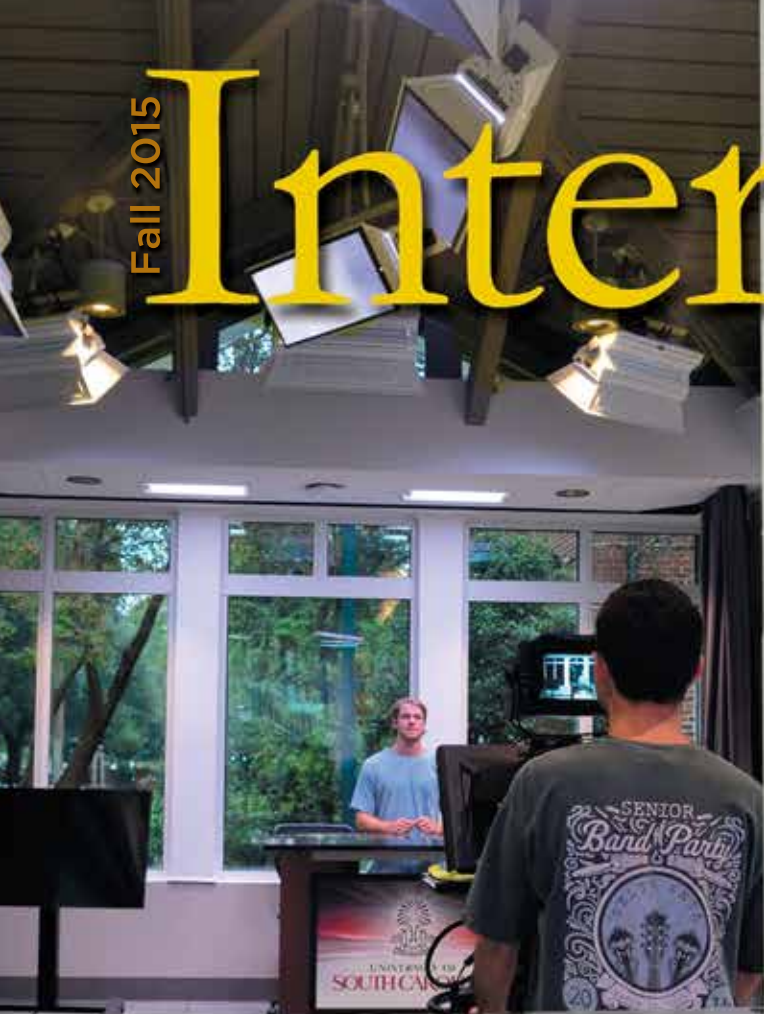


Fall 2015

# InterCom



*Welcome to our*

**#NewHome**



# FALL 2015

## InterCom

The College of Information and Communications  
Alumni Magazine



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All class photos taken by Adam Collins in the Visual Communications lighting studio.



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# InterCom

Fall 2015



## From the Dean's Desk

### #NewHome

Over the years - how many? - these pages have chronicled our progress and setbacks on the way to a new home for USC's School of Journalism and Mass Communications. No more. We're past the drawing boards, concepts, architectural renderings, blueprints, approvals, approvals and approvals, demolition, reconstruction, restoration, insulation, expansion, new construction, installation, inspection, outfitting, decoration, landscaping, staff and faculty relocation, orientation and dedication stages.

We came through Columbia's October floods with little water intrusion or damage. Fortunately, we'd found and fixed the leaks earlier. We were like an ark.

Now we have to live up to expectations or, better, exceed them. The new building is doing that.

This issue of *InterCom* shows you a building full of life. You'll see it through the eyes of faculty, like Bruce Konkle, the longest serving denizen of the Coliseum, and Keith Kenney. We honored SJMC alumni at a sit-down dinner for 75 in the building. The returning alumni were a bit envious of today's students. We've hosted the university's Board of Visitors and Council of Academic Deans. We greeted alumni at Homecoming for Gamecocks on Greene on the Sumter Street plaza. SJMC's sister school, SLIS, held its

faculty meeting in the multimedia lab. We've had workshops and lectures and the frenzy of CreateAthon.

What I like best is walking into the atrium each morning and seeing students seemingly draped everywhere. We set out to create a setting where students would feel comfortable and the learning environment would be enticing. Not a place to dash in for class and dash out again.

Our classrooms, labs and studios are filled. The Kennedy Greenhouse Studio is a showpiece. Our multiple big screens in the atrium, lobbies and classrooms display student work. I like to feel my fellow deans have screen envy.

And we are only just beginning to realize the possibilities for recruiting students and faculty.

These new capacities are not the only things that excite us and that you'll read about. Cockey's Reading Express™ has turned 10. Dr. Sam Hastings is national president of ALISE.

From the front cover - a window on the new journalism school - to the back - two guys, two guitars and a couple thousand friends at dedication - we hope you like the new view.

*Charles Bierbauer*

#### Charles Bierbauer

Dean, College of Information and Communications

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# From Tragedy to Triumph



Cynthia Hurd in Charleston, S.C.  
Photo: Adam Ferrell/Post and Courier via AP

The Cynthia Graham Hurd Endowed Fellowship Fund has been created to remember the School of Library and Information Science (SLIS) alumna who was one of nine shooting victims in Charleston in June. Hurd was a 1989 graduate of SLIS. She had worked for the Charleston County Public Library system since 1984.

Hurd's brother, Melvin Graham, said his sister was "not a victim, but a dedicated student and librarian, a sister, an aunt, a friend, and a confidant. She was invested in getting her master's degree so she commuted from Charleston to Columbia and completed most of it online."

The fund was created because of the lasting impact and dedication Hurd showed in and out of the classroom. She was a fixture in the Charleston County Public Library systems from 1984 and also worked evenings in the College of Charleston Library. In the Charleston community, Hurd served as vice chairman of the city housing authority from 2001-2003. She was an active member of Alpha

## GIFTS TO THE CYNTHIA GRAHAM HURD ENDOWED FELLOWSHIP FUND

may be made out to the USC Educational Foundation, fund number B11996, and sent to:

### ELIZABETH QUACKENBUSH Senior Director of Development

College of Information and Communications  
University of South Carolina  
800 Sumter Street  
Columbia, SC 29208



Cynthia's family members at the fellowship announcement with Cocky.  
Photo: Klarke McKissik

Kappa Alpha sorority.

The Hurd fellowship at SLIS has been endowed by alumni and faculty to assist minority students from underrepresented areas of Charleston. The ultimate goal of the gift is to increase literacy rates among 3rd and 6th grade children. Students not reading at or above grade reading level by the end of third grade are four times less likely to graduate from high school on time. Students from low-income families are six times less likely to graduate, according to data from the

National Assessment of Educational Progress and the Peabody Individual Achievement Test.

The Hurd fellowship was announced at the annual SLIS alumni tea at the South Carolina Library Association conference in October.

"Cynthia Graham Hurd will always be remembered as a great librarian and supporting alumna of our school," SLIS director Dr. Samantha Hastings said. "This fellowship will keep her memory alive and help us recruit more librarians like her — with hearts and souls dedicated to connecting people with the information they need."

Reported by Klarke McKissik

Emanuel African Methodist Episcopal Church in Charleston, SC.  
Photo: Adam Collins

# Testing the Limits

Story By Kourtney Willard

In the interdisciplinary university, research is not confined by artificial boundaries. Chad Brown, a senior risk management major in the business school who is minoring in information science, is conducting research into the causes of declining market share and profits. He is under the advisement of Dr. Darin Freeburg, an assistant professor in the School of Library and Information Science.

"Knowledge management includes the recognition by businesses that its intangible knowledge should be treated like an asset, similar but distinct from its financial and physical assets," said Dr. Freeburg. "By recognizing the creativity of employees, the power of relationships, the pervasiveness of value and attitude in organizational culture — all knowledge assets — businesses can extract more value, be more agile and innovative, and be more competitive."

Brown's hypothesis is "A lack of knowledge management excellence contributed to tech companies decline in market share." Inspiration for his research stemmed from the consistent decline in interest among consumers for tech companies including Dell, HP, Nintendo and Blackberry. He is exploring causes for the increase of employee layoffs since the turn of the century, the issues that companies face when trying to compete, and why companies experience a decline in market share.

Brown sought out Dr. Freeburg because of his experience in the field of knowledge management. Dr. Freeburg conducts his own research about how churches and non-profit organizations implement knowledge management and what benefits they receive as a result. Dr. Freeburg analyzes the customs of organizations' abilities to create and share, as well as the tools used by

organizations to develop new ways to implement new strategies that can improve the knowledge of the companies' work. Dr. Freeburg also researches the impact, design and reception of messages from companies to consumers to market their products. Dr. Freeburg said that the research he and Brown are conducting is "exciting" and that he is "happy to see it being highlighted."



Chad Brown and Dr. Freeburg at the SLIS BSIS undergraduate research presentation.  
Photo: Andy Thomas



Brown shows Dean Charles Bierbauer his research at the SLIS undergrad research presentation.  
Photo: Lewis Zeigler

## WHAT IS MARKET DECLINE?

According to the BusinessDictionary.com, a market decline is typically present during the final stages of market development when annual industry revenues depict a steady decline due to market saturation (too many of the same or similar products are present and the market can handle no more of that specific product), a decrease in market size (some of the companies who were in the market have left), or the introduction of a new/better product than what is currently available.

# UNCENSORED:



Library and Information Science Student Association Officers Amanda Bullington, Megan Coker, Mir Parvin and Ashley Ware pose in front of Thomas Cooper Library.

