand diversity council's horizons.*

Dr. Clayton Copeland, an instructor in the School of Library and Information Science, is a special part of the school's Diversity Leadership Group. Following a premature birth, Dr. Clayton uses a walker for ambulatory purposes and seeks to aid in broadening horizons of the council to include those that are differently-abled, like herself.

Dr. Copeland was asked to be a part of the council by founder Nonie Price a few years after its founding. Dr. Copeland accepted the offer gratefully. "Being part of a group that not only recognizes the abilities that are born through diversities and differing abilities, but that uses them to enhance our degree programs and our profession, in every way is a gift," said Dr. Copeland.

She was inspired at a very young age to be a part of the library community by her elementary school librarian, Ellen Ramsey, and then by her middle/high school librarian, Vicky Culbertson. Both are alumni of the school's MLIS program.

"They made the library such a special, magical place, a place where anything and everything was possible," said Dr. Copeland.

Dr. Copeland is currently working to help promote diversity, leadership, and inclusion in every aspect of the SLIS degree programs, from student recruitment to program quality and evaluation and alumni relations through SLIS's Diversity Leadership Group.

While the diversity council initially set out to improve the retention rates among African-Americans in the library research community, the council now addresses the needs of other groups with distinct needs. The council was founded in 2005 when Price, the school's continuing education coordinator, read an article about the low retention rates of African-Americans in the library and research science community.

*Being part of a group that not only recognizes the abilities that are born through diversities and differing abilities, but that uses them to enhance our degree programs and our profession in every way is a gift.*

Price gathered some 25 people over lunch at the campus's McCutchen House and the African-American leadership group emerged.

What has now become the Diversity Leadership Group is a volunteer group that focuses on the retention and advancement of minorities and those with disabilities within the South Carolina Library Association. The group has a list of diversity plans that can be found on the School of Library and Information Science website.

Dr. Clayton Copeland at the 2015 Spring Retreat for the National Advisory Council and the Diversity Leadership Group. Photo by Lewis Zeigler



# Giving a Voice to the Voiceless

Story by Chase Edgar

*A viscom graduate is using her talents to bring awareness to at-risk, inner-city high school students in Columbia, SC.*



Jaimie Falke Devita has always had a passion for urban and inner-city culture. She now pairs that passion with her love and talent for graphic design at her job. Working for a nonprofit, many of the images and graphics that Devita produces play a vital role in raising awareness and money for the organization.

Devita works for Downtown Young Life, a nonprofit organization in Columbia, where she oversees design and marketing efforts. Downtown Young Life works with at-risk high school students and is a branch of the broader international organization.

Her work goes far beyond her skills with InDesign and Illustrator. At the end of the day, her job is about real people and giving those people hope in the midst of their difficult situations. "Through photography and design I am no longer just talking about this demographic of people, I am able to put names and faces to what we are doing," says Devita. "Kids that wouldn't normally have a voice get to have a voice now."

The 2011 visual communications graduate points to the knowledge gained in her infographics class with Scott Farrand as extremely valuable to what she does today. "What I always remember from that class is the need to get as much information, in a small space, with as little words, and as clear a presentation as possible," says Devita. "I think back to that class all the time; I remember everything I did for that class."

Devita's work puts her in direct contact with the high school students the organization attempts to reach. She builds relationships with and mentors students

giving them a hope for their future. "These kids just want someone to care about them," says Devita.

As a result, she knows the kids, she knows their stories, and she knows the neighborhoods they come from. "Jaimie is someone who is always there, who accepts me for me, and doesn't judge," said one of her students.

The stories that Devita shares through her work are not only about raising more money or making people feel good. If it stopped there, the stories would only perpetuate the stereotypes that she works to erase. "Everything that we design has purpose and meaning, it's not just about what looks good on a page," says Devita. "It's about giving these students a voice and a hope."



An example of Devita's work for Downtown Young Life's Heritage Fund.



1990

# MOVING

Story by Emily Olyarchuk

**W**hen the Internet came along, this library school was waiting for it," said Jack Bryan, SLIS alumnus and retired director of administration for the S.C. attorney General. "Technology is always something to be embraced, not just to organize the past, but to bring us into the future."

In 1979, when the University of South Carolina established what is now the School of Library and Information Science, the image of the librarian as a library caretaker was transformed. The school embraced technological advances by employing innovative professors and offering instruction in special libraries before the Internet was a public service.

"My first experience with computers was at Florida State University," said Dr. Bob Williams, SLIS distinguished professor emeritus. "We used to go to the computer center and look into the window and look at the lights that were blinking."

Before online databases, people waited up to two years before receiving usable and updated indexes from publishers. In 1978, students could be seen crowding around electronic typewriters to study

their professors' research and data collecting techniques. It was a time of punch cards and patience.

In 1990, Davis College received a computer terminal. The SLIS program was the first in the state to make the Internet accessible to faculty and students. Faculty held workshops from the mid-to-late

90s at other South Carolina universities and local agencies to teach those staffs how to use computers.

In 1986, distance learning began with the help of the South Carolina

Education Television (ETV) network. Lectures were recorded in a studio on USC's campus and broadcast at several locations around the state. If you missed class there was no need to worry; the school could send you a VHS tape of the lecture. The program made it easier for students who did not have an accredited master's program in their state—Maine and West Virginia especially—to earn a degree. Approximately 95 percent of distance learning students graduate from the SLIS program without ever stepping foot on USC's campus.

SLIS is constantly searching for "What's

2014

# FORWARD

in makerspaces for library students at USC.

If you thought being able to search two keywords in 1980 was impressive, realize that today you can give a database your research question, say "go fetch," and when information is available, you will receive texts to your phone. Researchers can sign up for Google Alerts and a

variety of other database mechanics that make finding and using information faster and easier. But, the greatest difference between database researching

10 years ago and today is the accessibility of

information and the mobility of access. Massive amounts of information are within reach wherever you go.

Over time, the SLIS program will constantly be challenged with new technology, how new elements can be used to benefit the program and a changing student population as incoming students will already possess an advanced technological aptitude and dependency. "It may work or it may not," Dr. Moorefield-Lang said. "If it doesn't work we can try something else tomorrow.

That is the spirit of innovation."

*If it doesn't work we can try something else tomorrow. That is the spirit of innovation.*

-Dr. Heather Moorefield-Lang

*We used to go to the computer center and look into the window and look at the lights that were blinking.*

-Dr. Bob Williams

new, what's out there, and where can it feasibly fit in our field of education, learning and technology?" said Dr. Heather Moorefield-Lang, an assistant professor and technophile. Robotics, circuitry, data analysis, coding and programming are already finding their way into libraries and school programs. The new age spawned e-librarians, metadata librarians and informatics librarians.

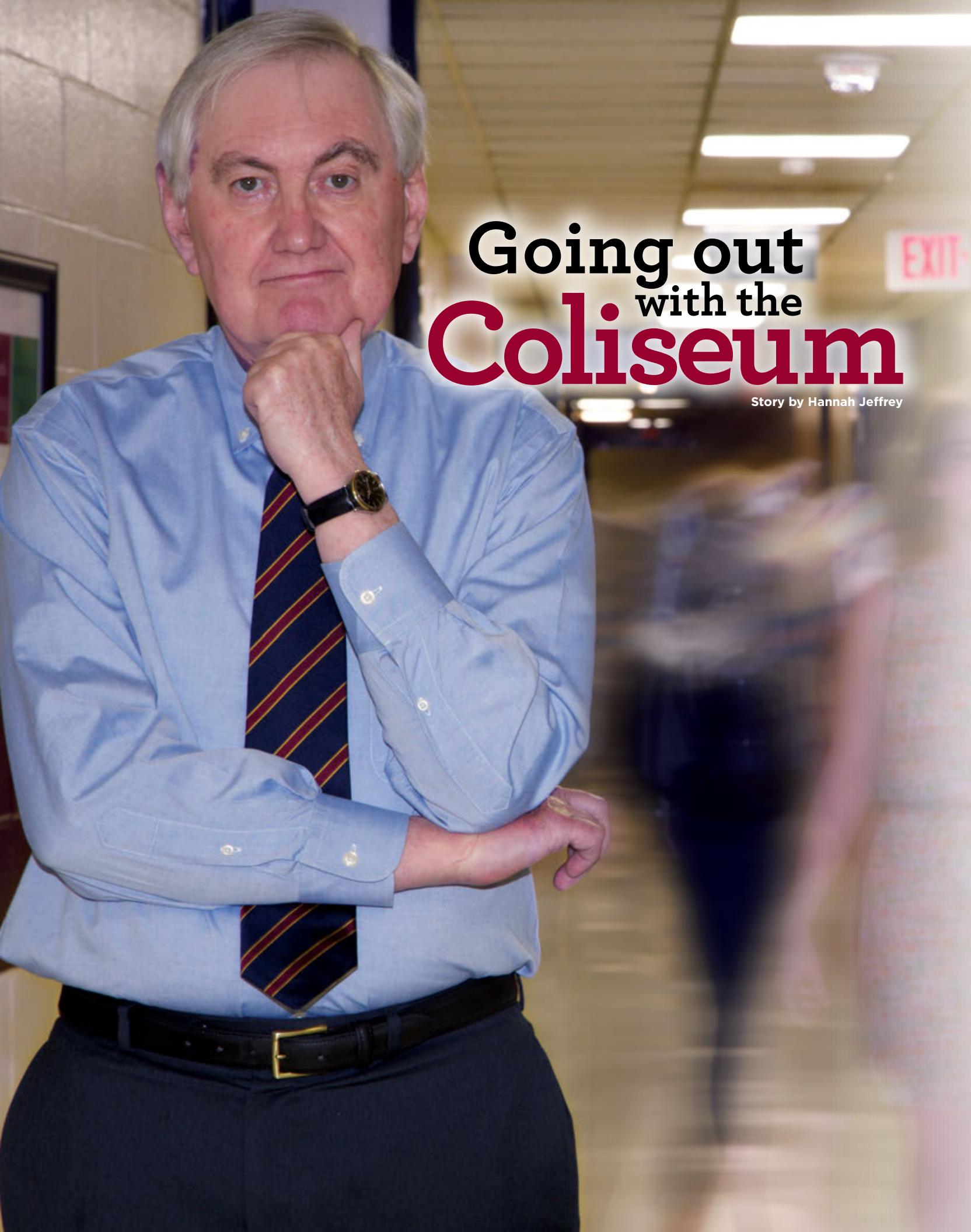
As new technologies provide libraries and librarians more options to conduct research and solve problems, library programs and learning spaces must adapt to remain effective and influential. One solution is makerspaces, interactive and innovative work areas for youths. No two makerspaces are the same. Some may be arts-based for crafting, drawing and painting, and others are STEAM based, an acronym for science, technology, engineering, art and math in a library setting.

