

InterCom

Spring 2012

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



Picture This!

See Dean's Annual Report, Page 15.


Congratulations!

Student and Alumni Awards

The best and brightest students in the College of Mass Communications and Information Studies were recognized at two ceremonies in April. Students, faculty, family and friends assembled to celebrate noteworthy student achievement in the past year.

communications, print journalism, electronic journalism and mass communications. Students were also recognized as honor graduates and Kappa Tau Alpha honor society initiates.

The School of Journalism and Mass Communications held its annual Honors and Awards ceremony at Rutledge Chapel to recognize outstanding seniors in advertising, public relations, visual

The School of Library and Information Science presented awards to exceptional undergraduate and graduate students, as well as an alumnus, at its annual Deans' and Directors' Lecture in the Hollings Library. 

SCHOOL OF LIBRARY AND INFORMATION SCIENCE



Meredith Keeter
William M. Trafton III
Outstanding Student
Award for Leadership



Sarah Barry Gough
Wayne S. Yenawine
Distinguished Student
Award



Jack Bryan
John N. Olsgaard
Distinguished Service
Award



W. Brad Lajeunesse
F. William Summers
Outstanding Alumni
Award



Karen Miller
Robert V. Williams
Graduate Student
Research Award

SCHOOL OF JOURNALISM AND MASS COMMUNICATIONS



Matthew McLaren
Outstanding
Advertising Senior



Christina Galardi
Outstanding Public
Relations Senior



Anna Hodgson
Outstanding Visual
Communications
Senior



Angela Padgett
Outstanding Electronic
Journalism Award for
Leadership



Michael Wadsworth
Outstanding Electronic
Journalism Award for
Leadership



Lauren Hinnant
Outstanding Electronic
Journalism Award for
Reporting



Jade McDuffie
Outstanding Mass
Communications
Senior



Ryan Quinn
Print Journalism J.
Rion McKissick Award



Joshua Dawsey
Print Journalism
George Buchanan
Award



The Business Journalism Initiative



SLIS Ph.D. Graduates Walk On Water



Invigorating Brands: The Charney Way



InterCom Spring 2012



Dean's Annual Report



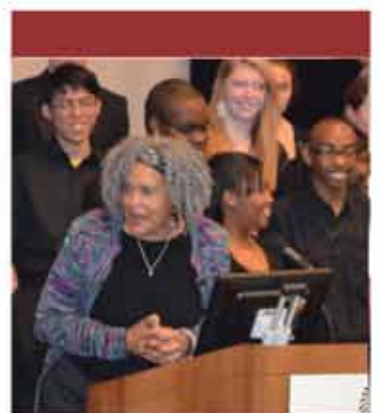
Cocky's Reading Express Update



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Civil Rights Activists Reunite



ON THE COVER:
Broadcast student Carlos Villalobos reports in front of a composite of SJMC's future greenhouse television studio.



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

Essential Partnerships

Libraries and museums are the storytellers of our culture. Their value to our society is unique and more precious than gold. If you imagine a society without these cultural institutions, it may remind you of a scene from a Cormac McCarthy novel: bleak, desolate and hopeless. There would be no great collections, no freedom to read, no story-telling, no shared, common experiences, no life-long learning resources, no “free to all” philosophy, no sense of place and beauty.


Even more dramatic in our current economic reality would be the loss of economic development that our libraries and cultural institutions bring to a community. In 2009, some 77 million people used library computers and cited education, workforce and health issues among the most frequent searches (2012, *Creating a Nation of Learners: Strategic Plan 2012-2016*. Washington, DC: Institute of Museum and Library Services.) Without libraries, there would be no assistance for finding electronic tax forms or filing electronic returns, no assistance with finding a job or learning new job skills, no hope of getting reliable information about health issues.

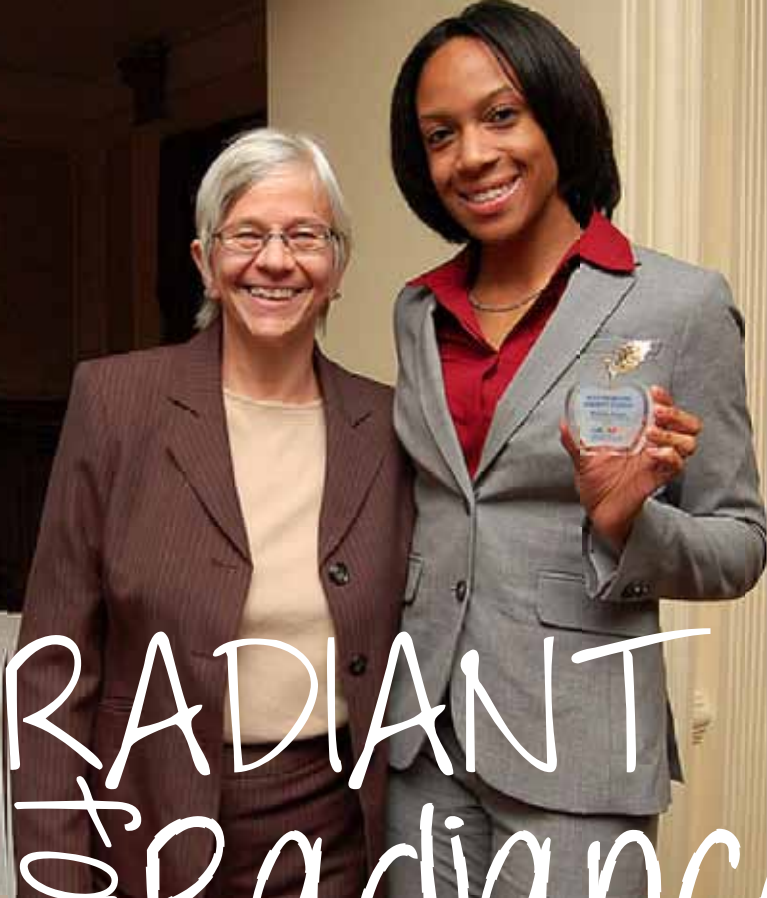
As important as these economic services are, perhaps the most dynamic role that libraries play is to support individual learning and help students stay in school by keeping up their reading levels. We know if students get to a fourth grade reading level on pace, they have a better chance to graduate from high school and continue their education. Next time you are at your library, check out the children’s room or programming for children. They do it all! In South Carolina we are fortunate to have the State Library committed to support summer reading programs. One thing we have learned is that it takes all the resources available to raise a reader. We treasure our partnerships with all the groups that help on this mission, this race to read.