## Story by Brooke Hesano

For nearly as long as books have been bound, the words within them and the ideas they provoke have been challenged. “It really speaks a lot about different cultures and periods

of time, what some people consider inappropriate, unhealthy and unsuitable to not just read, but have access to,” says Lindsay Rogillio, president of the Library and Information Science Student Association (LISSA). LISSA

students, passionate about our freedom to read, posed as characters from their favorite challenged books for the 2015 edition of LISSA’s calendar.

“We really outdid ourselves,” Rogillio said in reference to the “Scandal in the Stacks” display during 2014’s Banned Books Week that inspired this year’s ‘dark force of censorship’ calendar theme. The calendar features former LISSA president Taylor Atkinson as Alice from Lewis Carroll’s *Alice in Wonderland* and current president Rogillio as *The Awakening’s* Edna Pontellier standing in front of Thomas Cooper library.

The “Scandal in the Stacks” exhibit and the banned books-themed calendar

# The Freedom to Read

*Our freedom to read, speak and, essentially, think as we wish.*

were two significant projects that helped LISSA win the New Members Round Table and American Library Association’s (ALA) 2015 Student Chapter of the Year (SCOTY) Award. In order to be named Student Chapter of the Year, the student organization must contribute to the university community, involve its members, and exemplify outstanding leadership through those activities. This is LISSA’s second time winning the SCOTY award; the first was in 2008.

Banned Books Week is an annual event observed by the ALA and celebrated nationally. Through displays featuring challenged books and a variety of events, Banned Books Week aims to educate communities that censorship is still a very serious problem, even in the United States.

The First Amendment is so important to the College of Information and Communications that it’s etched into the glass balcony of the new journalism building (see page 20). Being able to read, write and say what we choose is something that many Americans take for granted, which is why it is important to be conscious of these freedoms.

Students of Professor Jay Bender’s

media law class know the importance of the U.S. Constitution’s First Amendment guarantees. “When a government bans the distribution or assignment of a book it is signaling to its citizens that the government is entitled to make choices about what citizens are allowed to think,” says Bender. “Of course this is wholly inconsistent with the notion of democracy and the guarantee of the First Amendment. And, it always seems that the smallest minds are most fearful of citizens who think.”

With all the opportunities to remember what has been challenged in the past, it’s frightening to consider what might be challenged in the future. By bringing attention to the dangers of censorship, we can collectively protect our First Amendment guarantees. Imagine becoming an adult without ever knowing Holden from *Catcher in the Rye*, Pip of *Great Expectations* or Harry Potter himself.

“And, it always seems that the smallest minds are most fearful of citizens who think.

–Jay Bender, Reid H. Montgomery Freedom of Information Chair, SJMC

The 2016 fandom-themed Mildly Attractive Men & Women of SLIS Calendar features twelve spoofs of famous films and TV shows.

ORDER YOURS AT [HTTP://WEB.SA.SC.EDU/LISSA/](http://web.sa.sc.edu/lissa/)



## Banned books



**The Lorax, by Dr. Seuss**  
Reasons: attempts to influence children to think of the logging industry in a negative way



**And Tango Makes Three, by Justin Richardson and Peter Parnell**  
Reasons: anti-family, homosexuality, political viewpoint, religious viewpoint, unsuited for age group



**The Adventures of Huckleberry Finn, by Mark Twain**  
Reasons: offensive language, racism



**Twilight, by Stephenie Meyer**  
Reasons: religious viewpoint and violence



**The Hunger Games Series, by Suzanne Collins**  
Reasons: religious viewpoint, unsuited to age group



**A Light in the Attic, by Shel Silverstein**  
Reasons: concerns that it promotes violence and disrespect

# Hear Ye, Hear Ye

Story by Frances Hefka

The town crier has officially retired. He's been replaced by digital marketing consultants, directors of social media and interactive project managers – new jobs created specifically for media specialists.

Annie Drowne, a 2014 visual communications graduate is now, in her words, “the liaison between our PR and social media teams” at Vineyard Vines. On a daily basis, she coordinates sample requests or locates and shoots imagery for the preppy clothing marketer’s social media outlets. She handles the brand’s social accounts such as Snapchat, Pinterest, Twitter and Facebook. Drowne says that Instagram is Vineyard Vines’ most valuable

media platform. “With over 62,000 followers, it drives the most traffic and has the highest click-thru rate out of any social media platform we use,” Drowne says.

Broadcast journalism alumna Rebecca Cuzzo finds social media filtering through every position in the mass communication field. The 2012 graduate moved to New York, landing a job with Fox News as a unit manager handling logistics for major news events, including the presidential debates. “I see how important social media is in my line of work,” says Cuzzo. “Today, people may not be tuning into television newscasts as frequently, but instead are reading a link on Twitter or streaming content they wish to view.” Fox News has an entire team dedicated to social and digital media, and sends a social media producer to every event that Fox covers, a change from just four years ago.

Businesses, universities, hospitals, airlines, celebrities and bloggers take to these sites

to interact with clients, students and customers. Digital media is social, but instead of using only words, adds video, photo and audio files to attract public interest. Social media, once just a way to entertain, now is used to inform and engage the public on a daily basis.

With social and digital media platforms constantly changing, so must classes, curricula and learning objectives. Learning how to choose the information for a 140-character tweet, or a 30-second video that will attract the attention of viewers and readers is a skill that many professors are addressing.

Dr. Brooke McKeever, a public relations professor, has incorporated how to write for social media into her PR writing course, “Many of us think that it should be very natural for students,” Dr. McKeever says. “But it has been interesting to see how students learn to communicate from an organizational, rather than individual, perspective.”

Careers are being built around knowing exactly what to say under an Instagram picture for a celebrity, athlete or even the president of the United States. The town crier may have been forced into retirement, but people now crave news, information and insider scoops at a pace that he just didn’t have the breath to produce.

Students working for Ezekiel Ministries had never before created a website in 24 hours, but the energy and passion flowing from teammates, mentors and the nonprofit organization seemed to make anything possible. This is CreateAthon and it’s the only reason college students would willingly stay at school for 24 hours straight.

“It was a very different experience,” said 2015 participant Charlotte Price. “Getting to know each other through our work ethics and styles and having to make those styles cohesive for our client was one of the most difficult aspects.”

On November 6-7, more than 60 students and six nonprofits joined together for an unforgettable CreateAthon. Between early Friday afternoon and mid-afternoon Saturday, their work was completed and delivered to nonprofits for their review.

It’s not just a 24-hour creative exercise, but it’s a forum for practical solutions. Clients can go on to implement after CreateAthon’s final hour. Past participants have found value in the students’ volunteered creativity.

Epworth Children’s Home is a haven for children ages four to eighteen to escape broken family situations and find a place to grow, learn and be loved. Its main goal in participating

Story by Michele Paulosky

in CreateAthon 2014 was to reach more potential volunteers. “It was a great opportunity for nonprofits like us who don’t have a marketing or research budget to be able to find creative solutions to the everyday problems,” said VP for Development, Andrew Boozer.

CreateAthon helped Epworth Children’s Home create a marketing plan to relate to volunteers and community groups who could be potential mentors to the children. Using the brochures, postcard and volunteer map created by the student and mentor team, Epworth Children’s Home has been able to secure 25 percent more mentors eager to work with the program.

Tutor Eau Claire, a 2013 participant, needed a website with a better presence to increase community awareness and provide help and resources, such as distributing information about dyslexia or provide effective tutoring, at little or no cost to the families.

With a new logo, brochure and website design, Tutor Eau Claire has at least tripled e-commerce and information website traffic in the two short years since CreateAthon, according to director Tracey Ely. The literacy outreach program has been able to help more families and young readers because of the creative solutions implemented

in its new marketing and communications plan. “I thought the CreateAthon was a tremendous gift to us and the nonprofit organizations. It is a great blessing to have them work with us and push us to get a little better,” said Ely.

Edgefield County Theatre Company had a demographic problem. It wanted more local actors and was not reaching its targeted 35-45 year old age group.

“CreateAthon 2013 brought us to the real world,” said Mary Benedetto, the community theatre’s president. Since CreateAthon, the theatre has expanded its advertising to include a television presence on Channel 6 in Augusta and direct emailing to reach the target audience.

“CreateAthon was an amazing experience, but definitely stressful,” said student Cierra Michael, who worked on the Edgefield County Theatre Company project. “It was a lot of work, but very beneficial to those pursuing a career in media planning.”

As intimidating as the CreateAthon process may seem, past experiences have shown that sometimes the most creative ideas don’t hit until the 4 a.m. mark and perhaps, that hour’s third candy bar. Despite the caffeine rush and impending exhaustion, a worthy nonprofit receives a gift that is nothing short of priceless.