"You've got a do-it-yourself area where students can come up with creative ideas or ways to solve a problem or solve from an angle they never thought of," Dr. Moorefield-Lang said. She is currently pursuing opportunities for special training

Top Left: Graduate assistant Xuemao Wang working in a SLIS computer lab in the early 1990s.

Top Right: Alumna Jessica Kohout works with a student at Meadow Glen Middle School to integrate new technology in the library setting.

Bottom Right: Students in a world history class use a makerspace to create a map of religion in the 1500s.



# Going out with the Coliseum

Story by Hannah Jeffrey

*After nearly five decades, Jim Haney will leave the journalism school as the journalism school leaves the Coliseum.*

In 1985, Bon Jovi took to the Carolina Coliseum stage. In 1977, Strom Thurmond watched Elvis Presley play the Carolina Coliseum. And in 1968, Jim Haney was a teaching assistant, checking to make sure everyone in reporting class had carbon in their typewriters.

It's been 47 years since the Coliseum opened its doors in 1968, welcoming basketball fans and journalism students alike. The team took the court upstairs, while reporters in their formative years ate up tips on how to interview and format quotes down below.

Haney was in that first class in 1968 that made the move from Legare on the Horseshoe — where Haney said the classrooms were much too cramped — to the Coliseum. Back then, moving off the Horseshoe was a step up, especially when you were headed to a shiny new basement of a basketball arena.

"In the 60s, the Horseshoe wasn't really a prestigious address," he said. "It was just old."

Legare wasn't cutting it anymore. It was cramped, old and far too small for the growing journalism school — they'd outgrown it.

Thus triggered the school's move to the Coliseum, a building built for basketball and used for just about everything else.

Not much has changed since those days, Haney said. The Carolina Reporter newsroom has stayed in the same room since the beginning. Reporting was taught in 3012. Take out the computers and

replace them with typewriters, and you'd think you were back in 1968. There weren't any windows then and there sure aren't any now.

Haney's office, tucked away down one of the Coliseum's infamous winding hallways, used to be the journalism school library, he said. He was shown to his office in the early 2000s, where he found a desk and a computer — everything he needed to work.

If you ask Haney, the building had little to do with the students' learning experience. The teaching was the important part.

"It was the quality of the instruction, not the physical trappings that were important over the past — how many years has it been? Let me do the arithmetic," Haney said, grabbing a sticky note and doing some quick subtraction. "That's 47 years, which is a long time ... It's time to move on."

The journalism school will return to the Horseshoe in the fall when it moves into the former health sciences building. Haney hasn't been over yet and he doesn't think he will before he retires at the end of the spring semester. He never decorated his office because anything you bring in, "you have to take back out some day," he said.

After all, he's never been too sentimental about his surroundings and certainly not about the Coliseum, a building he calls a "sensory deprivation chamber."

"I think I'll go out with the Coliseum," he said. "A lot of parallels."

*“It's time to move on.*

# An unlikely friendship

Story by Najwa Martin

Keri Goff's biggest fear following graduation was not finding a job and being forced to move back home. Although she found security in the support system of friends and family, she wasn't ready to be comfortable yet. So she had to ask herself: What's next?

Goff says senior year "was hard because you finally realize that you have to make a next step, whether that's getting a job, moving back home, moving somewhere new... you HAVE to choose something."

Following graduation in 2011, Goff applied to numerous nonprofit organizations invested in social good.

After three months of searching, she caught a big break from an unlikely source, her former classmate Lauren Smith.

Goff and Smith, both former visual communications students, had several classes together at the University of South Carolina. However their relationship was no more than one of admiration for each other's work.

"We were just classmates. It wasn't until an end-of-the-year party that we actually talked," Smith said. "Looking back on it now, I wish that had happened sooner."

Smith accepted a position with the intern program at DoSomething.org in late April of 2011. In June she heard of two positions opening up within the company and knew it was interested in building a creative team. She remembered Goff expressing interest in the New York City area and decided to reach out to her.

Smith played a huge role in Goff's application process. She used her knowledge and insight with the company to help Goff prepare for the interview. She even talked with the company's chief technology officer about what a strong candidate Goff would be. With Smith's recommendation and her guaranteed vote to hire Goff, she landed the job in August 2011.

Smith and Goff spent the next two years working together at DoSomething.org before moving on to other endeavours. The admiration they once shared for each other's talents blossomed into an unexpected friendship. Now, four years later, the two former classmates are journeying through the Big Apple as roommates. Goff still credits Smith for her role in finding a job.

*One of the best things about classmates is that they know your capabilities better than most – one could be the recommendation you need to get your foot in the door*  
-Keri Goff

Lauren Smith (left) and Keri Goff  
photo by Sarah-Piper Goldberg



# Where Is Your Money Going? Story by Kailin Good

Nothing would be possible without you. A lot of the projects that we are able to complete are thanks to alumni gifts and donations. But do you ever wonder exactly where your money goes? These gifts enable things that are not normally budgeted, things that add tremendous value. Alumni make up 67 percent of the donors to our university, and your charitable donations are a major part of the reason the University of South Carolina and the College of Information and Communications are able to flourish.

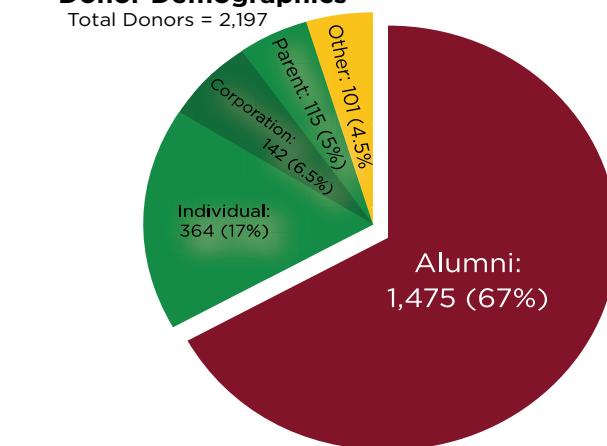
## Carolina's Promise

Currently, the University of South Carolina is conducting the Carolina's Promise campaign. This is a university-wide effort to raise \$1 billion by later this year. So far, the university, with help from alumni, has raised \$975 million. The college has contributed more than \$11.5 million to the Carolina's Promise campaign. Your donation to our college and schools through the Carolina's Promise campaign will go toward a variety of things, such as providing scholarships and fellowships, giving emergency financial assistance to keep students in school, recruiting outstanding faculty and purchasing resources for classrooms and labs.

## The SJMC and Naming Opportunities

The School of Journalism and Mass Communications is moving to a new home on the corner of the historic Horseshoe. Alumni donations help to outfit the building, and with a new school come naming opportunities for donors. While these opportunities set by the Board of Trustees may be more expensive than others, it's a chance to leave your mark on the school forever. A donation of \$10,000 will name a faculty office, \$50,000 a classroom or computer lab. Providing a state-of-the-art learning environment requires a considerable investment. However, a gift of any size, no matter how big or small, will help support the success of the college and students.