Our collective mission is to eliminate illiteracy in South Carolina by 2030 and we are partners with Central Carolina Community Foundation and a host of local organizations to make it happen. We also run the Cockey’s Reading Express™ program that has distributed more than 40,000 books to our preK-4th grade school children. Each of those children has given us a “Cockey Promise,”

a promise to read, in return. With funds from BP America, Cockey now has his own wheels and is ready to roll. See the story on page 18 for more details.

We also have support from many of you, as well as the Barbara Bush Foundation, Bi-Lo Charities, CCCF, SC Bank and Trust, Verizon and the Young Lawyers Division of the SC Bar Association. We continue to build a broad base of support as we expand our programming to include all types of literacies. We believe that economic success is dependent on finding necessary information and being able to use that information. Our programming focuses on financial, health and nutritional literacy and we plan to offer programs on media literacy and scientific/data literacy. See the articles in this issue on workforce development and our literacy initiatives for examples of good community outreach programs.

When I said earlier that it takes all the partners we can get, I also realize that in perpetuity, it is going to take leaders in our field who understand the importance of reading. In the School of Library and Information Science, we concentrate on the roles that our cultural institutions play in economic development. We have now graduated our first two Ph.D.s (story on page 8) and we hope to continue to graduate leaders for the next generation. We produce library and information professionals with the skills needed to build a literate, technology-savvy workforce through partnerships with national, state and local agencies. We prepare our graduates to be storytellers and archivists and catalogers and librarians beyond borders, in cyberspace and beyond. Our graduates are the next generation of leaders and I know they will continue to protect our cultural institutions, demonstrate the impact we have on developing a ready workforce, and continue to use literacy as the cornerstone of economic vitality. 



RADIANT of Radiance

By Colleen Schaal

“My endless perseverance and intense passion will always shine, never leaving me short of Radiance.” This was the tagline created by Radiance Basden, a student from the School of Journalism and Mass Communications and one of 50 students to receive this year’s American Advertising Federation’s Most Promising Minority Student Award.

The award distinguishes outstanding minority college students in the areas of advertising, marketing, media and communications.

The AAF Most Promising Minority Students program not only recognizes these students for their passion for advertising, but also creates opportunities for them to network with advertising professionals in a Recruiters Expo. Recipients of the award can talk directly with those already working in the industry and interview for internships and jobs.


At least one student from the SJMC has received the award each year since its creation in 1997. Professor Bonnie Drewniany, the faculty advisor for the AAF chapter at USC, has taken students to New York every year to attend the ceremonies and accept their awards.

Basden says this was a great opportunity for her to expand her knowledge of the advertising industry and to find a full time position for the future. She says it is an

honor to receive the award and be recognized nationally for her achievements and hard work.

That isn’t the only reason we’re radiant for Radiance, though. The senior advertising major and sport and entertainment minor from Greensboro, N.C. has many other accomplishments. She is a competing member of the USC varsity track and field team, the National Society of Collegiate Scholars, the Student Advertising Federation, and she also participates in Team Gamecock, the athletic department’s community service organization.

This wasn’t the first time Basden has been recognized on a national scale, either. She received both Home Depot’s Most Promising Minority Student Award and an Addy award for a Doritos commercial last year. She also interned with BBDO Atlanta, one of the nation’s top advertising agencies.

Basden’s tag line rings true in every aspect of her life. She has accomplished so much already, and she says she has only a few things left to achieve in her time left at USC: graduating with honors, qualifying for nationals in track and field, and securing a job before graduation. Her impact on the advertising industry is yet to be seen, but her future is sure to be radiant. 

Charles Bierbauer

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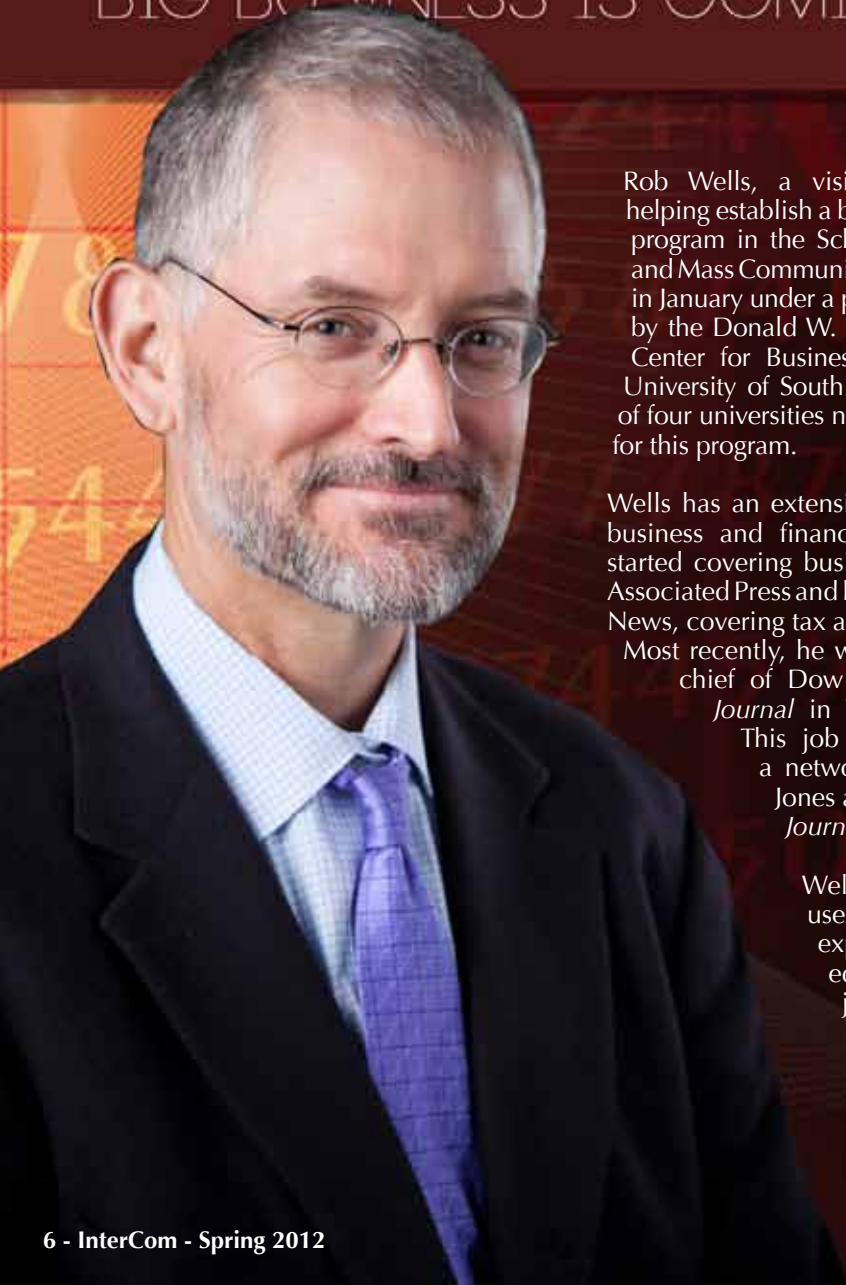
Jordan Osborne
Colleen Schaal

Graduate Assistant

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THE BUSINESS JOURNALISM INITIATIVE:

BIG BUSINESS IS COMING TO THE SCHOOL OF



Rob Wells, a visiting professor, is helping establish a business journalism program in the School of Journalism and Mass Communications. He arrived in January under a program sponsored by the Donald W. Reynolds National Center for Business Journalism. The University of South Carolina was one of four universities nationwide selected for this program.