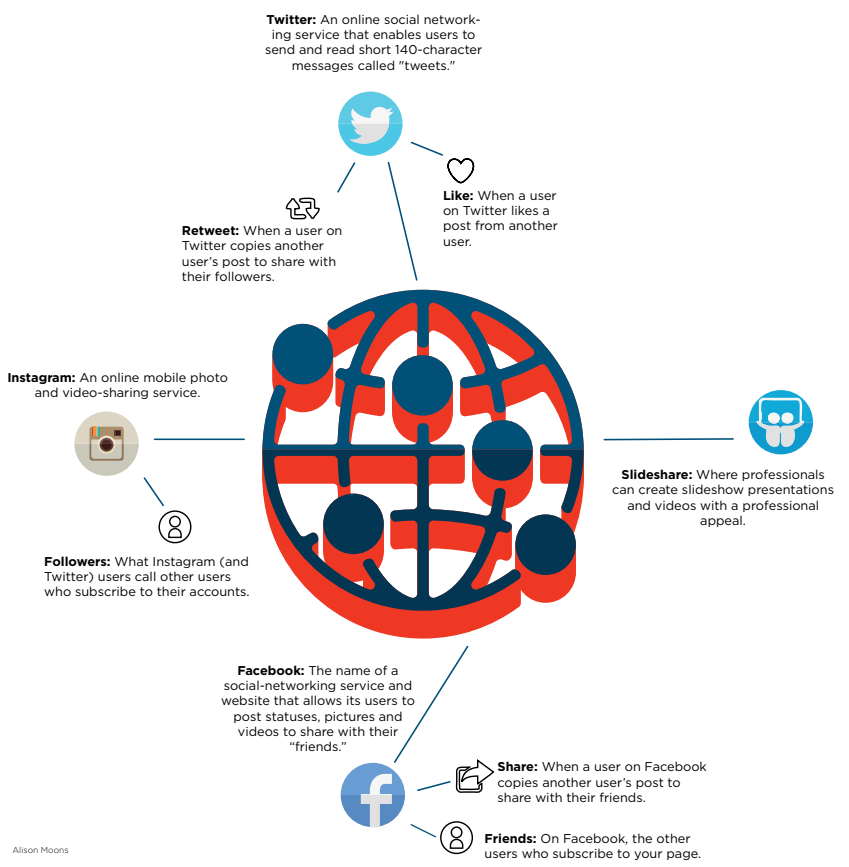


## WHAT IS CreateAthon?

CreateAthon is a 24-hour offering of pro bono creative work directed by students for nonprofits in the community. Since 2013, the University of South Carolina School of Journalism and Mass Communications has hosted CreateAthon and offered students hands-on work experience while benefiting local nonprofit organizations. Students and nonprofits apply in advance by filling out an application on [CreateAthon@USC.edu](mailto:CreateAthon@USC.edu) website, [www.createathonusc.com](http://www.createathonusc.com), to participate in the event and faculty advisors then place students and organizations into groups according to specific organization needs and the students’ skill sets.

Below: Tutor Eau Claire group with CreateAthon members.

Top: Tutor Eau Claire logo the CreateAthon group created for the company.



# The Carolina Decision

Story By Will Yorath



Li

New professors have joined the faculty of the College of Information and Communications to share their knowledge with students, enhance their research capabilities, strengthen connections to the field, and find a professional home in an academic world.

**ZONGCHAO (CATHY) LI, PH.D.**  
Ph.D., Strategic Communication,  
University of Miami

**The Carolina decision:**  
Dr. Li came to USC mid-2015 and was attracted to the school because of its reputation as an R1 research institution and its balance between teaching and research excellence.

**May we quote you?**  
The changing media environment is “something that has become an indispensable part of the organizational communication strategy,” says Dr. Li. She believes students should be trained as communication leaders, not technicians.

**Teaching and research:**  
Dr. Li’s research highlights the shifting power balance between businesses and individuals and focuses on how new media have changed interactions between organizations and users. Classes she has taught include Public Relations Campaigns, Social Media Strategies and Public Relations Research.



Karami

**AMIR KARAMI, PH.D.**  
Ph.D., Information Systems,  
University of Maryland, Baltimore  
County

**The Carolina decision:**  
Dr. Karami came to the school because it offered an environment in which he could both teach and complete his research.

**May we quote you?**  
“I am very excited to join the School of Library and Information Science as one of the top 20 schools in the nation. In addition, the high degree of research collaborations both inside and outside the school impressed me.”

**Teaching and research:**  
His research focuses on discovering thematic structure in text collections using both supervised and unsupervised techniques to create new models and applications in medical, social networks, cyber security, and library science. Dr. Karami is very involved with the analysis of social media and its effect on the public. In fact, some of his research in the past included analyzing the geographical effects of social media on the 2012 presidential election.

**LEIGH MOSCOWITZ, PH.D.**  
Ph.D., School of Journalism and  
Mass Communications, Indiana  
University

**The Carolina decision:**  
Dr. Moscowitz came to USC’s School of Journalism and Mass Communications because it offers a larger platform for her work along with fantastic graduate and Ph.D. programs. Dr. Moscowitz is continuing her research at USC, which examines the cultural production of news and the politics of media representation. The School of Journalism and Mass Communications also provides Dr. Moscowitz an opportunity to write in an advanced field and continue working on what will become her third published book.

**Teaching and research:**  
Dr. Leigh Moscowitz teaches courses in the undergraduate and graduate programs in media and public relations writing, research methods, media literacies, and gender in media. She creates a collaborative and experiential learning environment by integrating problem-based models, partnerships with community leaders and organizations, and the latest technology tools into her classes.



Moscowitz

“The new building is more than just brick and mortar; it exemplifies our changing world and creates an outlet for the future generations to succeed.”  
-Dr. Leigh Moscowitz

**LAURA SMITH, PH.D.**  
Ph.D., Journalism, University of  
Texas at Austin

**The Carolina decision:**  
Dr. Smith came to USC first in 2004 then moved to Austin, TX in 2007, and returned to USC in 2015 as a Hearst visiting professor. She loves the new fully formed broadcast center and wants to teach the new generation of students to bring intellectual practices and interface teaching and real world techniques.

**May we quote you?**  
“The new facilities are amazing and paramount in attracting students from all over the country,” says Dr. Smith. “The fast-paced content of our world forces us to find a practical conversation and prepare our students to enter the professional world as fully formed journalistic beings.”

**Teaching and research:**  
She wants to teach the younger generation how to provide and impact useful democracy broadcasting information without disparaging media legacy as its core values play a huge role. Dr. Smith is also a liaison between the Association for Education in Journalism and Mass Communication (AEJMC) and the Radio Television Digital New Association (RTDNA). She uses her role between these two as a way to find a professional home in an academic world by teaching in a way that looks through the lens of professional experience.

**KEVIN HULL, PH.D.**  
Ph.D., Mass Communications,  
University of Florida

**The Carolina decision:**  
Dr. Kevin Hull is a former television sports broadcaster who came to USC’s School of Journalism and Mass Communications because it had the right combination of resources that would help his teaching and research career blossom.

**May we quote you?**  
“I am very excited to experience and teach the inevitable changes in journalism here at USC.”

**Teaching and research:**  
While at USC, Dr. Hull wants to use his real-world examples and his own experience in the business of television broadcasting to further engage students in his classroom. Other goals include preparing students for real-world broadcasting, expanding the broadcasting program, and creating more sports journalism classes.



Smith

**MILES ROMNEY**  
M.P.C., Masters of Professional  
Communication, Westminster  
College

**The Carolina decision:**  
Miles Romney came to USC this past summer with the hopes of broadening the journalistic aspect of sports within the School of Journalism and Mass Communications. Romney is completing his doctorate in Mass Communications at Arizona State. He was attracted to USC’s School of Journalism and Mass Communications because of the new facilities and resources as well as our extraordinary emphasis on broadcasting.

**May we quote you?**  
“Information is being disseminated faster than ever, and every aspect of traditional media is combining into one,” says Romney. “My goal is to teach students how to become media members, not just average users.”

**Teaching and research:**  
As a teacher of mass communications, Romney wants to call attention to the importance of the traditional model of mass media, while encompassing the ever-growing technological world. Romney also wants to focus his teaching on the proliferation of nationwide talk radio and its evolution from a local function to a form of mass communications.