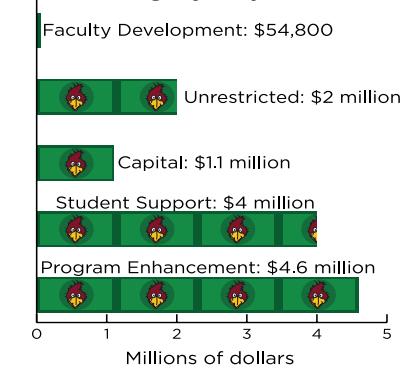
## Donor Demographics



## Dean's Circle

The Dean's Circle is a unique opportunity to donate to the college, as well as become a member of one of our most loyal groups of supporters. An unrestricted gift of \$1,000 or more qualifies you to become a member of the college's Dean's Circle, and allows Dean Bierbauer to meet the immediate needs of the college. With this membership, you'll be invited to various events throughout the year. Your donation to the Dean's Circle will help support the college's student competition teams and Maymester classes, send students and faculty members to conferences and professional development training, and bring speakers to campus.

## Giving By Objective



## Cocky's Reading Express™

Cocky's Reading Express is a literacy initiative supported by SLIS that promotes life-long reading. Cocky and USC students travel to underserved elementary schools around the state and work with students in 4K through second grade on reading skills and understanding the importance of reading. Not only will your donations to Cocky's Reading Express help Cocky and SLIS continue their efforts, but you will also help provide books to students who may not have them otherwise. A \$100 donation to Cocky's Reading Express will provide 20 new books and five literacy kits to students in need.

## Giving By Type



## GIVING BACK GAMECOCK STYLE

Story by Morgan Finley



**C**ombine ESPN vice president of college sports programming, mentor and proud Gamecock alumna together, and you'll get Rosalyn Durant. Durant, a 1999 journalism alumna, serves on the Board of Directors for the T. Howard Foundation, which was created to increase diversity in the multimedia and entertainment industry.

Durant had T. Howard internships with Turner Broadcasting and ESPN during her junior and senior years at USC.

*“She’s a great mentor to anybody despite your job goals, which makes her unique.”*

-Shelbretta Ball



Ball and Durant attend the 2015 T. Howard Annual Diversity Awards Dinner

play basketball. Three weeks into practice, and before she got the opportunity to play in her first game, Ball was diagnosed with a heart condition that restricted her from playing competitive basketball again. This seemingly unfortunate incident ended up bringing Durant and Ball together.

“I sent her the link to my YouTube channel, Ballin’ with Brett, to get an idea of who I was before I connected with her,” Ball said of Durant.

Ball said some of the best advice Durant gave her was on networking and learning new skills to position herself to reach her new goal of becoming a sports broadcaster. “Despite her busy schedule, she takes time to invest in youth. She’s a great mentor to anybody despite your job goals, which makes her unique,” Ball said.

For Durant, she never denies a student that wants to keep in touch with her, especially when they’re a fellow Gamecock.

“I try to find ways to fit it in even if that means taking calls on my drive to work in the morning or taking calls on my drive home in the evening. We’re [Ball and Durant] able to communicate both professionally and personally. We share the same Gamecock spirit,” Durant said.

Durant’s relationship with Ball is just one of many that she uses to encourage and support students’ dreams and career goals. Durant said, “If I’m able to have any small part, however small that may be, in attracting and helping to retain wonderful diverse candidates into this industry that I believe in, it’s a good day. That’s what it’s all about.”

## The Perfect Marriage

Story by Bailey Sharpe

“I always loved the power of the library; I always loved that it was the great equalizer of our community,” said Tamara King, the community relations coordinator at the main Richland Library in Columbia, S.C.

For King, two things have been major players in her life since day one—community and books. She finally found a way to work both into her career.

From a young age, King had a plan. Her grandparents were functionally illiterate, so for her family, broadcast was their news lifeline. Witnessing the lack of people who looked like her on the news while growing up inspired her to be a part in changing the conversation on TV. “I told myself I was going to be the black Connie Chung,” said King.

King came to the University of South Carolina to follow her dreams and earned a bachelor’s degree in journalism and mass communications. After graduating, King had a successful broadcast career, but one cause was always on her mind—literacy. King was involved with the library already, but a meeting for young professionals in 2012 would open the doors for a library career and change the course of her life. “I could see myself marrying my PR, my television, all of my background with advancing literacy and libraries,” said King. She went back to USC for her master’s in library and information science to do just that. When she finished, Richland Library saw her as a great asset.

Now, King works in media relations and with key stakeholders to promote the library’s mission. “The diversity of my job is one of the aspects I enjoy the most,” said King. Her unique perspective from 10 years in TV helps her pitch stories that the media will want to

pick up, but King also likes to reach the community one-on-one. “I count it as a job well done when I tell someone about our many free services, and they say ‘Wow, I didn’t know the library did that, that’s just what I was looking for!’” King said, “In that moment, I helped to create a library user and supporter.”

King’s literacy work does not stay inside the library’s walls. With her grandparents’ illiteracy in the back of her mind, she established a program for the homeless called By the Book. There she teaches adults how to have what she calls a “whole book experience.” King finds this doubly satisfying: “I get to continue my love of libraries, and I also get to support moving them outside their walls. That’s what I’ve always wanted to do.”

*“I could see myself marrying my PR, my television, all of my background...”*

Photo by Deveney Williams



# Creating Entrepreneurs

Story by Sarah Gledhill



Above and right:  
photographer  
Katherine Dalton  
out shooting for  
her business.  
Photos by Deveney  
Williams

Senior instructor David Weintraub teaches University of South Carolina students the ins and outs of entrepreneurship in his course, *Freelancing for Creative Professionals*.

In January of her senior year, visual communications alumna Katherine Dalton decided to start her own business. She put her savings into making her own business cards, website and logo and rented a booth at a wedding expo to promote her photography. Today Dalton owns her own business, Katherine Dalton Photography, and specializes in wedding and fashion photography.

Dalton joins a record-high 13 percent of Americans who define themselves as entrepreneurs, according to Forbes magazine. Entrepreneurship courses are growing in popularity at USC and other universities across the U.S., preparing students to venture out and create their own opportunities in numerous fields from arts and music to

*I want clients leaping at the chance to work with my students.*  
-David Weintraub

journalism or business and more. David Weintraub has taught freelancing classes since 2009; this is the fifth time his course has been offered at USC. It's become increasingly popular among a variety of students, including many journalism majors.

"Entrepreneurship goes beyond freelancing," said Weintraub. "I'm teaching students, how do you come up with the ideas and solutions to challenges that your clients may have and how do you help them solve those challenges? How do you create a business around that?"

In his course, students learn the techniques to successfully start and operate their own businesses. They create business proposals, track and manage



billable expenses, promote themselves and sell their ideas. Weintraub runs the course like a lean startup, soliciting feedback from students and adapting to their needs as the semester progresses.

Isabelle Hardinge, a visual communications senior, took Weintraub's freelancing class because of the practical skills she can take away from the course.

The students study personal marketing strategies, collaborative brainstorming, finance and management skills – areas of study that Hardinge, like many other students, desired more hands-on experience in. Freelancing also provides a great foundation upon which recent graduates can build their careers.

"Having the skills of a freelancer will help me in other aspects of my future career," said Hardinge. "Being an advocate for yourself, as you have to do as an entrepreneur, is really important for job searching. I'm a senior, so I'm using these skills every day to apply for jobs."

While entrepreneurial experience does provide a great starting point for recent graduates, it's often challenging for students to determine how their skills translate into something a client would pay for. Weintraub guides his students through the process of defining their skills and what they can do with them.

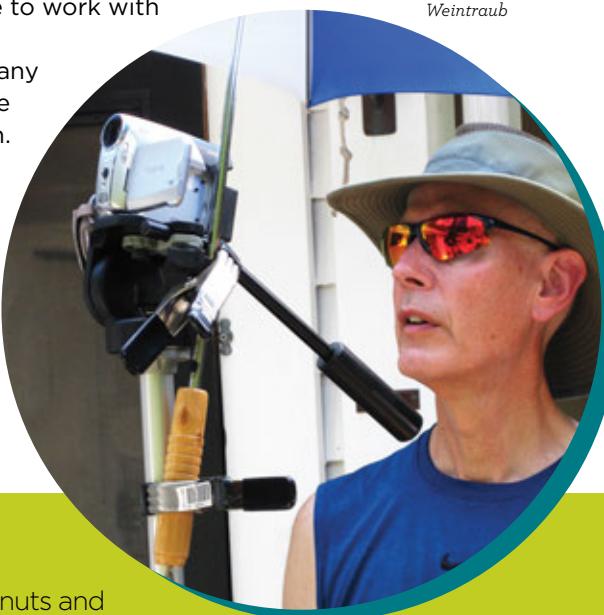
"What do you bring to the party that is different, special, or unique that your clients will pay you for?" asks Weintraub. "I want clients leaping at the chance to work with my students."

As the trend of freelancing grows, it's also becoming common for many creative professionals to supplement their everyday jobs with freelance work. Hardinge and others imagine themselves following a similar path.

"Freelancing feeds my creative side in a way that I might not be reaching at a regular nine-to-five job," said Hardinge.

Dalton started her business with a similar intention of freelancing on the side, but soon decided that an office job didn't fulfill her the way her business did. She knew her heart was in her photography, and she had to follow her passion despite the challenges of entrepreneurship.

"It's a huge risk; it's putting everything in one basket," said Dalton. "But if you believe in what you're doing and you're good at it, don't quit."



David Weintraub, a photographer and freelance writer himself, teaches students about entrepreneurship.