Wells has an extensive background in business and financial reporting. He started covering business issues at the Associated Press and later for Bloomberg News, covering tax and banking policy. Most recently, he was deputy bureau chief of Dow Jones/*Wall Street Journal* in Washington, D.C. This job entailed building a network between Dow Jones and the *Wall Street Journal*.

Wells has decided to use his professional experience to educate aspiring journalists. He currently serves as adjunct professor at the University of Maryland in the Philip

Merrill College of Journalism. Due to his comprehensive portfolio as reporter and educator, the Reynolds Center selected him to assist with emerging business journalism programs.

Strong alumni and organizational support of the J-school helped secure the Reynolds Center's grant of \$50,000. Ken Baldwin gave the Baldwin Business and Financial Journalism Endowment Fund to the J-school in 2009. Baldwin is a 1949 alumnus, and it is his intention that the school becomes a force in reporting business at local, state and national levels. Baldwin said, "This visiting professorship is a tremendous opportunity for students and the community that will lead to synergy between the School of Journalism and the business school."

The Reynolds Center also considered another ongoing business journalism initiative at the University of South Carolina, the David J. Morrow scholarship. This \$90,000 gift from the Society of American Business Editors and Writers (SABEW) is dedicated to the memory of David Morrow, an alumnus of the J-school and business writer for *Fortune*, *The New York Times*, and *SmartMoney*.



JOURNALISM AND MASS COMMUNICATIONS.

By John Simmons

Wells taught two business journalism courses in the spring semester. One focused on the basic economic reporting issues, and the other examined the interplay between corporations and the media. Wells said, "These are small, intimate classes. The material is pretty challenging as these are pretty tough courses. The students have been getting into it quite a bit. They're looking at legal documents to find information and interpret the legal 'mumbo jumbo.'"

In addition to Wells' work in the classroom, he is trying to make this program sustainable. The journalism school is collaborating with SCETV to launch a new business journalism news program as part of the program's outreach to the community. This program, "Paydirt," will have a website and a radio program on SCETV Radio that will tap student interns. The program segments will range from a feature story, to a newsmaker interview, to a segment on financial literacy. This program is set to launch early in 2013. Tom Posey, director of public media for SCETV and a J-school alumnus, has been integral in launching this media program. He said, "I'm very optimistic it'll work out. Wells' business reporting experience paired with the experience

of our web developers can bring this together. If we can get some good underwriters, this will tie together and be a great program."


When this media program launches, it will be a major step in the J-school becoming a force in business journalism.

Robert Appel, director of marketing for the Darla Moore School of Business, worked with Wells to establish the synergy necessary between the business journalism program and the business school. Further coordination between the schools will create opportunities in the form of internships for students, expert content and story ideas from the business school for media outreach, and assistance in developing courses.

"In a lot of 'lay' media, business journalism is underrepresented," Appel said. "It's important to craft the message to show the effects business has on our daily lives. When I first met Rob Wells, I believed his knowledge and expertise would serve the university well in establishing this program and that he'd be a source of inspiration to his students in exploring opportunities in business journalism."

Wells described his time at the J-school. "It has been an excellent experience. The faculty has been supportive and go out of their way to help. I'm impressed with the knowledge and expertise this school has to offer its students."

Dr. Carol Pardun, SJMC director, and the faculty will determine the next step for the business journalism program. Wells established a network between the J-school and the Darla Moore School of Business to get this program running and worked with other key figures. These include Baldwin and Fred Monk, former president of SABEW, the men who have been the driving force behind this effort. Wells has provided the necessary tools for Dr. Pardun to further refine this new program.

The business journalism program will be the focal theme for this fall's media and convergence conference, an annual conference created by SJMC in 2002. The 11th Annual Convergence and Society Conference will take place Sept. 27-28. 

Walking on Water

By Meara Keegan

Six years, two students, countless faculty and staff, and plenty of blood, sweat and tears later and the moment finally arrived. In May, Dr. Clayton Copeland and Dr. Christine Angel became the first students to graduate from the School of Library and Information Science Ph.D. program. Dr. Samantha Hastings, SLIS director, jokes, "The requirements for completing this program are to first walk on water." For Dr. Copeland and Dr. Angel, though, this may not have been too far from the truth.

Starting a doctoral program and bringing it to fruition is a difficult challenge. Dr. Dan Barron, Distinguished Professor Emeritus and former director of SLIS, and Dr. Bob Williams, Distinguished Professor Emeritus, did the groundwork for the program. The first doctoral students were admitted to the program in 2007, the year after Dr. Hastings arrived.

It was fate that first landed Dr. Copeland in the Master of Library and Information Science program at the University of South Carolina. When she began to look at master's programs, memories of her own school librarians, Ellen Ramsey and Vicky Culbertson, flooded back to her. "They are both graduates of the MLIS program and always shared their love for the school and its faculty with me."

The school's reputation and academic rigor are what brought her into the MLIS program. While she was earning her master's degree, she says she "developed a deep respect and love for the school and its community." Her decision to continue her education in the new doctoral program came after forming a relationship with Dr. Hastings.

Dr. Copeland says, "I have such immense respect for our faculty and staff, and for Dr. Hastings. With great debt to her vision, we have a program that is incredible in every way." The doctoral program has provided great opportunities for Dr. Copeland and her peers. "We have attended and presented research at national and international conferences."

Dr. Copeland's dissertation, *Equity of Access to Information: A Comparative Exploration of Library Accessibility and Information Access from Differently-Able Patrons' Perspectives*, focuses on how consistent the availability of information is for differently-able compared to typically-able library users. Her research analyzes whether the information available to each participant is unbiased and equal. She has accepted a post-doctoral fellowship with SLIS, where she will work in the areas of program development and evaluation.