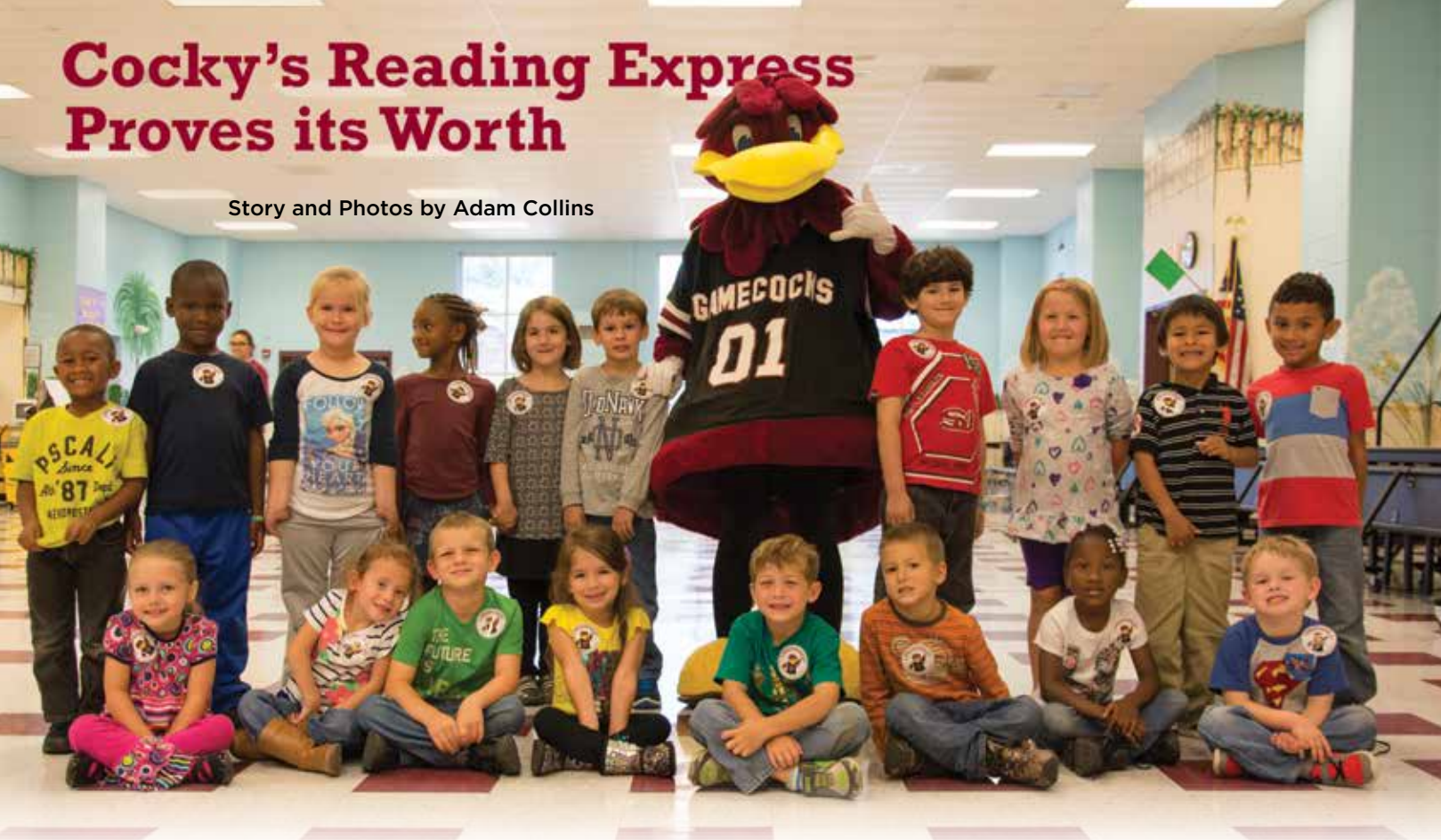
Hull



Romney

# Cocky's Reading Express Proves its Worth

Story and Photos by Adam Collins



Cocky's Reading Express visits Prosperity Rikard Elementary School to promote literacy and better reading habits in South Carolina.

Ten years after its first school visit, CRE (Cocky's Reading Express) is still working toward eradicating illiteracy in South Carolina and getting kids excited about reading.

"The moment Cocky entered the room, the excitement level just amplified," media specialist Julie Haltiwanger says. "I noticed that the students in the back of the room started to get antsy during the book readings, but once Cocky came in, all eyes were on him."

CRE is exciting, and it's making a tremendous impact. After a year of read-alouds with Cocky, students' reading attitudes have improved by as much as 20%.

School faculty members are perhaps just as excited about CRE as the students. During the program's recent visit to Little Mountain

Elementary, about 25 miles west of Columbia, school counselor Sherry Swindler described Cocky as a role model for bright young minds.

"The kids idolize Cocky," says Swindler. "He is a figure who they have seen and admired on television... He inspires them."

But beyond inspiration, CRE set out to document the impact of its efforts boosting reading readiness. In its early years, the program achieved tremendous breadth, reaching every county in South Carolina. It needed depth.

During the 2013-2014 academic year, CRE teamed up with USC's Arnold School of Public Health to conduct an intensive instructional summer program to help students develop necessary literacy and reading skills. With the help of 170 USC volunteers, CRE made 13 school visits, conducted 78 read-alouds, and distributed 3,767 books. Visiting two Calhoun County elementary schools six times each, CRE administered a reading attitude survey to 520 students ranging from pre-kindergarten to second grade. A series of questions was posed to each of the



A jubilant student helps Cocky reenact a scene from the popular children's book, "Pete the Cat."

"After seeing Cocky, the same kids who said they didn't think reading was fun were already asking when they would get their new books.

-Mandy Waites, kindergarten teacher

students at the beginning of the program, and again during the last visit.

The largest difference between pre- to post-program was found when students were asked, "Do you like to read?" Pre-kindergartners at Sandy Run Elementary showed the largest difference, with a whopping 20% increase, and kindergarten students at St. Matthew's Elementary showed a 12% increase.

Prior to the survey, first graders at both schools were given iPads to read eBooks, which likely resulted in greater enthusiasm for the new technology.

Students were also asked if they had a special place to keep their books. The kindergarten classes at Sandy Run Elementary saw a 16% increase in students who said they did keep their books in a special place. When asked if they read every day, first graders at Sandy Run Elementary showed a 16% increase in students who stated they did, and the first graders at St. Matthew's Elementary showed an 11% increase.

CRE director Kim Jeffcoat stresses that these reading levels need to be up to par before students reach the third grade. In 2010, University of Chicago researchers analyzed third grade students' reading levels between 1996 and 1997, and found that after the third grade, students' academic successes become exponentially

The kids at Little Mountain Elementary School proudly show off their stickers promising Cocky to read every day.



more difficult if their reading levels are not up to standard. As of 2013, the SC Education Department reported that only 83% of third grade students were reading on grade level. According to Jeffcoat, these reading levels are "important markers for students' future academic successes."

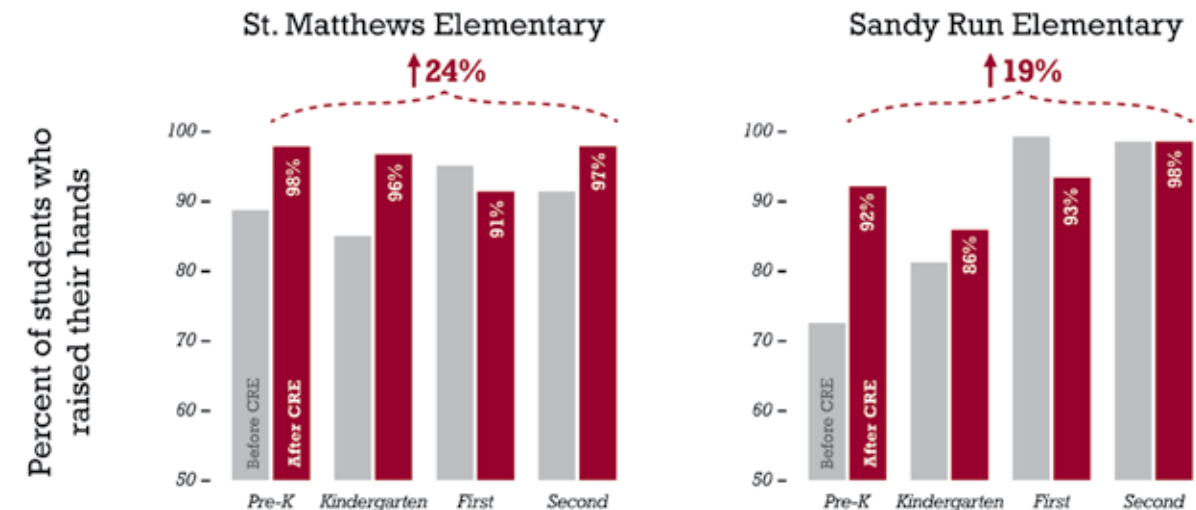
South Carolina has a way to go. The Literacy Center, a nation-wide educational program for adults, found that in 2014, South Carolina had the thirteenth highest rate of illiteracy in the United States. Is the program changing that?

Since combining a mascot with a dynamic reading program like CRE has proven to be such a successful model, the program is hoping to soon expand its literacy outreach approach to other universities.

The data is clear: CRE is getting students excited about reading. With the program's helping hands, the futures of South Carolina students look more promising than ever before.

## "Do you like to read?"

From Sept. 2013 to March 2014, CRE surveyed students at two Calhoun County schools, analyzing their attitudes toward reading before and after the program.



Source: South Carolina Center for Children's Books and Literacy

Adam Collins



# Interns: Previewing the Real World

Story by Rixey Moore

The job market for recent college graduates is increasingly competitive, and the presence of an impressive summer internship on one's résumé has become a standard. All students in the college are encouraged to pursue internships. The summer before senior year is one of the most important times to shine in front of potential employers.

The following three journalism students shared their internship experiences.

## RAVEN ELLIS

During the summer of 2015, senior Raven Ellis was a public relations intern at BBC America in New York. Ellis received her internship from the T. Howard Foundation, which is open only to minority students. The day-to-day responsibilities of her internship varied. "No day was ever the same. I would usually come in, pull media from the Internet and create a press summary. But the afternoons were up in the air. My duties ranged from

booking a helicopter for Tatiana Maslany (Star of BBC's hit show *Orphan Black*) to wandering the streets of New York to buy wigs for Comic Con," said Ellis. She hopes to return to New York to pursue a career in public relations and fashion. Her dream job is to one day be the editor of a fashion magazine such as *Elle* or *InStyle*.

## ALYSSA SHILLINGFORD

Alyssa Shillingford applied for many internships and spent her summer in Columbia working for the University of South Carolina Athletics Department. She was able to combine her love of sports and journalism by helping to prepare for the department's grassroots marketing events in North Carolina and South Carolina. She especially enjoyed the fast-paced nature of her work, "Each week you're preparing for a new event or another game, so it's important to be able to multi-task and stay organized," she said. "I love the constant activity in the office because it's never boring." Shillingford's passion lies within the fan experience and she dreams of being a part of a communications team that develops strategies for attracting fans to a stadium or ballpark and engaging them in the experience once they are there.