Photo courtesy of David Weintraub

## Startup Lingo

**Entrepreneur:** a person who starts a business and is willing to risk loss in order to make money.

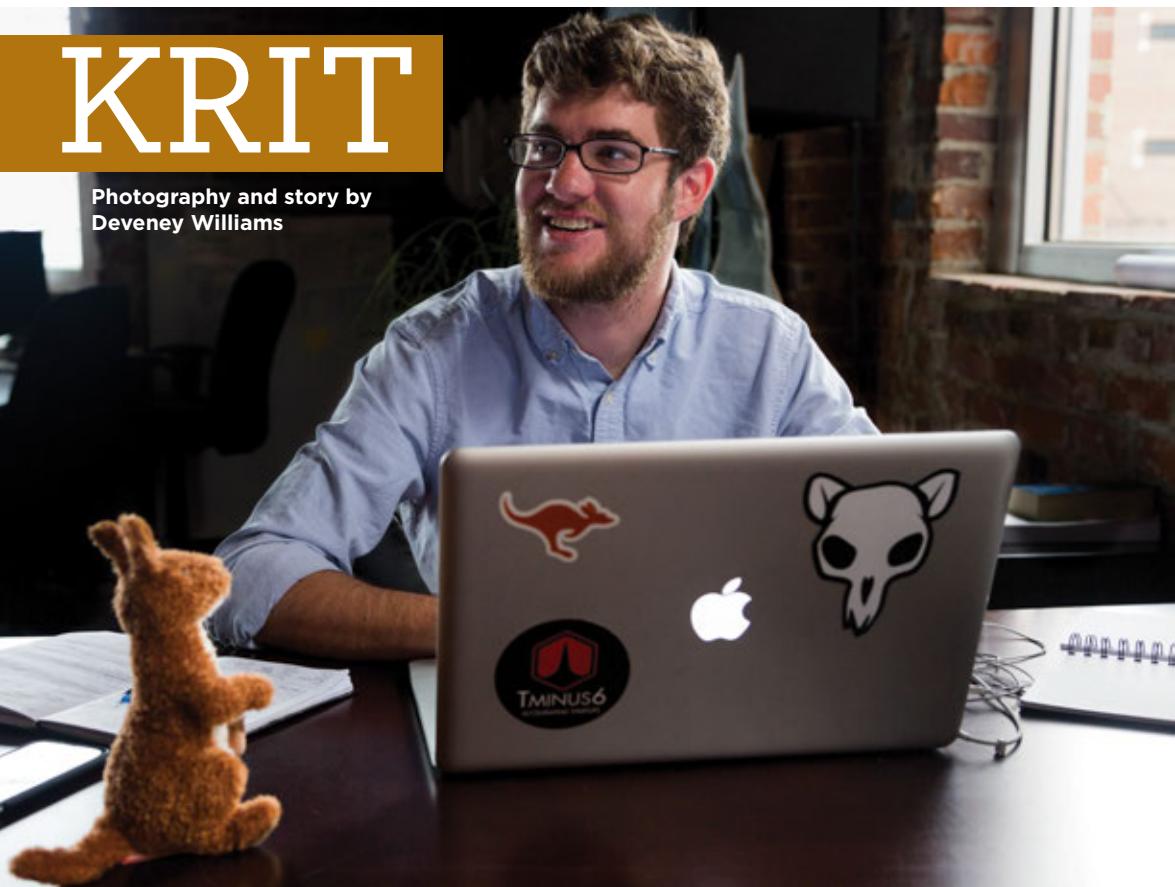
**Freelancer:** a person who pursues a profession without long-term commitment to any one employer.

**Lean startup:** the nuts and bolts of a business proposal that gets the business up and running and adjusts for feedback as it goes.

Source: Merriam-Webster online dictionary & David Weintraub

# KRIT

Photography and story by  
Deveney Williams



*Three USC students, two different mindsets and a kangaroo. These young entrepreneurs are now the proud owners of Krit.*

**K**angaroos can never go backwards. So when SJMC graduate Austin Price and two USC undergraduates, Bill Brower and Andrew Askins, decided to name their new Columbia-based company, Krit, they looked to the kangaroo. They adapted its attitude of always progressing forward to expanding their abilities as a company. The name Krit derives from how they handle all the critical aspects of their customers' projects by simplifying contracts and securing business transactions between freelancers and customers.

Krit launched Ink, a service to help build contracts with clients, and Pouch, a system where clients can make deposits up front that are held in escrow until the design is approved. Eventually, the company will encompass more services and, its founders hope, become a standard tool for freelancers.

Creating a startup is not easy. More often than not, Krit's team would work on a prototype for weeks, only to conclude that they had to scrap everything and start

over. "It's realizing that it's not that you don't like the products, it's that it simply doesn't work," said Price. "An idea isn't really worth that much. It's more about figuring out people's problems."

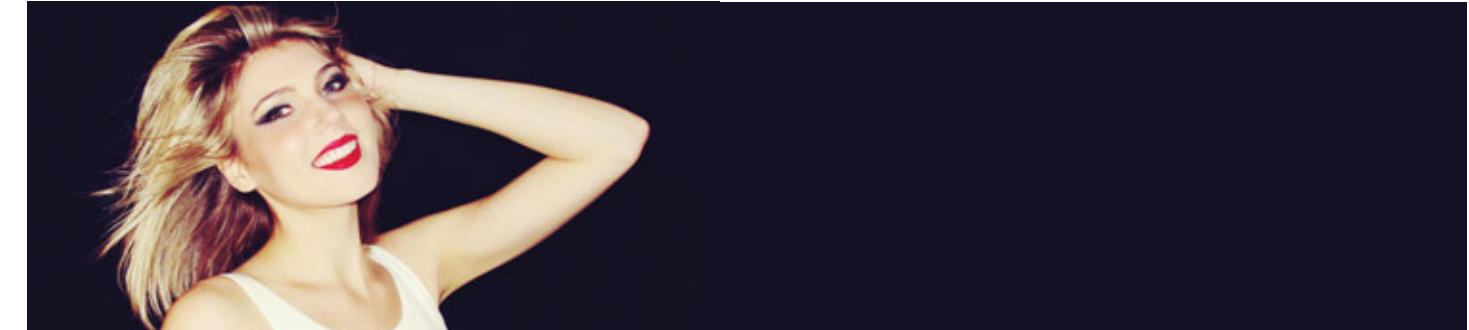
To get to the real problems, Krit's team went out and talked to every freelancer it could find. After listening to people, Krit realized there were common challenges among many: payments and contracts. So they decided to create solutions.

As natives of Columbia, Krit's team wants to hone in on the innovative talent that seems to develop here but quickly moves away. There is a gifted community in our famously hot city that could develop with the right tools.

From one entrepreneur to the next, Price advises to always look for connections — you never know whom you could collaborate with. It was as part of The Daily Gamecock and the Gamecock Sailing Club that Price not only met his business partners and friends, but created a powerful tool for future businesses.

## Student Spotlight: *Elizabeth Scarborough*

Story and photo by Lauren Naddeo



**K**eeping up with her studies and managing her own career, Elizabeth Scarborough is ready for the next chapter in her life. Scarborough has been performing as a Taylor Swift tribute artist since the age of 15 and now uses her public relations training to promote herself to the public.

Scarborough started her tribute artist career by simply being one of Taylor Swift's biggest fans. She memorized and learned Swift's music on the guitar and instantly fell in love. Her first performances were held at her high school for elementary school students.

As Scarborough completed her final weeks at the university, she credited her education at the School of Journalism and Mass Communications. Everything she has learned facilitates her business as a Taylor Swift tribute artist tremendously. "Knowing how to write and speak well are major components when contacting potential clients for a gig or while being interviewed on live television," Scarborough said. "Studying and understanding PR helps you know how to sell yourself, how to market your brand, and that's exactly what I do on a day-to-day basis."

Scarborough directs her public relations knowledge toward managing her social media sites, writing press releases and reaching out to new sites to promote her shows. Scarborough recently performed as a guest entertainer at the Miss College of Charleston Pageant, benefitting the

St. Jude Children's Hospital. Before the show, she reached out to The Post and Courier in Charleston and was featured in the newspaper regarding her guest performance. "You can never have enough press outlets reporting about you," Scarborough said. "I am always trying to make the public aware of a show or event."

Scarborough recently signed with Legends in Concert as its first and only

Taylor Swift tribute artist and will tour around the United States starting this summer. While impersonating Taylor Swift, Scarborough always manages to never lose herself and her own identity.

"I get infatuated with the costume designs, the hair and makeup, the expressions, the eye movements, the vocal tones and accent of being Taylor," Scarborough said. "It's a full time job and I love it, but when I step off the stage, I'm thankful I'm just a normal college student."

photo by Scott Smallin



# The Road Less Traveled

Story by Logan Hall



“  
My heart didn’t just break for Dara, but for Cambodia.

At the end of the trip, Zac was able to find an orphanage for Dara to live in.

Leaving Cambodia was tough for Zac. He fell in love with the people, the culture and Dara. He knew he had to return.

In June of 2014, Zac left for his second trip to Cambodia to go to mission school at the University of Nations in Battambang. This trip was different. Zac was completely immersed in the Cambodian language and culture, constantly surrounded by people who spoke little English.