As a captain in the U.S. Air Force, Dr. Angel is no stranger to hard work. While she worked toward her doctoral degree, she also was an aircraft maintenance officer at Pope Air Force Base in Fayetteville, N.C. Although she planned to graduate from the program




Dr. Clayton Copeland and Dr. Christine Angel

last year, deployment with the military temporarily derailed those plans. While her dedication to the military delayed her completion of the program as planned, Dr. Angel has not wavered in her commitment to her career after graduation. She has accepted a faculty position at St. John's University in New York City.

Dr. Angel has a great passion for library and information studies now, but she first earned a Bachelor of Arts in anthropology and a Master of Science in instructional technology from East Carolina University, and then a Master of Science in library science from North Carolina Central University. Her first years as a doctoral student at USC brought some struggles, as "she had to find her footing," she says.

Dr. Angel considers herself an anthropologist with a passionate interest in semiotics and wanted to bring these studies to the world of library and information science. Her dissertation incorporated her fondness for anthropological studies, her passion for library and information science and her interest in Native American culture.

Dr. Angel's research, *A Comparison of Descriptive Tagging Practices by Library, Archive, and Museum Professionals using an Inter-Indexing Consistency Approach*, explores the descriptive tagging and online digital collections among information professionals working in library, archive and museum institutions. A website developed as part of her dissertation research allowed information professionals worldwide to view images of randomly selected digital artifacts, including some Catawba Native American artifacts, and describe those objects using descriptive tags.

The future of this program is bright. Another 10 doctoral students have entered the program since the original cohort. With less than eight percent of the U.S. population earning doctoral degrees, these students are truly in an elite club. For two of them, May 5 marked the beginning of their professional lives and their time to affect change. 

Preserving Social Media For The Future

By Libby Barger

"Who will preserve the current tidal wave of information and how will it be preserved?" asked Dr. Michele Valerie Cloonan at the 27th annual School of Library and Information Science Deans' and Directors' Lecture. The lecture was held in the Hollings Program Room in the Thomas Cooper Library on April 5. "It's not just bits and bytes that need to be preserved, but network dependencies. It is not just tweets that we need to preserve, but the context in which we tweet," she continued.

Dr. Cloonan, who is the dean and a professor at the Graduate School of Library and Information Sciences at Simmons College, asked more questions. What if you woke up tomorrow morning and all of your songs on iTunes were gone? What if there were no more pictures on Facebook, your Twitter account had vanished and all of your blog posts from the past year were nowhere to be found?

Before she answered those questions, she used Buddha statues and social media to discuss preservation "The aim of preservation is to maintain a work for as long as possible," she said. "Without preservation strategies in place, statues of Buddha survived 1,500 years. But without preservation strategies in place, digital media might last for only a handful of years."

The Taliban saw Buddha statues as shrines for infidels, and in 2011, the Afghanistan supreme court ordered all statues of the enlightened one to be destroyed. That, Dr. Cloonan said, was an attack against the globalizing concept of cultural heritage.

How can we preserve cultural heritage that is by nature ephemeral? There are multiple kinds of objects and their attending intangibles that must be preserved. Preservation efforts must address all kinds of objects and ideas. Likewise, preservationists must be imaginative, circumspect and adaptable.

Dr. Cloonan said the primary arguments for preserving cultural heritage are values based. "The ability of a thing or place to present the everyday human


experience of lived time needs to be recognized. What survives, what is forgotten and what is cared for and destroyed describes the lives that those creative works can have."

As for social media, she said, "A huge amount of digital text is being created today, and we will need archivists or some other stewards of information to decide what to keep, where to keep it, how to keep it and what to let go of."

Dr. Cloonan continued, "We also need to preserve information about user groups if we are to capture information about social networking sites or video games."

But preserving digital information has a host of problems, Dr. Cloonan said. Hardware and software become obsolete quickly and information is a commodity that can be monetized. While technical approaches to digital preservation will continue to be developed, other challenges may remain. For instance, she said, copyright laws are intended to limit what is accessible online. But in today's time, people frequently gather and copy information into a link and make it available to the general public without any consideration to copyright laws.

Preservation as a social process is something new in the preservation field. However, social preservation will soon be at the forefront of our digital preservation thinking. "Our actions or inactions today will determine our future preservation strategies. It is the values and the meaning that people attach to objects and places that are important to preserve. Should the past determine our restorative methods and should the present influence our restorative goals?"

Dr. Cloonan, who has been active in the preservation community for more than 25 years, said, "SLIS has great faculty and students. It is also a warm and caring community, and I am gratified I was asked to speak." 



Dr. Michele Valerie Cloonan





Will Bowen's Complaint Free World

By Lindsey Baumann
Design by Jordan Osborne

Will Bowen began his career working at small Columbia radio stations. Although it wasn't the most likely of beginnings, Will would one day come up with one small idea that has been changing the world in a big way, one less complaint at a time.

Could you go without complaining for a day? A week? Three weeks? Forever? Will Bowen can help you do that.

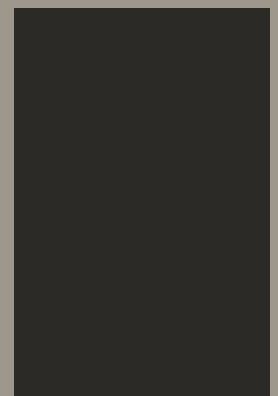
Bowen is a 1983 alumnus of the School of Journalism and Mass Communications, and he worked for many years at radio stations in Columbia. Although Bowen loved radio, he said that he felt a calling to become more of a teacher, which led him to pursue ministry. As the minister of Christ Church Unity in Kansas City Northland, he came up with a big idea to help himself and his congregation. He developed the Complaint Free Challenge, a program to help people stop complaining and live more positive and fulfilling lives.

The goal of the Complaint Free Challenge is to go 21 days without complaining. Bowen says it takes 21 days

to form a habit and participants of this challenge learn to make a habit out of not complaining. As part of the challenge, you wear a purple bracelet on your wrist, and when you complain you must switch the bracelet to the other wrist. The act of moving the bracelet helps to make you and others around you aware that you are complaining.

When you can go 21 consecutive days without moving the bracelet, you have completed the challenge.

After seeing the impact his program made in his life and within his congregation, he wrote, *A Complaint Free World - How to Stop Complaining and Start Enjoying the Life You Always*



Wanted. It was published in 2007. Bowen later wrote *Complaint Free Relationships - How to Positively Transform Your Personal, Work and Love Relationships*, published in 2009. Both are international bestsellers.