## BENJAMIN BARNETTE

Senior Ben Barnette interned for the St. Louis Cardinals during the Spring



Ben Barnette

2015 semester. As an athlete - he played on the USC tennis team for three years - working for a major league team was very appealing. His duties included writing press releases, looking over game notes, researching media outlets that wanted to interview players and traveling with the team. By the end of his internship, Barnette, who was the Cardinals' only public relations intern, said that he felt he was trusted by the organization and liked the essence of a team-style work environment. He doesn't know exactly what his dream job would be, but if the Cardinals offer him a job, he will gladly return.

## SEEKING AN INTERN?

### Journalism and Mass Communications:

Beverly Dominick,  
bdominick@sc.edu

### Library and Information Science:

Lauren Brown,  
brownlw@mailbox.sc.edu



Raven Ellis



Alyssa Shillingford



# A Room with a VIEW

Story By Gabriela Santos

After 46 years of being housed in the lower level of the Carolina Coliseum, the School of Journalism and Mass Communications opened for classes on August 20th. Faculty, staff and students were greeted with substantial technological upgrades to the new building and a new central location on campus.

Dr. Bruce Konkle, the faculty member in the journalism school who has spent the most time in the Coliseum, believes that students and faculty have a newfound positive attitude. Asked why, Dr. Konkle responded, perhaps only half-jokingly, "The answer is simple...we now have windows and that is the best part of the new school." Due to his longevity, Dr. Konkle was

number one to choose his office in the new building. His office is located on the third floor, with a window overlooking the School of Education, where he received his doctorate. Dr. Konkle said, "I thought, what better way than to be able to look out the window and see the building where I spent five years of my life - plus, I wanted to make sure I used the steps and got to exercise every day."

Dr. Konkle has been a part of the faculty since 1985, marking his 31st year with the journalism school. Although Dr. Konkle originally started out in the advertising and public relations sequence, he now works primarily with the visual communications sequence since its addition to the journalism program 10 years ago.

"Everyone should experience a class with him," said Rachel Scola, one of Dr. Konkle's students. "He's a very understanding and caring teacher; but he



"The noticeable difference is the quantity and accessibility of computer labs, the fantastic new broadcasting facility and the numerous windows.

-Dr. Konkle

# #NewHome



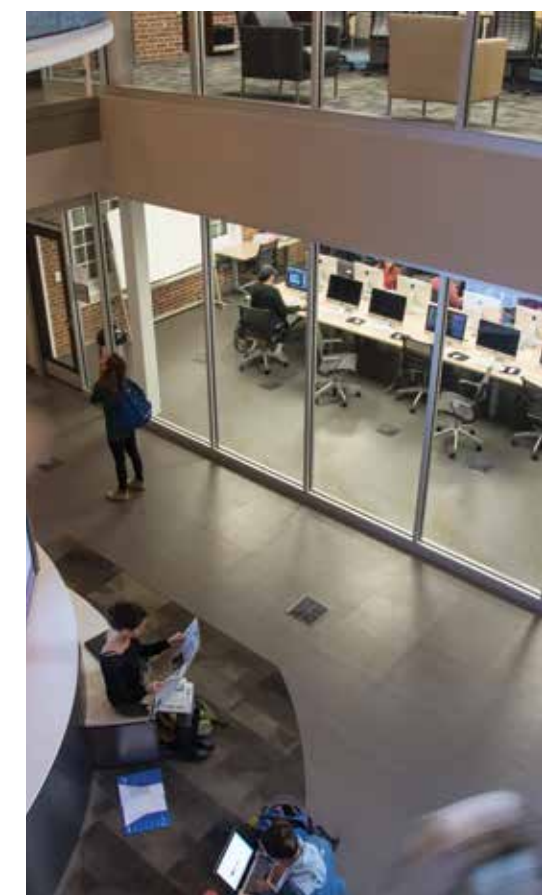
Left:  
The new  
Broadcast  
Greenhouse  
"on air"

Beneath:  
Drone photo  
of the new  
building.  
Photo:  
Professor  
Van  
Kornegay

Nestled among the USC Horseshoe, Thomas Cooper Library and Russell House, the new home of the School of Journalism and Mass Communications is located in the heart of campus. After being far away in the basement of the Coliseum, journalism students have a new, state of the art home with a view. During the Fall 2015 semester we have celebrated with alumni, students and staff with dedications and concerts. Darius Rucker and Mark Bryan performed on the Horseshoe to a full crowd. After the concert, alumni came back to the new building to clink champagne glasses and look into the new labs and studios. This is just the start of what this building will hold.



Left: Dean of the College of Information and Communications, Charles Bierbauer, and President Pastides during the dedication ceremony. Photo: Alison Moons  
Beneath: The crowd for the Darius Rucker and Mark Bryan concert. Photo: Keith McGraw Jr.



Two views of the main atrium. Left, a full crowd of alumni and faculty with champagne in hand after the dedication ceremony. Right, students using the space to study and read between classes. Photos: Alison Moons and Adam Collins

# New Building Offers More than Location

Story by Julia Bais



Left to Right: 800 Sumter Street, new home of the School of Journalism and Mass Communications.

The front of the building has many tables and benches for students to use between classes and to enjoy outside or watch live broadcasts from the greenhouse (behind), not to mention the Rooftop Garden seen on our cover!

The side of the building taken from the fountain in front of Thomas Cooper Library.

Photos: Alison Moons

In the Coliseum, the journalism school often seemed as if it were apart from our university campus. Now, not only is the new school on central campus grounds, but students and faculty can now enjoy walking through the Horseshoe and gardens to get there.

But beyond location, what does it have to offer? From a new visual communications studio for photography uses to glass-walled studios and laboratories, pristine classrooms and offices, this fulfills the wish lists of both students and faculty.

Dr. Keith Kenney, a visual communications professor, immediately incorporated the new light studio into the photo visual communications courses he teaches. The studio includes strobe lights and reflectors to create a color, quality and direction of light that serves the photographer's needs. It will teach students how to control the direction, quality and color of light.

"I was photographing for a studio assignment in the new studio, which I didn't think I'd be into at first, but I

actually ended up going back in my spare time to take more pictures" says visual communications student, Morgan Holton. This studio will be particularly beneficial for the students because it involves hands-on, top-of-the-line photography equipment. It allows students to build up their portfolios and get inspired for their future in the photography world. "Great work can be done here," says Dr. Kenney.

"The building has provided new opportunities to form new relationships



Etching of the First Amendment to the United States Constitution on the railing of the new building. Photo: Adam Collins



Morgan Holton, visual communications major, uses the lighting studio for a product photography assignment. Photo: Julia Bais

and I think there is a spirit of collaboration that might have been missing," says Jeff Ranta, an instructor and doctoral student. According to Ranta, at CreatAthon this year (see article, page 11), something was different, in a good way. There was a handful of added technology that impacted the event that was never possible before. It was even easier to manage the flow between one part of the building to another, as opposed to the Coliseum. "As far as digital communication, we need to get used to it, which is good because the rest of the world is going that way.

To represent and create multimedia in classrooms is much more user friendly," he said.

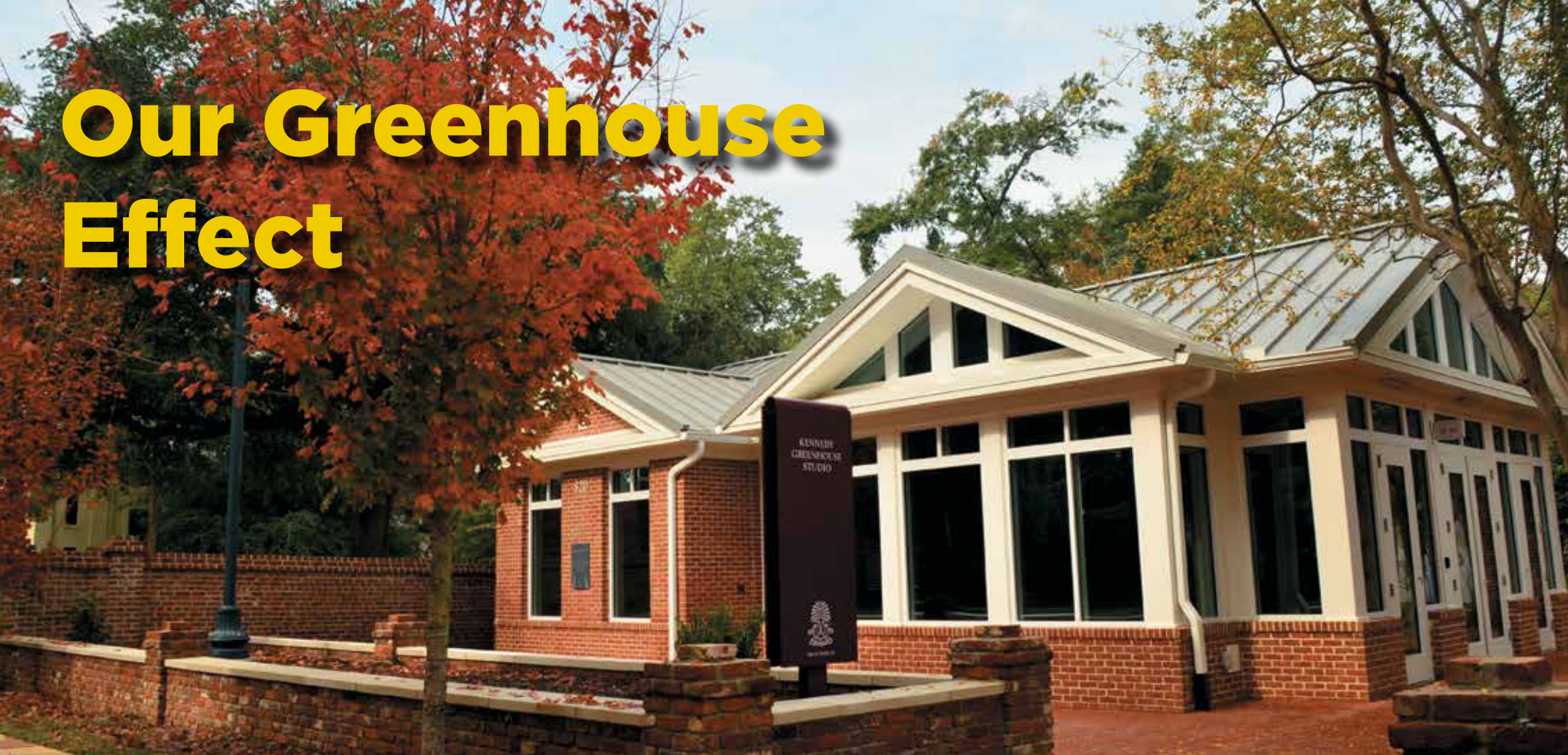
Public relations student Alexandra Solomon says, "I definitely feel better about being here. The new building has provided opportunities to form new relationships." She appreciates the new building because it provides good resources for all students. She has seen a significant increase in communication with professors. Even classmates are working together more to get their work done. "Not only are we putting our brains to good use in the new building, but we're getting comfy, too. There is an increase in mobility that seems to invite you to move around and get comfortable," Solomon said. "Comfort may increase productivity and commitment. Students can now kick back and relax in their workplace while building relationships with their classmates."