During a month of outreach, Zac lived in a rural village in the province of Pursat. The closest school was more than 30 miles away.

“By the time the children are physically capable of walking 30 miles, they are too far behind in school,” Zac said. “Every child becomes a farmer, so there isn’t hope for more.”

Zac hopes to return to that village to build a youth development center.

At the end of his trip, Zac was able to visit Dara in the orphanage. Having learned some of the Khmer language, Zac spoke with Dara. The headmaster of the orphanage told Zac that Dara ran away daily for the first month. When Zac asked Dara why he ran away, Dara said, “I was looking for you.”

Zac’s trips to Cambodia are documented through his blog, [justlovecambodia.tumblr.com](http://justlovecambodia.tumblr.com). Zac was able to write about his experiences and share pictures and videos with supporters back home.

A communications degree doesn’t always lead to a corporate job. In Zac’s case, it led him to Cambodia.

“Journalism is more than a career,” Zac said. “It’s a way to impact or encourage others through your words.”

==

Zac is now back in America preparing for his next trip to Cambodia. Zac and I are getting married this June and plan to spend our summer in Cambodia looking for a permanent home for our nonprofit, Just Love Cambodia.

Photo at left: Zac playing guitar to children in the province of Battambang. Photo by Jakobus Michele.  
Photo at top: Zac and Dara. Photo by Megan Kennedy.

# 10 Years of Visual Communications

Story by Sarah Marchbanks

Shawn Rourk, '05



In 2003, Professor Van Kornegay presented his plan for a new major to the School of Journalism and Mass Communications faculty. He had started planning the program three years earlier, motivated by student feedback.

"I created a graphics course called Computer Graphics for the Mass Media. A lot of students started taking it, and students would always tell me—particularly the ad students would say stuff like, 'Man, I really enjoy this stuff. We should have more of this,'" Kornegay explained. The visual communications program began in 2004 with 35 students. Ten years later, many of those 35 students are alumni with established careers in the communications industry.

Shawn Rourk was among the first students to graduate with a viscom degree in 2005. He signed up for the program after meeting with a faculty member.

"I got really excited because I had been writing for a while at that point and really wanted to try to dive into this whole design thing to just see where it was going to go," Rourk said.

In 2010, Rourk found a job with Amazon's Kindle marketing team in Seattle, designing online content to promote the company's new products.

"We work with a lot of other teams to make sure the product is ready to go and the messaging is on point," Rourk said. "We work with the public relations team to make sure the graphics and everything we get ready for the press is good to go, and that the images are perfect. It's kind of a long process."

Rourk says the job takes most of his time during the year.

"I do this internationally, so it's not just that we do it here in the States. It's for everything under the sun," said Rourk. "I have to brush up on my Mandarin every once in a while, and my German, and remind myself how much I don't speak those languages."

April Adams, a 2006 graduate, was an advertising major before the viscom program was created.

"I was one of the first people to volunteer," Adams said. "I didn't even think about the fact it could fail and I'd be stuck with this major that doesn't exist anymore."

She explained that technological advances created a need for the program.

"We were just kind of hitting that point of social media, and YouTube was becoming big and all that," Adams remembered. "We were in kind of a new place that people had never been before, so there was a need for something else."

Adams says progress in the industry continues to change the way she designs websites for clients. She explained that Google allows her to do more freelance work for her clients.

"People would say, 'Hey, can you do this?' and even if I didn't know how to, I would just say 'Give me two weeks.' I always figured I could learn whatever I needed in two weeks," Adams said.



Robyn Torkewitz Fink, '06

As the manager of social media creative for Audible, 2006 alumna Robyn Fink owes her career to the communications developments that have occurred in the last 10 years.

"That is a job that didn't exist before I got it. I originally started working at Audible in December of 2010 and I was just a graphic designer on the design team," Fink said.

Fink explained that design needs increased as Audible realized the potential of social media, and the company created the new position. Fink jumped at the opportunity because of her interest in social media.

"I actually did my Honors Thesis at USC on Facebook. And again, this was ten years ago when Facebook was barely even a thing, but I was just fascinated by it," Fink said.

The relatively new position is still finding its place in the industry.

"It's not really a standardized position across the industry yet. Some people are called content creators. Some people are called social media editors. Some people are social graphic designers," Fink said.

Mary Pratt, who graduated in 2007, said what she valued most about her viscom education was the focus on storytelling.

"They had such an emphasis on content and meaning," Pratt said.

Pratt lives in San Francisco where she is working on a feature documentary film called The Aloha Effect. The film follows two mentors at an after school program in Hawaii called After-School All-Stars as they worked with students to put them on track toward graduation and college.

"It was like a pure passion project," Pratt said. Pratt welcomes the changes of the recent decade with energy.

"I feel like there are so many tools that make things really easy," Pratt said. "I don't resent any of that at all. I say bring it on, let's make the world more beautiful."

A decade after its creation, about 230 current students are majoring in visual communications.

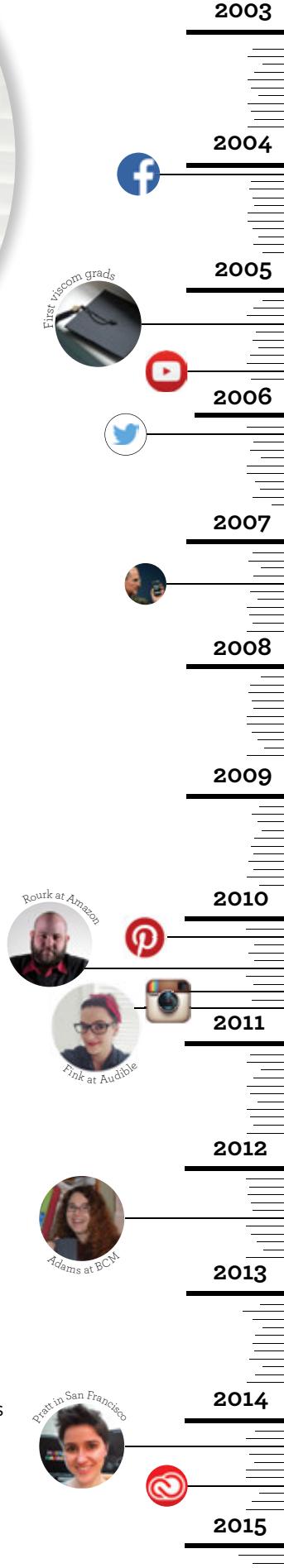
"It's gone up and down but it's grown tremendously in number," Kornegay said. "It was a reaction to what's happening in the world."



April Adams, '06



Mary Waters Pratt, '07



# 10 Years of Cocky Reads

Story and photos by Holly Hill



Addison Barrack (above) and Briana Quarles (right) read to elementary school students in Abbeville.



Cocky's Reading Express™ will be blowing out 10 candles this year and, with help from BP America, got itself an early anniversary present – a new exterior for its beloved bus.

Kim Jeffcoat, executive director of the South Carolina Center for Children's Books and Literacy and the director of Cocky's Reading Express, is very excited about where the program is after 10 years. The program started in 2005 with a "simple yet powerful 'we're going to go read with kids,'" she said, "and then it really evolved."

According to Jeffcoat, it's important this year that the program raises awareness of what it's done and where it's been. "We've hit all these milestones," she said, "We've been to all 46 counties, we've gotten the cool bus, we've added family literacy, we're funded by all these different funders."

Jeffcoat and Christine Shelek, the program coordinator, a.k.a "Cocky's Mom," expect to hand out their 100,000th book this year.

For the 10th anniversary, BP donated \$25,000 to Cocky's Reading Express, "CRE" to insiders, which the program used to redesign the exterior of their bus. The bus was rewrapped at Columbia Flag and Sign Company at the end of March. The new exterior features images of happy children reading as well as a large Cocky on both sides with a new Twitter hashtag "#10yrsofCockyreads".

photo by Kim Jeffcoat



Andrew Reininger from AdVenture Installation puts the new exterior on the CRE bus.

The bus, however, has more meaning to volunteers than just a form of transportation.

"It means a lot to me because it means that organizations and corporations, BP specifically, and people in general believe in what we're doing and that's a really powerful thing to know," says Addison Barrack, a junior elementary education major. "It's very validating as a volunteer... knowing that someone else believes in what we're doing enough to invest and give a financial gift... is really incredible."

*I absolutely fell in love with it.  
-Addison Barrack*

Briana Quarles, a senior women's and gender studies major, said she gets excited driving through a town while knowing that CRE is visible via the bus exterior. She explained that it's more than just riding through in a white van. She likes that people can see who they are and what they are doing. "They see that we travel and I think that's really important for getting our message out".

Quarles said she "fell in love with the program" after her first trip with them, to her hometown of Seneca, SC. "Just seeing the kids get excited about the books they got and seeing Cocky made me stick with it," she said.

CRE focuses on family literacy as well. In 2010, CRE started an event called "Family Night" which focuses on multigenerational

family literacy. Jeffcoat and Shelek work with the adults while CRE volunteers read to the children.