The author inspired our class to try his complaint free challenge. He sent us all bracelets and a DVD, which explains how the challenge works and how it will improve our lives. After the first week of the challenge, I have not been able to go a full day without moving my bracelet but I am not giving up! Classmate Bo Wood says, "As a busy college student, it's hard not to complain about assignments and tests, but after starting this challenge, I've found it easier to study and do my homework."

The Complaint Free Challenge, which started as a local mission, has now spread to almost 10 million people in 106 countries. Bowen and his Complaint Free Challenge have been fea-

tured on Oprah, NBC's Today Show, The ABC Evening News, CBS Sunday Morning and Fox News. Stories about the Complaint Free Challenge have been published in *The Wall Street Journal*, *Newsweek*, *People* magazine and the *Los Angeles Times*. Bowen says he thinks that his broadcast classes at the journalism school prepared him for these live television appearances.

One person's idea can make a difference all around the world. Bowen says he has seen his program make a positive impact on people of all ages, from first graders to those in retirement communities. The idea behind this program is that changing the way you speak will also change the way you think.

Bowen cites Charles Darwin, who said, "The highest possible stage in moral culture is when we recognize we ought to control our thoughts." Focusing on solutions instead of problems and learning to live with things you cannot



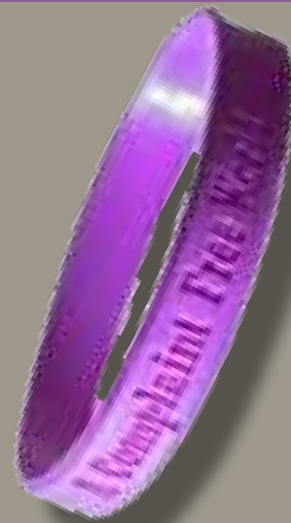
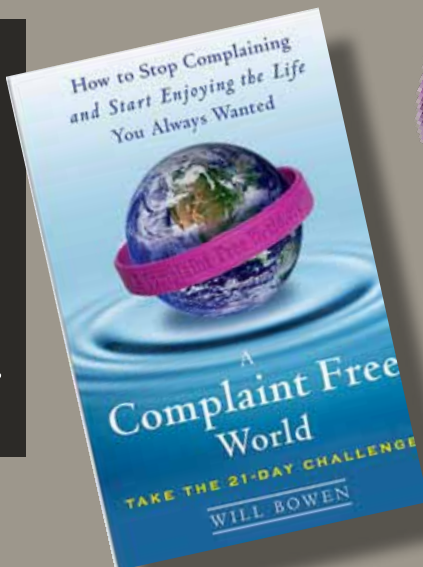
change will make you a happier person overall, Bowen says.

Bowen says he would love the chance to come back to visit his alma mater and reach out to current students. [ic](#)

Can You Make it 21 Days Without Complaining?

challenge Yourself:

read the book



wear the bracelet



be happy



Invigorating Brands - The Charney Way



By Brittney Shull | Design by Colleen Schaal

Photos courtesy of Progressive



Journalism alumnus Jeff Charney's life and times are as eclectic as Oprah, The Simpsons, QVC, Sundance Film Festival and Flo. Flo? She's the sassy spokeswoman for Progressive who may have enticed you to switch insurers.

Over the past three decades, Charney has earned a reputation as a forerunner in nontraditional marketing for companies around the US. His creativity has accumulated more than 50 awards, including his most recent, Brand Genius: Marketer of the Year award from Adweek for Progressive Insurance.

Charney is chief marketing officer at Progressive where he leads marketing and communications efforts. His department's goal is to "out-create rather than out-spend in a corporate environment."

Even in high school, Charney saw life and opportunities differently from his peers. When running for student government, Charney took an unusual approach. On the walls of Palmetto High School in Williamston, S.C., posters read "Keep Charney off the streets!" He captivated his classmates and realized the power of a creative, organized campaign.

Charney knew his next step was to attend USC and study journalism. "USC was a blank canvas for me and I was involved in everything." He was entertainment editor for *The Gamecock*, joined PRSSA, served in student government, and participated in intramurals – pretty much everything USC had to offer.

He also connected with faculty members including Jerry Jewler, who taught him Creative Strategy in Advertising. Charney said, "Jerry knew I had something special and made me feel like I was something special." Charney often could be found at family functions with Jewler, his wife, Belle, and their children.

"More than his academic work – which was impressive – I think of Jeff as one of the most outgoing and faithful students I've ever had," Jewler said, "Jeff was always – and still is – full of ideas. He drew friends like a magnet with his friendly nature and enthusiasm."

When he graduated from USC in 1981, Charney began a master's program in journalism at The Ohio State University.

After graduating a Buckeye, Charney began revolutionizing companies both large and small with his inventive marketing strategies. "People have always taken chances on me," he said. And he has delivered remarkable results to the people who have taken those chances.

Charney worked as senior vice president of marketing and communications at Los Angeles-based Kaufman & Broad, now KB Home. During his stint, Charney flexed his creative muscle and received national acclaim when he commissioned the building of a life-sized replica of The Simpsons cartoon house in Las Vegas to generate traffic and sales for the company.



Charney said, "People believed in my wild ideas and gave me latitude at a young age." The Simpsons house garnered national media attention with more than 2,000 press reports and nearly 40,000 visitors.

Charney later joined Homestore (now MOVE.com) as vice president of marketing and communications and QVC as senior vice president and CMO. At Homestore, he helped produce Home Movie, the first film by a private company to be accepted at Sundance Film Festival. The film received national critical acclaim from *The New York Times*, *Los Angeles Times* and *New Yorker*.

At QVC, Charney revitalized the multimedia retailer with a brand overhaul and a distinctive partnership with the Oprah Winfrey Show to search for "America's Next Big Idea." He also attracted dozens of celebrities to assist QVC's revamp, including Paula Abdul, Heidi Klum, Martha Stewart and Donald

Trump – all of whom appeared on the network.

Then came the duck. Charney joined Aflac in 2008 where he served as senior vice president and CMO. Charney led initiatives to reposition the Aflac brand. He did so to the tune of a 250 percent increase in company understanding.

He moved to Progressive to lead its marketing and communications departments in 2010.


Arnold Worldwide, Progressive's agency of record, launched the Superstore concept in 2008, and Flo, the spokeswoman, was simply a clerk. In the past two years, however, Charney, Arnold and their teams have invigorated Flo with extensive character development, incorporating new plots and characters with her. Now Flo has a cult-like following with more than 3.6 million fans on Facebook, Flo Halloween costumes and Flo bobble-head dolls.

Charney also has been involved in the creation and development of The Messenger, the newest character in Progressive advertising. While Flo holds down the home office, The Messenger evangelizes on the road for Progressive. The juxtaposition between Flo and The Messenger is key for the campaign.