"The building has provided new opportunities to form new relationships and I think there is a spirit of collaboration that might have been missing, -Instructor Jeff Ranta

Instructor Gordon Humphries assists Charlotte Johnston in the lighting studio. Photo: Adam Collins



# Our Greenhouse Effect



Story by Jake Vitale

**M**ove over 30 Rock! The greenhouse studio at USC features mass communications students broadcasting live. This state of the art studio offers hands-on production experience while fellow classmates watch. As a 1984 graduate, I am so proud and excited to see the "action" begin. Use this studio to broadcast innovation and creativity to all.

- Lou Kennedy

These words are engraved on the Kennedy Greenhouse Studio, the School of Journalism and Mass Communications' new, high-tech broadcast studio.

The glass-box greenhouse, adjacent to the new J-School

building, is similar to the studios seen on morning television news shows. The studio provides a real life experience for students. Senior broadcast students will produce daily news segments in the greenhouse as part of their Carolina News broadcasts. Student organizations, like Student Gamecock Television (SGTV), will also use the space. On Monday, Nov. 16, SGTV produced the first live, student broadcast from the greenhouse.

The greenhouse was completed in late summer and features a broadcast studio, a control room, an office and a dressing room. The greenhouse connects to the main control room in the new J-school building, which connects

to University Technology Services in the USC School of Law. From there, signals go to ETV, which can transmit to almost anywhere, making the greenhouse studio USC's televised link to the world.

Construction of the studio was made possible by a \$1.5 million donation from Lou Kennedy, a 1984 alumna of the J-school and President and CEO of Nephron Pharmaceuticals, headquartered in Orlando, Florida. In 2010, Lou and her husband, Bill, donated the funds for the Kennedy Pharmacy Innovation Center at the university's College of Pharmacy.

"As an alumna of the journalism school, I felt it was important to give back to the place that gave me a foundation for success,"

said Kennedy. "I envision the studio being the hub of information exchange for the university. I hope to see students learning from one another and sharing ideas to become better journalists."

The J-school hired Britt Hogg this fall as the greenhouse studio's operations manager. For the past 10 years, Hogg was the audio visual manager at the Columbia Metropolitan Convention Center. "This is an exciting time to be at the J-school, and I am honored to be a part of it," Hogg said.

The greenhouse will not only serve broadcast journalism students. It is designed to be a hub for broadcast communications from USC and Columbia. "I want the greenhouse to be used, not only by students, but extend to people in

the community as well. It is a beautiful space that needs to be enjoyed by all," said Kennedy. That can range from USC President Harris Pastides to all the presidential candidates who will be in Columbia for the South Carolina primary in February.

Kennedy looks forward to sharing her gift with current and future students. "It is even better than I dreamed when we first talked about it. It is fabulous that we did not take away from the surrounding gardens and the fact that this was originally a greenhouse," she said.

"The new home for the School of Journalism and Mass Communications is a state of the art reflection of what can be achieved. The students today are our future leaders."



Donor Lou Kennedy at the greenhouse studio.  
Photo: Adam Collins



# Davis College



## Passionate Platform

*ALISE President brings international spotlight to the School of Library and Information Science.*

Story by Cassie Jenisek

**D**r. Samantha Hastings carries more titles than you can reasonably fit on a business card. She is director of the School of Library and Information Science, associate dean in the College of Information and Communications and current president of the Association for Library and Information Science Education (ALISE).

Her role in ALISE raises the stature and recognition of SLIS and its director among North American schools of library and information science education.

As ALISE president, Dr. Hastings is responsible for organizing the annual conference program, which serves as a platform for presentation of research, ideas, grants, and the ALISE membership's expertise.

"The opportunity to talk on a national forum about the quality of our school and our students came through the ALISE presidency," Dr. Hastings says.

The 2016 annual conference, which will be held January 5-8 in Boston, is titled "Radical Change: Inclusion and Innovation." ALISE members will explore inclusive practices and innovative strategies in teaching and research, with special interest in cultural diversity, digital societies, intellectual freedom, social justice, and international resources.

Alongside Dr. Hastings' presidential initiatives, Dr. Elise Lewis, a SLIS assistant

professor, is in charge of a program at ALISE called the "unCommons." According to ALISE, "the unCommons is a gathering point where colleagues and contemporaries can share ideas, brainstorm and network, meet

*"We do research that changes people's lives."*



for an impromptu presentation, hold a one-on-one meeting, or engage in a lively debate."

"Networking and learning doesn't always have to happen in a formal environment," says Dr. Lewis.

SLIS faculty contributions at the national and international level show a significant dedication to the field of library and information science education. Dr. Hastings says, "The passion for what we do is what makes me excited to walk through the doors of Davis (College) every morning...We do research that changes people's lives."



*Left: Hastings in front of Davis College. Photo: Alison Moons*

*Top: Hastings small personal library in her office. Photo: Cassie Jenisek*

*Bottom: Hastings' office houses a wonderful array of collectables and artwork. Photo: Alison Moons*

# BEYOND

## "AIDS In The End Zone"

Story by Rachel Bandman



Left: Dr. Karen Gavigan stands on top of Table Mountain.



Right: Dr. Kendra Albright poses at Table Mountain.

In July 2016, South African teen literacy book clubs will be given an opportunity to write, design and publish a graphic novel to teach other young adults in their area about the dangers of HIV/AIDS.

School of Library and Information Science professors Dr. Kendra Albright and Dr. Karen Gavigan will team up with the Project for the Study of Alternative Education in South Africa (PRAESA) to give teens this chance.

PRAESA, an independent research group affiliated with the University of Cape Town, reached out to Dr. Albright and Dr. Gavigan during their conference trip to Cape Town this past summer. The organization specifically is interested in conducting research that contributes to the development of education

for the literacy of South African children.

In 2014, the two SLIS professors created a graphic novel, *Aids in the End Zone*, from their academic research on teen well-being in South Carolina. Dr. Gavigan has spent a majority of her life's research working with graphic novels and experimenting with their story-telling ability.

"Graphic novels are a format, not a genre," said Dr. Gavigan. "They encompass many genres."

Working with a group of young men attending high school in a South Carolina juvenile justice facility, the professors used the graphic novel to advocate a "teens-educate-teens" teaching style. The story of *Aids in the End Zone* was written by the incarcerated teens.

Subsequently, the

professors found that not only did South Carolina and North Carolina teenage students prefer *Aids in the End Zone*, but the teens also experienced greater gains in knowledge by reading the entertaining, fictional graphic novel than by reading materials distributed by the federal Centers for Disease Control.

Then came a trip to South Africa, where Dr. Gavigan and Dr. Albright were invited to speak and present their research at an International Federation of Library Associations and Institutions (IFLA) conference in Cape Town.

Through USC's Walker Institute of International and Area Studies, the two received a Faculty Research Grant for \$3,000 that helped pay for the trip to Cape Town. Dr. Albright also received funding from

*Libri: International Journal of Library and Information Services*, working as Editor-in-Chief of *Libri* for a year.

The idea for a South African version of *Aids in the End Zone* emerged from the conference. The two professors and PRAESA are currently seeking funds for the return trip. The story will be created and told by PRAESA's book clubs, just as the incarcerated youth in South Carolina had the opportunity to do, but it will be unique to the African culture.

"Kendra and I are delighted to have the opportunity to collaborate with the PRAESA staff and a graphic illustrator to create a graphic novel on HIV/AIDS prevention with South African teens," said Dr. Gavigan.

"This partnership will enable us to fulfill one of our project goals of conducting our research in Africa, the continent that has the highest HIV/AIDS rate in the world."