"We're working with the parents and the caregivers on not only reading habits but on financial habits, healthcare and nutrition," Jeffcoat explains. "So we have two levels of literacy; we have reading habits and attitudes and we have actual knowledge gain because we're teaching [the children] about whatever the subject is."

This isn't just a program during the school year. During the summer, CRE goes to libraries and more people tend to show up if Cocky comes along. Jeffcoat hopes the kids come because they're participating in a summer reading program. The goal of the summer program is to avoid summer slide, making sure children don't fall behind during the break and are prepared to return to school reading on their grade level.

The summer programs are also beneficial for incoming college freshmen to get a head start on participation. Barrack first heard about CRE when she was in the Pillars for Carolina summer program at USC in 2012. "They had a bunch of different stuff that you could try, and one of the things I tried was CRE and I absolutely fell in love with it," she said.

In November, CRE will hold a series of events to celebrate the 10-year anniversary week. Watch for the bus, the students and one large bird.

To learn more about Cocky's Reading Express or to learn how to donate or volunteer, find them on Facebook or Twitter.

# Evolve, Learn & Grow with SLIS

Story by Sarina DiNenna

Photo by Holly Stewart

**O**n a sunny April Saturday, SLIS students read selected children's books out loud and handed out bicycle helmets at the Lexington County public library. Cocky made a surprise appearance that shocked the young children into oohhs and aahhs. This fun, interactive way of educating children on bike safety allowed the students to reach their end result of tying education to service learning. Although only five children attended this event, Dr. Elise Lewis' students were fully engaged and genuinely excited to educate each individual child as if there were hundreds in attendance.

*"The skills that are taught in 202 are imperative for life-long learning, whatever your major is..."*

*Elise Lewis*

back. Dr. Lewis gives her students a way to positively affect the community and engage in an experience that develops lifelong skills while having fun.

The creation of the SLIS 202 course, Introduction to Information Literacy and Technology, allows the school to learn and grow as a whole.

This is a new course available to the entire university;

undergraduate students of any discipline can enroll in it. This gives the university a glimpse of what SLIS has to offer.

"Including a service learning component reinforces the course content," said Dr. Lewis. "It is empowering for students to realize they can do something small and have a really big effect on the community, and the soft skills make it worth while."

Dr. Lewis believes strongly in the importance of her students seeing what the community looks like around them. Dr. Lewis used her USC Connect Integrative Learning Grant to achieve the goals of her students giving back to the community and interacting with others. Her students were able to learn real world skills that are applicable to any career path or major.

"I think getting students active in their community and the learning process is a win-win," said Dr. Lewis. "Plus, no one wants to listen to someone lecture for hours on end."

Dr. Lewis believes that students within SLIS are already exposed to service learning and the community but having this course available to students from other disciplines broadens the community outreach from the university as a whole. Taking a class that provides instruction, interaction, community outreach and lifelong skill development will give students an edge in an increasingly competitive job market.

"The skills that are taught in 202 are imperative for life-long learning," said Dr. Lewis. "Whatever your major is, whatever your future career is you are going to have to deal with information and are going to have to deal with literacy in one way or another."



Lewis' students hand out helmets while children read the bike safety book distributed to them. Photo by Sarina DiNenna

28 Spring '15

# Taking it with Tatge

Story by Elizabeth Scarborough

## NEW NEWS, NEW RULES, AND THE NEW WAY

**M**ark Tatge strides into room 3003 of the Coliseum passing out colorful kazoos. "Today's class lecture is on key income statement components," he explains. "The kazoo is to help you keep on key." Tatge then sings, "key income statement components" in a nasally voice on the same note the kazoo hums.

Tatge is teaching Journalism 499, an elective course titled Financial Basics for Communications, while earning his doctoral degree at USC through the Baldwin Business Fellowship.

The fellowship is funded by a \$500,000 donation from Mr. Kenneth Baldwin, a 1949 alumnus of the journalism school.

What makes Tatge the ideal recipient of the fellowship is his charisma and ingenuity. He wants students to understand that being well-rounded and having a multifaceted education is what allows people not only to get the kind of jobs "that pay the bills," but also how to thrive in the business world.

"I'm trying to teach students how to use information, and how to translate that, and make sense of it," Tatge says.

"Today's students want to know 'What is the purpose of this? Why are you having me do this?'"

Tatge applies this same concept to his research: How Americans consume news and how the way it is received can alter its message.

*"I'm looking at the way information is processed and conveyed in 140 characters. What is on the web is not often what it appears to be."*

enlarged the birth certificate to show parts that some believed were Photoshopped. This information circulated the web in various formats ranging from Twitter to formal news outlets. People who read one story got a totally different perspective than someone who read another.

"Information gets picked up and repeated and repeated," Tatge says. "People hear and consume sound bites of that, and tend to commit that to reality, and think that it's true when it's not. I want to know how this way of consuming information affects us and why. Finally, how is it changing the way we receive news, and ultimately, how we think?"



Photo by Holly Stewart

"I'm looking at the way information is processed and conveyed in 140 characters. What is on the web is not often what it appears to be."

Tatge marks the controversy over President Obama's birth certificate as an example of why he chose to do this research. "Many people believe Obama is not actually a citizen of the United States, which I find amusing on one level, but tragic on another." The White House released President Obama's birth certificate in hopes of easing this controversy, but the dispute was only escalated.

Detractors

enlarged the birth certificate to show parts that some believed were Photoshopped. This information circulated the web in various formats ranging from Twitter to formal news outlets. People who read one story got a totally different perspective than someone who read another.

"Information gets picked up and repeated and repeated," Tatge says. "People hear and consume sound bites of that, and tend to commit that to reality, and think that it's true when it's not. I want to know how this way of consuming information affects us and why. Finally, how is it changing the way we receive news, and ultimately, how we think?"

29

# the great South Carolina

## BEER BOOM

Story by Holly Stewart

*Ad alumnus, law degree and a thirst expand S.C. brewing business.*

**N**ot too long ago, Brook Bristow's only experience with craft beer was drinking it. A 2003 graduate with a degree in advertising, Bristow now works as an attorney at Bradford Neal Martin and Associates in Greenville, South Carolina, and as of December 2014, the executive director of the South Carolina Brewers Guild. Now he is transforming the industry, representing 25 breweries, brewpubs and retailers statewide, further expanding the local beer scene in the Palmetto State.

In 2013, Bristow volunteered his pro bono legal services and helped establish South Carolina's Pint Law, a breakthrough that allowed visitors to consume up to 64 ounces of beer per day at breweries and brewpubs. Prior to this legislation, breweries were prohibited from serving more than four 4-ounce samples to each customer, considerably hindering the business. More recently in June 2014, the Stone Law was enacted permitting food service in breweries and eliminating the serving cap on alcohol. After all, what's a pint without a bite?

Bristow estimates by the end of the year 2015, South Carolina could set a new record potentially opening 10-15 new breweries and brewpubs. "I can't begin to tell you what a difference it makes in terms of happiness and life fulfillment. For years, I did legal work while living in Columbia that was unsexy, boring,

unfulfilling, and just made me plain miserable," said Bristow.

One of USC's advertising professors, Bonnie Drewniany, influenced Bristow's eagerness to search for new inspiration. "I can't remember how many times I would present her with an idea that I felt was good, and she would tell me that I needed to try another idea," Bristow said.

Today, Bristow is rewarded with the satisfaction of knowing he's "passed laws, made friends, helped build communities, and had some really great times, all while drinking exceptionally well." One of his clients is even going to be a groomsman in his wedding. No mystery who will be providing the beer.

Currently, the Guild is brainstorming more opportunities as the industry moves forward, one being a reduction in the state excise tax. The extensive efforts from the South Carolina Brewers Guild landed Bristow and a few other representatives a trip to Portland, Oregon, this past April to describe the legislative change at the craft brewers' conference. This was the first time South Carolina presented at the

35-year-old conference. At the conference, Bristow received the F.X. Matt Defense of the Small Brewing Industry Award, an award given by the National Brewers Association board of directors to a "tireless advocate for small brewers."



*Photo provided by Brook Bristow*

## Q&A From one grad to another

Compiled by Molly Rigatti

*What alumni say about moving out of South Carolina, networking and having fun with your degree*

"Be open to exploring. Taking on a new endeavor may just lead you to something you never thought you'd do but which makes you as happy in work as you could ever imagine to be." — **Andrew Grimball**, business developer, SLIS 2012



"Decide on a place. Look somewhere where you may not have a lead but want to live there. Staying in your field may feel safe and good but that won't help you grow. You will find opportunities that you could only discover by living in the city. Keep looking around! That's how I ended up in Chiang Mai, Thailand!"

— **Alli Quattlebaum**, expatriate and freelance graphic designer, SJMC 2013



**Q** "Any advice for a recent SLIS alumna considering higher education?"

**A** "If there is no practical need to postpone obtaining further education, then it is preferable to continue with your education while you have the energy and time to dedicate your all to it. I suggest seizing the opportunity while you can! Having a degree beyond a Bachelor's... lends more credibility to a librarian. Being able to show an advanced body of work in an academic subject area also helps you to be taken more seriously by patrons and colleagues."