"Flo is nicely produced. The Messenger is raw and in-your-face. The concept is that he is coming at you randomly. Both characters are disruptive, in a positive way." In fact, this is how Charney describes himself – a "positively disruptive marketer."

His self-professed goal is to live close to the edge, but not to cross it.

Charney purposefully surrounded himself with smart, quick people during his days at USC. The way he develops his teams today is no different. Another goal he says he has for his team is to be "pound-for-pound the best."

If national awards and honors equal success, then Charney and the Progressive team are quickly joining the ranks of marketing elite. In 2011, Charney received the Adweek Brand Genius award. "You have to be creatively aggressive in this market and the Brand Genius award shows the power of a team. My team now walks with more swagger because of the award," Charney explains. 

Redefining:

libraries /li-brer-ēs/ (n)

By Naomi Sargent

Hunting for a job? Head to your library.

Redefining libraries

You go to the library for books and movies, but have you ever considered heading to the library for help finding a job?

South Carolina libraries are on the forefront of workforce development, and the South Carolina State Library and our School of Library and Information Science are at the heart of the movement.

Workforce development is one way the state's libraries are impacting our economy. From employment hubs to full-scale job centers, libraries are adding programs and resources to help people find jobs. Librarians and students are being trained on how to assist job-seekers by connecting them with resources to increase their chances of finding employment.

"Why should we be doing this?" asked Jason Broughton, workforce development trainer at South Carolina State Library. "Well, they're already coming in."

SCSL developed WorkSC, a program offering workshops and resources to help citizens find jobs. The program was developed in response to more people asking for job-related assistance at their libraries. Using unemployment rates and lists of closing businesses to determine community needs, Broughton prepares libraries for what is coming. Each library chooses what it will offer based on its community's needs.

"Library services continue to meet the needs of communities they serve," said Dr. Sam Hastings, director of the School of Library and Information Science. "Librarians are best at forecasting and responding to those needs."

Whether it's a single computer reserved for job searches or a floor offering full services, South Carolina's libraries are the place to go for job-seekers. Typing labs, resume workshops and mock interviews are some of the services offered. Last year, 1,021 South Carolinians participated in WorkSC training events. "The goal is to help South Carolinians become more employable," said Broughton.

How SLIS is getting involved

SLIS has a long-term relationship with the state's library system; its collaboration with WorkSC is an example of that. SLIS counts on its partnership with SCSL to help enrich its curriculum. "They give our students experiences



and we help to build outreach," said Dr. Hastings.

Together, SLIS and SCSL provide workshops and classes to teach students skills they need to succeed. Students learn where to apply, how to read job descriptions, how to define accomplishments and how to modify resumes for potential employers.

These workshops prepare SLIS students for their own job searches and for the workplace they are about to enter. Ultimately, as future librarians, they learn to build and run job centers. "It's something they need to expect; it's real world experience," said Broughton.

SLIS faculty are developing a course that will help students understand how to build resources and partner with organizations as part of the school's community outreach.

"We try to keep up with what libraries are doing," said Dr. Hastings. "We want our students to be a step ahead."

Reaching beyond our state

In South Carolina, more job-seekers are going to libraries than employment centers. Richland County Public Library hosts the largest center in the state. The key is libraries' free services.

The library-powered WorkSC.org website is not just a resource for South Carolinians. People in other states access the website to find tips and assistance for finding employment. Our state's unique services have been accessed by thousands of people in North Carolina, Georgia and Florida.

"Our state is meeting a demand," said Broughton. If the job market improves and unemployment rates fall, Broughton said that libraries will be able to reposition job centers as retraining centers. This is one example of how libraries change to help people find the information they need.

So, what's next? The WorkSC program's goals are to provide resources for small businesses and entrepreneurs, and to train librarians on financial literacy. "The library has to evolve with the times," said Broughton. "We have to ensure libraries are prepared for what's next."



Dean's Annual Report



People who live in glass houses
should...celebrate.

We are.

Read on to see why.

Design by Colleen Schaal

This issue's cover features a bold new concept for the School of Journalism and Mass Communications' new home on the historic Horseshoe. You may remember the greenhouse tucked between Lieber College and the Health Sciences building. We've just gotten the go ahead to create a very green broadcast studio in its place. The cover of this issue of *InterCom* features an architect's concept for a greenhouse broadcast studio that will become part of our journalism school when it moves into the renovated and expanded Health Sciences building. We've taken first steps in the approval process for adding this exciting showcase to our plans for the nearing construction.

As Dr. Carol Pardun and I circled the Health Sciences building one day last year, contemplating its coming transformation for the journalism program, Carol mused on how well we might be able to use the neighboring spaces. We both could envision turning the mundane botanical greenhouse into a sparkling facility that would open a window on our students' efforts to broader audiences. Think NBC's Today show's New York studio. Hi, Matt. Hi, Ann.

We took the idea to President Pastides. He liked it and saw the potential of replacing the current greenhouse. But he had three stipulations. We would have to retain the greenhouse look familiar to this space. The new structure would have to be environmentally green. And we would have to raise the, uh, green ourselves. So we did.

Thanks to a generous \$1.5 million gift from a loyal and equally excited, but anonymous donor, we will be able to construct, outfit and operate the greenhouse studio in conjunction with the broadcast program we will install in the new building's converged multimedia newsroom. We anticipate construction moving in tandem with the larger renovation for the school, which moves inexorably forward. The concept was presented to the Building and Grounds Committee of the Board of Trustees earlier this spring.

The greenhouse studio can also serve as a communications hub for the broader university, creating a setting for news conferences, presentations and broadcasts beyond the campus. And then there's the "Wow!" factor. As President Pastides describes it, campus tours and strollers on the Horseshoe will turn the corner at the bottom of the Shoe, just beyond Lieber College, and, Wow! I share his vision. Picture it yourself.

Another gift has given Cocky's Reading Express™ even greater visibility. The six-year-old program has gained a national reputation for addressing literacy needs of children and families. But we'd never had our own wheels until this spring when a gift from BP put Cocky and his friends on the road in a 22-passenger bus with our favorite big red rooster emblazoned on the sides of the roadster. We took Cocky's bus to Washington over spring break when my Media and Politics class met the movers and shakers in journalism and government. Cocky moves and shakes with the best of them. No room here to tell you all the students learned behind the scenes, but you can check out their course blog at www.uscmediapolitics.com/wordpress

Gifts such as these capture the spirit of Carolina's Promise, the university's capital campaign. They do so not just because they add to the cumulative \$1 billion total that the university fully expects to top when the campaign concludes in 2015, but because they enhance our ability to make an impact in the lives and education of our students and our students' ability to make a difference in our communities. Journalism alumnus Sig Huitt is chairing the campaign for the college with a goal of \$11.5 million that will help outfit the journalism building, bolster our multi-pronged literacy initiative in the School of Library and Information Science, and add support for students, faculty and programs in both schools. I hope you will be thinking about how you can have an impact, too, during this campaign. It could be through something meaningful to you in our facilities, even a naming opportunity in either building. We've never had more opportunities, but also never had greater need because of the number of students we serve and the expanding scope of our programs.