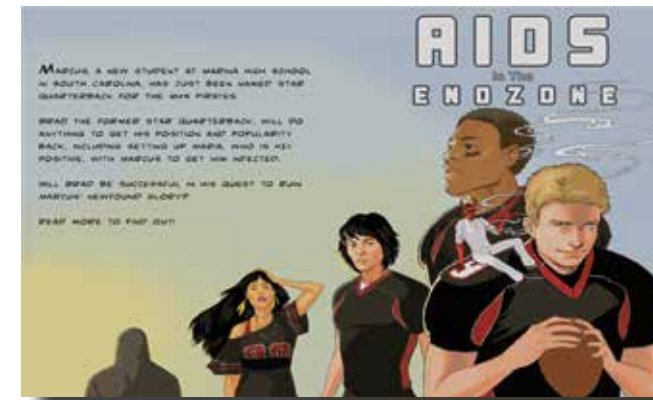
Their initial research proved successful and secured interest from PRAESA. Now, secondary research, or what Dr. Karen Gavigan and Dr. Kendra Albright call their "Phase Four," is expected to replicate the program's success internationally and foster organizational relationships between two universities.



Dr. Kendra Albright took a picture of a Nelson Mandela statue while exploring in Cape Town.



Downtown Cape Town, South Africa. Provided Photos



### WHAT IS A GRAPHIC NOVEL?

A graphic novel resembles a comic book and uses a combination of text and sequential art to tell a story. However, graphic novels are book-length works and may take the form of fiction or nonfiction.

Will Eisner, often called The Father of the Graphic Novel, refers to this type of work as, "A long comic book that would need a bookmark."



# Carolina's Cross-Cultural Convergence



Story by Jackson Filyo

Last summer, two South Carolina professors created and executed an innovative and culturally inclusive study abroad program that changed the perspectives of the students who participated.

In just 26 days, they and eight School of Journalism and Mass Communications students interacted with Chinese students in and out of the classroom, produced a number of culture-based multimedia projects and found friendship thousands of miles away from home.

Senior Instructor Scott Farrand and Dr. Ran Wei, both School of Journalism and Mass Communications faculty, led a group of multimedia students on a trip to Tianjin Normal University, seeking to

capture and tell stories unique to that region and culture.

The trip was anything but an on-the-bus, off-the-bus experience, and the Chinese hosts' hospitality made the program all the more rewarding for the South Carolina students.

Prior to the trip to China, Farrand had extensive experience in educational programs around the world, traveling to or collaborating with educators from Germany, Dubai, Russia, the Netherlands, Argentina and Malawi. Rather than simply adding to the list of countries he had visited, Farrand wanted to innovate, change the way educators looked at international study, and leave a unique footprint.

Dr. Wei, an accomplished

researcher of Chinese multimedia, worked with his connections to make sure this trip was unique, giving students access to experiences not available through standard study abroad programs.

Farrand challenged his new Chinese partners: "Why don't we do something we've never done before? Why don't we bring our students together to do something? What if we make the exact same class for both sides? Our faculty will teach part of it. Your faculty will teach part of it. It will be as if it's one class. We'll just have people from two sides of the planet working in the same class."

The SJMC contingent departed on June 1. From the trip's inception,

the faculty at Tianjin Normal University were overwhelmingly accommodating, providing students with dining cards and proper housing arrangements.

Now settled in their temporary home, it was time to get to work.

"When I first got there, I was hoping to have maybe one or two professors who would help us," said Farrand. "By the time I laid out the plan for the program, I had six or seven professors who wanted to be a part of it."

Their enthusiasm, however, paled in comparison to that of the students. Within days of their arrival in China, South Carolina students were invited to play basketball, have lunch and go out at night with their Chinese counterparts. The South Carolina students, now without their Facebook, Twitter and Instagram, joined Chinese social media to connect with their new friends.

"I knew we hit it out of the park," said Farrand. "They appreciated it."

"I really enjoyed seeing their way of learning compared to ours," said sophomore broadcast major Andrea Esselman. "Maybe it was just the particular group of students I was with, but it surprised me how incredibly dedicated they were to the project. We would ask for a vague type of interview, and

they would come back the next morning with two interviews set up for that day and a whole day trip planned out."

There were challenges, no doubt. But the most rewarding portions of the trip came from overcoming those and finding a way to grow closer to new culture.

"Despite the language barrier and the different customs, it was easy to forget I had left America," said Esselman. "Before the trip, I assumed I was going to the world of Disney's *Mulan*, with traditional Chinese architecture, clothing styles, and social customs. While I was there, I saw skyscrapers, bustling modern cities, modern fashion, and the most up-to-date technology. At the end of the day, we really are not that different. That was very humbling for me."

Xiangqi, or Chinese Chess, was the focus of one of the multimedia projects. Students went straight to the streets to document the game's prevalence in the country's culture.

"The Chinese students helped us find chess players to interview, including old professors and a professional player," said Esselman. "We spent a good amount of time out on the streets talking to people who were playing. When we came home, we put together a video that gave an overview of how the game works and what its place is in society today."

Right: Rachel Hansford (front), August Bauknight (center) and Jennison Jenkins doing handstands on a portion of the great Wall of China, north of Tianjing, China. The entire group spent five hours at the wall as they climbed over 4,000 steps of the wall that day.



Even the president of Tianjin Normal University sat in on class sessions, spending time with each bicultural group in their final days together. Even more apparent were the emotions of the students, who were brought to tears at departure time.

"My little world has gotten a lot bigger, and my mind is much more open," said Esselman.

Farrand hopes educators will see this program as an example of the opportunities that come from cultural convergence and students will be inspired to take more chances.

"Most students pick the safe abroad program," said Farrand. "You can try something really different and that is what college is all about - trying something different. It serves as an inspiration to the other students."

*"You can try something really different and that is what college is all about - trying something different."*

- Scott Farrand

Top: An autism center staff person working with one of the children in Tianjin, China.

Bottom Left: A group of elder men in Tianjin, China playing Chinese Chess. Photo: Wyatt Alsbrook, an English major.

Bottom Right: The mother of the store owner demonstrating to the class how to properly fold a Chinese dumpling. Photo: Scott Farrand





## 2015 Alumni Awards Dinner: Creating a Legacy

Story by Cassie Jenisek and Jake Vitale

### OUTSTANDING YOUNG ALUMNI:

Presented to graduates who have completed school within the past 10 years and have demonstrated professional accomplishments early in their careers.

### \*DISTINGUISHED ALUMNI:

Presented to graduates who have completed school more than 10 years ago and whose careers represent significant professional achievement.

(Pictured Left-Right)

### MADDY FOUST KASSEL, '08

Associate Producer and Director at ESPN

### \*VICKY FREE, '92

Executive VP, Chief Marketing Officer at BET Networks

### DREW BROOKS, '07

Military Editor at The Fayetteville Observer

### CAROLINE LOVE, '06

VP of Operations at Hampton Creek

### \*KELLY DAVIS, '98

Director of PR at Riggs Partners

**B**ET Executive Vicky Free returned to campus to take home a distinguished alumni award and to announce the endowment of a new scholarship.

Free is Executive Vice President and Chief Marketing Officer for BET Networks. She announced her commitment to support the journalism school with a scholarship to be awarded to minority students planning to major in journalism. Free said the scholarship would be “for minority students who are much like me, who didn’t necessarily see themselves in these roles but had enough faith and vision to believe it was possible.” She also thanked her family and her J-school home for helping her “redefine what success looks like in my life.” She said the journalism school was “the foundation of any success I’ve ever achieved...but not everyone can say that and we should never take that for granted, and I don’t.”

Free was one of five School of Journalism and Mass Communications alumni honored in the first awards dinner held in the new journalism school building.

The honorees for significant professional achievement were Distinguished Alumni Kelly Davis and Vicky Free and Outstanding Young Alumni Drew Brooks, Maddy Foust Kassel and Caroline Love.

Kelly Jackson Davis, PR Director at Riggs Partners in West Columbia, S.C., uses her award-winning PR expertise to help nonprofit, public health and philanthropic organizations. Notably, Davis was a consultant to the Campaign for Tobacco-Free Kids and the South Carolina Tobacco Collaborative. She managed media relations and public affairs for a campaign that increased South Carolina cigarette tax with the end goal of reducing youth tobacco use.

Davis said it is “humbling to be considered in the company of people I looked up to...amazing professors and incredible mentors.” She remarked that the new building is more than a thoughtful design. “It’s not just that it’s beautiful...it’s the commitment the college has made to providing better opportunities for students.”

Drew Brooks received his award for his work as Military Editor for *The Fayetteville Observer*, which covers Fort

Bragg, one of the nation’s largest military bases. He also reported for the newspaper on U.S. combat operations in Iraq and Afghanistan.

Maddy Foust Kassel is an associate director for ESPN and has been nominated for two Sports Emmy Awards. A former broadcast major, Kassel returns to campus frequently to speak with students about what the industry is like and to offer advice.

Caroline Love is Vice President of Operations for Hampton Creek, a San Francisco technology company specializing in healthy and sustainable food. Love thanked professors who made an impact on her life. “Being back here tonight has me thinking about the power of an educator.” She said, “Thank you for inspiring your students every single day and thank you for inspiring me ten years ago.”



SJMC professor, Dr. Shirley Staples Carter, introduced Vicky Free '92, one of the two recipients of the SJMC's 2015 Distinguished Alumni Award. Photos: Cassie Jenisek

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#uscjschool #NewHome

Can you spot where these images live in the new School of Journalism and Mass Communications?