— **Cianitria Stewart Nejdl**, reference & instructional services librarian, SLIS 2013

**Q** "How do I network outside of my office? I feel so awkward randomly asking for career advice."

**A** "Be willing to be a jack-of-all-trades in the library and information science field. We have to become better advocates for our skillset and profession in general. The USC alumni network spans the country; seek out those who are in the fields you're interested in and build a relationship with them."

— **John Zelenka**, business development manager, SLIS 2013

**Q** "How do alumni in my field manage to keep up with the latest trends in software?"

**A** "Many job(s)... require some knowledge of HTML or web design. These days, graphic design and web design go hand in hand. It's not like you have to be an expert, but having a basic understanding helps. I took web design classes after I graduated because I saw so many opportunities for web designers... I greatly broadened the amount of jobs I was qualified for."

— **Crystal Andre**, director of creative marking & co-owner of Ludify Marketing, SJMC 2014



# ALUMNI notes

Submit alumni notes to  
[lambert@sc.edu](mailto:lambert@sc.edu)

## 1950s

**Bellune, Jerry**, 1958, won a first place award from the South Carolina Press Association (SCPA) in Short Story for "Pray for Kennedy" in the *Lexington County Chronicle & The Dispatch News*.

## 1970s

**Craft, Susan (Ford)**, BA, 1970, released "Laurel," the second book in her revolutionary war trilogy set in North and South Carolina, in January 2015. "The Chamomile," the first book in the series, was published in 2011 and was a Southern Independent Booksellers Alliance Okra Pick that year. "Cassia," the final installment of the trilogy, will be released in September 2015.

**Gillespie, Bob**, BA, 1972, won a first place award from the SCPA in Sports Entertainment Reporting for his article "Lucas Glover at a crossroads," and first place and best of the best in Sports Feature Story for "The Most Important Thing I'll Ever Do" in *The State*.

**Harter, Lee**, BA, 1978, won first several place awards from the SCPA for his reporting in *The Times and Democrat*: the E.A. Ramsaur Memorial Award for Editorial Writing, Page One Design Portfolio, Feature Page Design Portfolio and Sports Page Design Portfolio.

**Patrick, Cheryl**, BA, 1977, was named director of procurement for

Richland County Government Administration. She was formerly a procurement manager with the Budget and Control Board.

**Ropp, Kathy**, BA, 1973, won a first place award from the SCPA in Lifestyle Feature Writing for "Christmas in Conway: Yes Hallmark Fans, Christmas movie is set in Conway, S.C." in *The Horry Independent*.

## 1980s

**Bolton, Warren**, BA, 1985, won a first place and best of the best award from the SCPA in Column Writing for "Reading level, not race, determines our future; All is not well in the city of Columbia; What elected officials do with our power" in *The State*.

**Davie, Greg**, BA, 1980, was inducted into the New York Public High School Athletic Association Hall of Fame after covering high school sports for more than 30 years on WDCO Radio, a Central New York radio station he co-founded in 1982.

**Fretwell, Sammy**, BA, 1983, won a first place award from the SCPA in Series of Articles for his reporting in *The State*.

**Harrison, Beth**, BA, 1985, won a first place award from the SCPA in Feature Headline Writing and New Headline Writing for her reporting in *The Post and Courier*.

**Hartsell, Jeff**, BA, 1984, won a first place award from the SCPA in Spot Sports Story for "Academic Magnet firing stirs uproar," co-written with Amanda Kerr and Gene Sapakoff, in *The Post and Courier*.

**Johns, Bill**, BA, 1983, won a first place award from the SCPA in Public Relations Program for

his work promoting member benefits for the S.C. Farm Bureau Federation.

**Miller, Andrew**, BA, 1986, won a first place award from the SCPA in Sports Beat Reporting for his reporting in *The Post and Courier* on former College of Charleston coach Doug Wojcik.

**Osteen, Graham**, BA, 1984, won a first place award from the SCPA in Column Writing for "D-Day heroism etched into human history; Want positive change? Get in the game; A look back at Hurricane Hugo: Day 1" in *The Sumter Item*.

**Wellman, Kimberly**, BA, 1986, MMC, 2002, has been promoted to vice president of communications strategies at BlueCross BlueShield of South Carolina where she recently celebrated her 20-year service anniversary.

## 1990s

**Bracey, Derrick**, BA, 1999, won a first place award from the SCPA in Series of Articles for his story "Weekly Surge Warrior Challenge" in *The Sun News*.

**Bredson, Amy Coyne**, BA, 1999, won a first place award from the SCPA in Lifestyle Feature Writing for "Bluffton family, friends, strangers pay it forward in memory of baby who died from SIDS" in *The Island Packet*.

**Guilfoyle, Stephen**, BA, 1990, won a first place award from the SCPA in Single Sports Page Design for his work in the *Morning News*.

**Mozingo, Padgett**, BA, 1990, has joined AgFirst Farm Credit Bank as manager of creative services and communications. Mozingo will lead web development, communication and branding initiatives and graphic design services for AgFirst and its

19 agricultural credit associations.

**Shackleford, Lynne (Powell)**, BA, 1998, won a first place award from the SCPA in Government Beat Reporting for the *Herald-Journal*.

**Duncan, Andy**, BA, 1986, won the 2014 World Fantasy Award for Best Novella for "Wakulla Springs," a story about multiple generations of an African-American family living in Florida. Duncan is an associate professor of English at Frostburg State University in Maryland.

**Stewart, Drew**, BA, 1997, is the video director for the South Carolina Department of Transportation covering a wide range of topics from employee stories to information relevant to South Carolinians.

**Walton, Robert**, BA, 1999, won a first place award from the SCPA in Sports Page Design Portfolio for his work in the *Herald-Journal*.

**Arnold, Elaine (Taylor)**, BA, 2003, is a director of development for the University of South Carolina Department of Athletics.

**Boland, Travis**, BA, 2004, won a first place award from the SCPA in Sports Page Design Portfolio for his work in the *Lexington County Chronicle & The Dispatch News*.

**Cochran, Tonia**, BA, 2003, is the director of public relations at Greenville Technical College.

**Cottingham, Rob**, BA, 2009, won a first place award from the SCPA in Feature Photo for "Fun at the Fall Festival" in the *Lexington County*

*Chronicle & The Dispatch News*. Cottingham also won first place in Reporting In-Depth for "Attorney General Alan Wilson vs. Speaker of the House Bobby Harrell" in the *Lexington County Chronicle & The Dispatch News*, co-written by **Jerry Bellune**, 1958, and Hal Millard.

**Fastenau, Stephen**, BA, 2007, won a first place award from the SCPA in Spot Sports Story for "The Masters: Bubba Watson wins second green jacket in three years" in *The Beaufort Gazette*.

**Mattingly, Jane**, BA, 2003, won a first place award from the SCPA in Event Marketing for "Power Breakfast Series" in *Charleston Regional Business Journal*.

**Powell, Lauren**, BA, 2006, is the investigative producer at WSVN-TV in Florida, producing two regular segments each week and covering investigative stories quarterly.

**Roche, Kristen (Dunleavy)**, BA, 2006, is working at the advertising firm BBDO in New York as account director on the SAP account.

**Terry, Josh**, BA, 2004, is vice president of Aware Music which consists of Aware Records and A-Square Management based in Nashville. He is an artist manager and represents Mat Kearney of Universal Republic Records, Mayday Parade of Fearless Records, and Emily Hearn and Marie Miller of Curb Records. Terry got his start at USC as the concert commissioner for Carolina Productions from 2001-2003.

**Watson, Phil**, BA, 2003, is the corporate social media manager for Michelin North America, leading strategy and policy for the company's social media activity.

## 2010s

**Anthony, Lydia**, MLIS, 2015, traveled to India in November 2013 and 2014. She credits flexible classes and understanding professors for allowing her to travel abroad without disturbing her studies.

**Bowers, Paul**, BA, 2011, was named Journalist of the Year by the SCPA for his work with the *Charleston City Paper*. Bowers enjoys doing long-form investigative stories, scooping the daily news outlets, an writing occasional first-person narratives. His work has appeared in *The New York Times*, *Huffington Post*, *Paste*, *Free Times*, *undefined*, *Verbatim Poetry*, and *Patrol*. He and his wife recently welcomed twin daughters.

**Karlis, Jack**, Ph.D., 2013, is an assistant professor of communication at SUNY Buffalo State.

**McCormac, Whitney (Bragg)**, BA, 2010, joined the USC Office of Special Events as program coordinator/event coordinator after four years at United Way of the Midlands.

**Thodeson, Reed Davidson**, MLIS, 2010, is a knowledge management library analyst in the business intelligence team at Troutman Sanders in Atlanta, Ga.

**Edwards, Chance**, BA, 2014, creates and captures digital content and manages websites and social media campaigns for Darius Rucker, KISS, Vintage Trouble, A Thousand Horses, Elliot Root, and more. Edwards also serves as merchandise manager for Vintage Trouble and an interim tour manager for artists with McGhee Entertainment.

**Morgan, Janet Blackmon**, BA, 1987, won a first place award from the SCPA in Photo Series or Photo Story and first place in Sports Action Photo for "Quidditch World Cup" for *The Sun News*.