Let me take the next few paragraphs to tell you about the people, places and things that I find exciting for our college in 2012.

People

Drs. Christine Angel and Clayton Copeland are the first recipients of Ph.D. degrees from our School of Library and Information Science. You cannot imagine how much work goes into creating a doctoral program. Ok, I had no idea how much it entailed. Everyone in SLIS can be proud of this accomplishment, and Drs. Angel and Copeland deserve our applause for having faith that we could provide them a meaningful experience. Even better, there are more Ph.D. candidates who will be completing their doctorates this year.

To enhance our young undergraduate program in information science, we've hired two new faculty members, Dr. JingJing Liu and Dr. Dick Kawooya, who will join us in August. Yes, we undertook creation of a doctoral and bachelor's program concurrently. Together, they make great sense, even if they made great work. But, as I like to describe it, we've built two fine wings on our splendid house of the SLIS master's program. This puts USC among the elite LIS programs offering the full range of academic degrees. Our first undergraduate degrees in the School of Library and Information Science were also awarded this academic year. We told you about them in our December issue.

Joining our School of Journalism and Mass Communications this fall are Dr. Shannon Bowen, an associate professor in public relations who earned her master's degree in our program, and Dr. Tara Buehner, an assistant professor in visual communications. It is very gratifying that in every year for the decade I have been here, we have added faculty in one school or both.

Places

Dr. Keith Kenney is completing a year at the Caucasus School of Journalism and Media Management in Tbilisi, Republic of Georgia, while three of the Georgian program's faculty have begun work on their doctoral degrees in our School of Journalism and Mass Communications. Over the next two years, other journalism school faculty will spend a semester in Tbilisi.

Dr. Andrea Tanner and instructor Scott Farrand are leading this year's iteration of the Munich Multimedia Maymester experience. It's the sixth year that we've sent students into the wilds of Bavaria.

Dr. Ran Wei is on more faculties and boards in China than I can recall. He's also a regular columnist in several Chinese publications.


I will have spent part of May lecturing on journalism at MISR International University in Cairo.

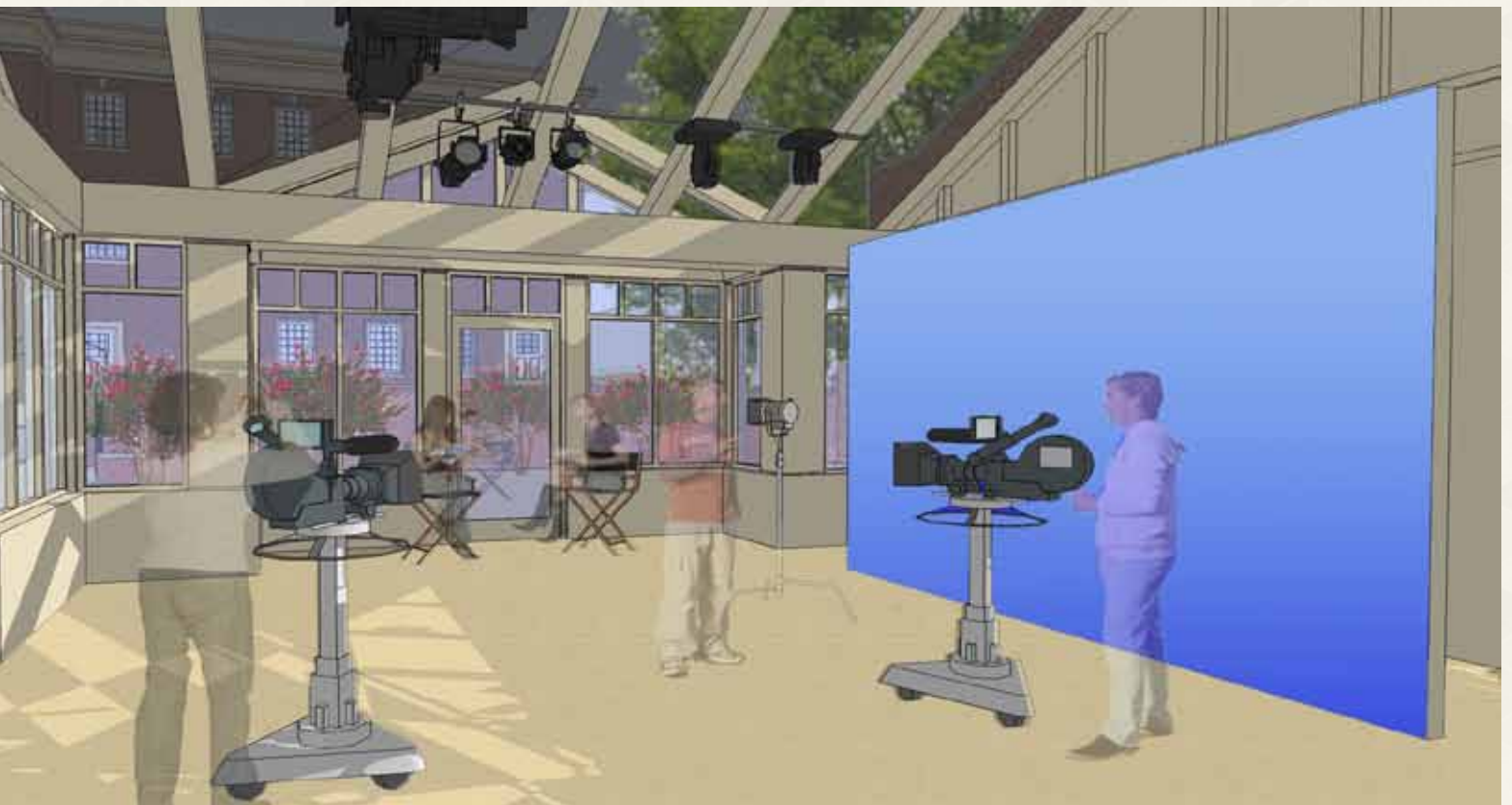
We believe our students and our faculty should have the broadest possible horizons. While the world may not be literally flat or shrinking--even if those do make nifty book titles--it is intensely interconnected in a media environment which our students and graduates will help shape.