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**Augusta Baker Chair**- Children, Libraries and Literacy Initiative  
**Cocky's Reading Express**- Center for Children's Books and Literacy  
**Dean's Circle**- To meet immediate needs of the College  
**Scholarships and Fellowships**

### ELIZABETH QUACKENBUSH

Senior Director of Development  
elizaq@mailbox.sc.edu

### KATIE BULLARD

Assistant Director of Development  
kbullard@mailbox.sc.edu



# ALUMNI NOTES

## 1970s

**Hitt, Bobby**, BA, 1973, was named to the *Free Times* list of the 50 most powerful people in Columbia.

**Monk, Fred**, BA, 1971, is the president of ECI/Find New Markets in Columbia.

**Peterson, Richard**, BA, 1976, has been appointed president and CEO of the Lake Murray Chamber of Commerce.

## 1980s

**Bell, Anthony, BA**, 1980, is director of human resources for the County of Spartanburg, S.C.

**Carlson, Beverly (Gulledge)**, BA, 1984, has joined Physicians Mutual in Omaha, Neb., as director of corporate communications and brand management.

**Koroncok, Christine (Parnell)**, BA, 1980, is a marketing strategist and communications leader for Aflac in Columbia.

**Hill, Mary Beth (Meehan)**, MMC, 1987, is chief communications officer for Lexington County (S.C.) School District One.

**Hostetter, Heidi (Rodermund)**, BA, 1986, has published her debut novel, *The Inheritance*. It is a finalist for women's fiction in the Pacific Northwest Writers Association Literary Contest. *The Inheritance* is a story of three estranged sisters who jointly inherit a beach house from a relative they don't remember, in a town they've never been to.

**Nicholson, Michele**, BA, 1984, has joined the Okaloosa County (Florida) Sheriff's Office as public information officer.

**Rhodes, Gwen**, BA, 1983, is owner of WriteCraft in Jacksonville, Fla.

## 1990s

**Huggins, Melanie**, MLIS, 1995, was named to the *Free Times* list of the 50 most powerful people in Columbia.

**Kennard, Lorene**, MLIS, 1999, is director of the Morris Area Public Library in Morris, Ill.

**McCarthy, Gayle**, MA, 1999, is a freelance travel writer in Chatham, N.J.

**McLemore, Marian (Douglas)**, BA, 1994, won a gold award from the National Rural Electric Cooperative Association in Best Event for Bright Ideas Prize Brigade. She also won a first place award from the Cooperative Communicators Association in Miscellaneous Print for Flint Energies History Wall.

**Shea, David**, BA, 1992, has been named a Fellow in the American Academy of Matrimonial Lawyers.

**Thomas, Carmen (Harper)**, BA, 1999, has been appointed to a three-year term on the University of South Carolina Board of Visitors. Thomas is a partner in Nelson Mullins Riley & Scarborough's Columbia office.

## 2000s

**Bajan, Justin**, BA, 2005, a senior copywriter for The Martin Agency in Richmond, Va., won a Silver Titanium Cannes Lion for his company's Benjamin Moore advertisement.

**Bristow, Brook**, BA, 2003, was named to the *Free Times* list of the 50 most powerful people in Columbia.

**Burrell, Jonah**, BA, 2004, is account management director for Vevo in New York, N.Y. He leads the U.S. account management team to ensure that clients' campaigns successfully achieve their goals and objectives. Vevo music, culture and growth are also essential to his leadership.

**Coats, Ami (Tadlock)**, MMC, 2001, is a Leadership South Carolina Class of 2015 graduate.

**Drummond, Steven**, BA, 2001, is director of communications for Carolina Panthers NFL in Charlotte, N.C.

**Farquhar, Loren (Nix)**, BA, 2004, is director of public relations and marketing for Adventist HealthCare Shady Grove Medical Center in Rockville, Md.

**Folks, Andrew**, MMC, 2003, is the existing industry and business manager for South Carolina Power Team in Columbia.

**Jamieson, Kim**, BA, 2006, MMC, 2008, has been named to the *Free Times* list of the 50 most powerful people in Columbia. She is also a Leadership South Carolina Class of 2015 graduate.

**Kidd, Aaron**, BA, 2007, is editor for *Stars and Stripes* in Tokyo, Japan, and serves as deputy bureau chief for the Pacific region.

**Kitick, Valene (Sims)**, BA, 2007, MMC, 2013, is owner of VK Creative, a graphic design, branding and web design company.

**Love, Caroline**, BA, 2006, is vice president of operations

for Hampton Creek in San Francisco, Calif.

**Marshall-Green, Taylor**, BA, 2001, is supervising producer on numerous reality television shows, including Animal Planet's "My Cat From Hell" and Spike's "Catch a Contractor."

**McTeer, James**, MLIS, 2008, won the 2014 South Carolina First Novel Prize for his book, *Minnow*. McTeer is a school librarian in Columbia.

**Molleda, Juan-Carlos**, Ph.D., 2000, has been selected as one of four 2014-15 University of Florida Doctoral Dissertation Advisor/Mentoring Award winners, honoring excellence in doctoral mentoring. Molleda is the Public Relations Department Chair at the University of Florida.

**Moton, Kenneth**, BA, 2004, has joined ABC news in Washington after four years at ABC affiliate WPVI in Philadelphia.

**Needham, Nicholas**, BA, 2009, has joined Charlotte Douglas International Airport as community and public affairs manager. He handles media relations, social media, internal/external publications, community and educational outreach, and airline partnerships.

**Roberts, Linda Estridge**, MLIS, 2004, has retired from New Heights Middle School in Chesterfield County School District, where she worked as a media specialist for the past 10 years. She will continue to work in a new district. Roberts remarried last year after being widowed in 2012.

**Rourk, Shawn**, BA, 2006, is a designer/producer with Amazon.com in Seattle.

**STRICKLAND, DARCI, BA, 1997**  
Strickland was honored with a Sigma Delta Chi Award in Television Journalism. Strickland and two other reporters were recognized for their story, "SCDSS: The System Failed."



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**Weaver, Dorothy**, MMC, 2000, has been appointed deputy director of communications and marketing for the state Department of Employment and Workforce.

**Wolfe, Wes**, BA, 2005, is a staff writer at *The Free Press* in Kinston, N.C.

## 2010s

**Burke, Leacy**, MMC, 2015, has been promoted to communications director for U.S. Congressman Joe Wilson in Washington, D.C.

**Concepción, Beth**, Ph.D., 2011, was one of six members of AEJMC (Association for Education in Journalism and Mass Communication) to be selected to participate in the 2015-16 Scripps Howard Foundation Visiting Professors in Social Media Program. Concepcion will fulfill her grant at DigitasLBi in Chicago this summer. She is dean of the School of Liberal Arts and chair of the writing program at Savannah College of Art and Design in Savannah, Ga.

**Dawsey, John**, BA, 2012, has been named to *City and State's* 2015 40 Under 40 Rising Stars list for New York City. Dawsey is a reporter for *The Wall Street Journal*, covering New York City Hall for the Greater New York team.

**Doty, Haley**, MLIS, 2012, has been elected the 2015-16 President of the SC Coastal Chapter of ARMA (Association of Records Managers and Administrators). She was also selected as an Education Monitor for the 2015 ARMA Conference in Washington, D.C.,

in October and awarded a Education Reimbursement Scholarship from the ARMA International Educational Foundation.

**Drowne, Annie**, BA, 2014, has joined Vineyard Vines in Stamford, Conn., as public relations and social media coordinator.

**Haight, Matthew**, Ph.D., 2014, is an assistant professor of journalism at the University of Memphis.

**Huggins, Jessica**, BA, 2010, has joined accounting and consulting firm, WebsterRogers LLP, as marketing manager of the firm's Florence headquarters.

**Keefer, Melissa**, MLIS, 2015, is a library media specialist with Fort Mill Schools.

**Khurshudyan, Isabelle**, BA, 2014, is a reporter for the Washington Post covering the Washington Capitals professional hockey team.

**McGee, Ashley (Randall)**, BA, 2010, is a marketing and digital media coordinator for KION North America in Summerville.

**Owens, Sally, BA, 2012**, is an administrative/marketing assistant with Perkins+Will Architects and Planners in Charlotte, N.C.

**Sargent, Naomi**, BA, 2012, has joined the Spartanburg Area Chamber of Commerce as college town and quality of place director. She will work to further the activities, impact and visibility of

Spartanburg, and position and market its quality of life to future employees, students and residents.

**Sutton, Patrick**, BA, 2013, has been promoted to Vice President at Paragon Public Relations, a financial communications firm based in Hoboken, N.J.

**Thickens, Emily**, BA, 2015, is a program specialist for Camp Henry in Newaygo, Mich.

**Trusty, Meggie**, BA, 2013, is an executive assistant for the Office of Congressman J. Randy Forbes in Washington, D.C.

**Wenum, Bella**, MLIS, 2013, has joined Colonial Life in Columbia as an information architect.

**Westbury, Anna**, BA, 2012, has joined the University of South Carolina's Office of Undergraduate Admissions' marketing team, where she creates marketing materials and publications for the incoming freshman class. She also does freelance work through Feather + Fern, her personal graphic design company.

## BENSON, SARA (RYMER), BA, 1991

Benson is the lead buyer for metalworks, the largest volume of components for Westinghouse Electric Columbia Nuclear fuel fabrication facility. She is the 2015 committee chair of community relations for the Columbia chapter of NA-YGN (North America Next Generation of Nuclear), a member of Columbia chapter of WIN (Women of Nuclear), and a member of the Westinghouse Columbia Recycling and Sustainability Team. Sarah earned the Wood Badge, the Boy Scouts of America's highest adult leadership training, in 2014, and served on the staff of the 2015 Wood Badge course. She is an advisor for the BSA Venturing crew, a co-ed adventure youth group for ages 14-21. Her oldest son will attend USC next fall.

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