# DONORS

## Individuals

Laura Elizabeth Aboyan  
Dr. and Mrs. Randy L. Akers  
Dr. Kendra Albright  
Dr. Glenda J. Alvarado  
Morgan D. Arant, Jr.  
Marian G. Armour-Gemmen  
Holli Elizabeth Armstrong  
Rev. E. Warren Ashmore  
Keith Avery  
Kenneth W. Baldwin, Jr.  
Jonathan Battaglia  
Heather Rae Baughman  
Mary M. Beachum  
J. Steven Beckham  
Jay Bender  
Susanne M. Schafer and Charles J. Bierbauer  
Margaret Ryan Binette  
Mary G. Bizzigotti  
Mr. and Mrs. Oscar Daniels Black  
Charles Robert Bloom  
Andrew J. Borgert  
P. B. Bowman  
S. Elizabeth Bradshaw  
Carol L. Bray  
Barry D. Breibart  
Sarah S. Brown  
Stephen M. Brown  
John B. Bryan III  
Mark W. Bryan  
Julia Willcox Buyck  
Hon. Mark W. Buyck, Jr.  
Dr. Shirley Staples Carter  
Gayle L. Chandler  
Jill A. Chappell-Fail  
Michelle S. Charlin  
Marilee Colvin  
Mr. and Mrs. David F. Corvette  
Samantha Lynn Cote

**Melissa Gentry BA, 2001, MMC, 2003,** "As a former chair and long-time board member of the college's Alumni Society, I see the importance that alumni play in giving their time and resources. I hope that my gift makes an impact in a student's life while also encouraging other alumni to commit to giving back to the college that has given so much to us."

Mr. and Mrs. Randy D. Covington  
Mr. and Mrs. Michael A. Creel  
Mary L. Cruce  
Richard M. Culbertson, Jr.  
Mr. and Mrs. Thomas G. Cunningham  
Mary Anne Curlee  
Charles C. Curran  
Lonna M. Currey  
Edna Diann Curtis  
Mr. and Mrs. Michael R. Daniel  
Valerie Copley Davis  
Mr. and Mrs. Thomas C. Deas, Jr.  
Terry J. Dixon  
Kenneth B. Dorian, Jr.  
Rosalyn Durant  
Jill J. Eaton  
Donna B. Ehrlich  
Mr. and Mrs. Thomas J. Elko  
William P. Ellerbe  
Henrietta P. Etheredge  
Jennifer Nedbalek Falvey  
Elizabeth Fansher  
Miriam E. Fears  
Shauntay D. Ford  
Roy C. Frazee  
Dr. and Mrs. Manuel Gaetan  
Lauren R. Garrett  
Dr. Karen W. Gavigan  
Jessica A. Gelin  
Melissa F. Gentry  
Sandra Gibbons  
Mr. and Mrs. Robert J. Gillespie, Jr.  
Joyce Roundy Glover  
Dr. Roger M. Gramling  
Regina Hurley Greely  
Julia T. Gregory  
Benjamin J. Griffin  
Therese A. Griffin  
Faris C. Griffith  
Louise Grooms  
Marcia F. Hall  
Dr. Bradley Jay Hamm  
Glenn A. Hare  
Kenneth M. Hare  
Margaret Harrison  
Kay F. Harwood  
Dr. Samantha Hastings  
Pat Haynsworth  
Beverly G. Herbert

Morris Jordon Herron  
Joseph Matthew Hickey  
Sandra S. Hightower  
Mary K. Hill  
David Hoag  
Jim L. Hoagland  
Donna K. Hudgins  
Nancy J. Hughes  
R. Michael Hunt  
Donette A. Isreal  
Connie L. Itterly  
Marilyn Johanna Jackson  
Sylvia E. Jadczak  
Mr. and Mrs. Brett R. Johnson  
Gayle D. Johnson  
Dr. Henry L. Jolly, Jr.  
Eugene K. Jones  
James Paul Jones  
O. Jack Kaneft, Jr.  
Mr. and Mrs. Grant Aubrey Kaple  
Dr. Dick Kawaoya  
Dr. Sarah M. Keeling  
Susan D. Kennerly  
Kaori Fay Klatte  
Dr. Thomas R. Klipstine  
Lorine L. Kornegay  
Van L. Kornegay  
Betty Lane Kornegay-Kaneft  
Cary DuPre Lafaye  
Perry W. Lancaster  
Janet E. Tarbox and Talmadge M. LeGrand  
Anne F. Leland  
Roger Leonard  
Elise Cristene Lewis  
Dr. Jingjing Liu  
Harry L. Logan  
Donna R. Long  
Jacquelyn D. Lopez  
Mr. and Mrs. Michael I. Love  
Cynthia Lutz  
Jesica Jemere Mackey  
P. David Maness  
Kevin Marlow  
Melissa L. Martin  
Dr. Michelle Holley Martin  
Jay A. Masanotti  
Jessica Boulware Masanotti  
Martha D. Mason  
Mary H. McCabe

**Therese Griffin BA, 1982,** "My gift is supporting the new building fund. My hope is that the new surroundings will inspire current students to succeed and attract future students to a more robust mass communications experience at USC. I know that the new building will make a difference for years to come."

Liz McClenaghan  
Whitney Kendall McCormac  
Susan Watson McCoy  
John E. McCray  
Brenda Bell McDowell  
Denise Ann McGill  
Charles A. Miller, Jr.  
H. Thorp Minister III  
Laura Boozer Moise  
Elizabeth Myers  
Angela Self Nelson  
Joyce Hansen Nelson  
Van Newman, Jr.  
Bethany Renae Nichols  
Alexander B. Noe, Jr.  
Sara A. Norman  
Jane K. Olsgaard  
Anne B. Orange  
John D. Osteen  
Tina Oswald  
Mr. and Mrs. Clayton Keith Owen  
Levona Page  
Benjamin S. Palmer  
Dr. Carol J. Pardun  
Catherine H. Parker  
Mr. and Mrs. Marion B. Peavey  
Brenda M. Peters  
Mr. and Mrs. J. Michael Petty  
Lenora Price  
Anthony Principe  
Mr. and Mrs. Thomas D. Proteau  
Elizabeth G. Quackenbush  
Michael W. Quinn  
Rachel M. Rankin  
Dr. Susan R. Rathbun-Grubb  
Mr. and Mrs. Robert Charles Rauf, Jr.  
Mr. and Mrs. Otis B. Rawl, Jr.  
Kristin F. Richardson  
Robin D. Roberts

Thomas P. Robertson, Jr.  
Mollye A. Robinson  
James H. Rokosny  
LTC Mariane F. Rowland  
Edward Rozier, Jr.  
William B. Sanders  
Nicole Allison Sastry  
Elaine Ruddock Schupp  
Marilyn B. Schuster  
Lilla W. Scroggins  
Michael Brent Simmons  
Elizabeth M. Smith  
Meredith Ann Smith  
Michael B. Smith  
Valerie A. Smith  
Adam R. Snyder  
Dr. Paul Solomon  
Donna I. Sorensen  
Allison Wilfong Sparrow  
Harriet Dick Speer  
Mr. and Mrs. Walter C. Sprouse, Jr.  
Margaret M. Porter Stanley  
Kerry G. Stubbs  
Emily Tyner Sutton  
Jane M. Temple  
Ellie Thomas  
Capt. and Mrs. Larry Thomas  
Chase Thomson  
Dr. Feili B. Tu-Keefner  
Mr. and Mrs. Robert L. Veline  
Jason T. Wagenheim  
Alice O. Walker  
James H. Wannamaker III  
Mr. and Mrs. Robert C. Warden  
Karen Bennett Waterfield  
Gail H. Watson  
Elizabeth Era Waye  
Jane L. Weatherred  
Krystal R. Webber  
Megan A. Weeks  
David L. Weintraub  
Mr. and Mrs. Howard A. Wheeler, Jr.

## Corporations

Accusweep Services  
America's Charities  
AT&T Foundation  
BP America, Inc.  
BP Fabric of America Fund  
CEE-US  
Central Carolina Community Foundation  
Chernoff Newman, LLC  
Fairfield Electric Co-Op  
Free Times Hibbits Insurance Incorporated  
L.A. Kornegay Media Productions  
Lee Foundation Morris Communications Company, LLC  
Ollie H. Taylor, Attorney at Law  
South Carolina Broadcasters Association  
Watson-Brown Foundation  
William Randolph Hearst Foundation  
York County Community Foundation

## Is your name missing from the Donor List?

There may be a reason why:

1. You made your gift before Oct. 29, 2014 or after March 31, 2015.
2. Your gift was designated to another college or program.

If you believe your name has been omitted in error, please contact [lambert@sc.edu](mailto:lambert@sc.edu).

**Todd Stephens MLIS, 2000,** says, "a gift to the college is a gift that helps develop future journalism and information leaders. Information is at the core of an educated and informed society. It is our responsibility to support the education of the next generation of leaders."

# InterCom

University of South Carolina  
College of Information and Communications  
Carolina Coliseum  
Columbia, SC 29208

Nonprofit  
Organization  
U.S. Postage  
PAID  
Permit #766  
Columbia, S.C.