Things

This summer, a new HVAC system will be installed in Davis College. The already too cool SLIS faculty and staff will be even cooler, and warmer, as needed. The \$2 million renovation includes updating other parts of the building and its technology infrastructure. Davis College may be 100 years old, but it will have the heart and spirit of a teenager.

We're into the detailed work now in preparation for the renovation of the Health Sciences building for the journalism school. That includes assessing the A/V upgrades for smart classrooms and labs, looking at finishes and furnishings and fleshing out the design in anticipation of putting the project out for bids. The pre-construction preparation will continue this year. Actual construction is limited only by the pace at which the School of Public Health can move into its own new digs, a move anticipated in late 2013. Dean Tommy Chandler encourages me to "keep pushing." I push. Provost Michael Amiridis tells us to be prepared to start construction "the day public health moves out, not the day after." We'll be prepared.

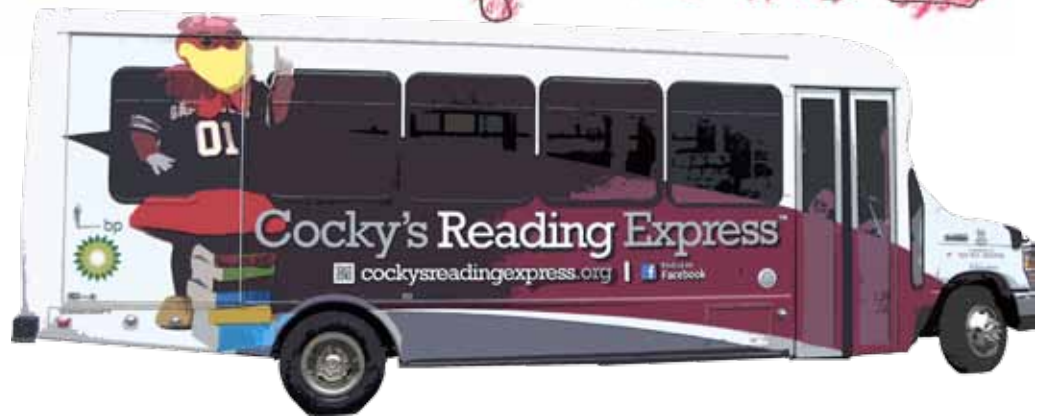
And then there's the greenhouse communications hub to anticipate. People who live in glass houses have exceptional vistas. I hope you find these times to be as exciting for the College of Mass Communications and Information Studies as I do. 



A DRIVING FORCE

Cocky Gets New Wheels

By: Corinne Burdette



Columbia Mayor Steve Benjamin led the crowd in chanting “Roll, Cocky, Roll,” as a new set of wheels for Cocky’s Reading Express™ rode through the Greene Street gates to the tune of “2001: A Space Odyssey.” The fully loaded, 22-passenger, ADA compliant bus was purchased with a \$75,000 donation from oil giant BP America. The bus will chauffeur USC student volunteers, Cocky and plenty of books to elementary schools and public libraries across South Carolina.

“This bus makes such a difference in our day-to-day work,” said Kim Jeffcoat, executive director of the South Carolina Center for Children’s Books and Literacy, the university center that coordinates the program. “It will take our program to the next level and make such a difference for the children of South Carolina.”

Cocky’s Reading Express began in 2005 as a collaborative effort of USC Student Government and the School of Library and Information Science. Since then, the program and its volunteers have visited 33 of the

46 counties in South Carolina, and have distributed more than 40,000 books to children. Each child who receives a book makes the Cocky Promise, saying he or she will practice reading every day.


The new bus will enhance the quality of the Cocky’s Reading Express trips. It has a DVD system that can be used to show training videos for specific events. It is also equipped with Wi-Fi and electrical outlets to allow USC student volunteers to stay connected and up-to-date with their schoolwork while on the road.

In the past, the program has had to caravan in borrowed state mini-vans for its trips across the state. Participants couldn’t all travel together to train volunteers or dis-



uss the populations they would be serving. They also were forced to limit the number of students who could volunteer, as well as the number of books they could take. The new bus offers generous storage for books and video equipment that could not have fit during past visits.

Cocky’s Reading Express is working to build a brighter economic future for South Carolina. The program stresses the importance of literacy on the state’s economic development. Students who are proficiently reading by third grade are more likely to succeed academically and to graduate on time. For this reason, Cocky’s Reading Express has mainly focused on 4k to second grade students until this year.

“It’s so important to understand that young people can make a huge difference,” said Mayor Benjamin, “Young people can set the standard. We aspire to be the most talented, educated and entrepreneurial city in the Southeast, if not America. That’s our goal; that’s our vision. This type of partnership between all people across Columbia, the University of South Carolina, Cocky’s Reading Express and the City of Columbia will help us get there.” 



Dean Charles Bierbauer, Cocky, CRE Founder
Tommy Preston and BP’s Robert Bader

FOR LITERACY

New Initiatives Enhance Cockey's Reading Express

By: Leah Hyatt

The university's beloved Cockey has helped address dismal literacy statistics in South Carolina since 2005. This year, with the help of key partnerships and grants, his namesake organization incorporated new nutritional and financial literacy initiatives that engaged children, their families and the community.

Cockey's Reading Express™, a collaboration of the University of South Carolina Student Government and the School of Library and Information Science, was created to help students from pre-kindergarten to second grade reach a foundational reading level. When USC's South Carolina Center for Children's Books and Literacy, the home of Cockey's Reading Express, received a Barbara Bush Foundation for Family Literacy grant, programming expanded to get families involved in supporting reading.

Kim Jeffcoat, executive director of SCCCBL, said literacy isn't just about reading. "My definition of literacy is whether you can understand and navigate through all the systems of society," she said.

Dr. Samantha Hastings, SLIS director, echoed the sentiment. "Literacy is the ability to find the information you need to live a productive and safe life. Being able to read is a building block. Literacy means you're able to recognize our language and use our language to make transactions."

To address other kinds of literacy, Cockey's Reading Express established partnerships with nutritional and financial experts from Bi-Lo and South Carolina Bank and Trust to support additional initiatives for children and their families.

About 1,500 volunteers, students, family members and teachers attended a nutritional literacy event sponsored by Bi-Lo in partnership with Richland County School District One in October. Another nutritional literacy event at USC-Salkehatchie in February was the finale of the Barbara Bush grant. USC's first lady Patricia Moore-Pastides gave a cooking demonstration, parents received healthy recipes and each child took home a copy of Stacey Ballis' book "Good Enough to Eat."

To include a financial literacy component to Cockey's Reading Express, SCBT provided support for events in Orangeburg County during the




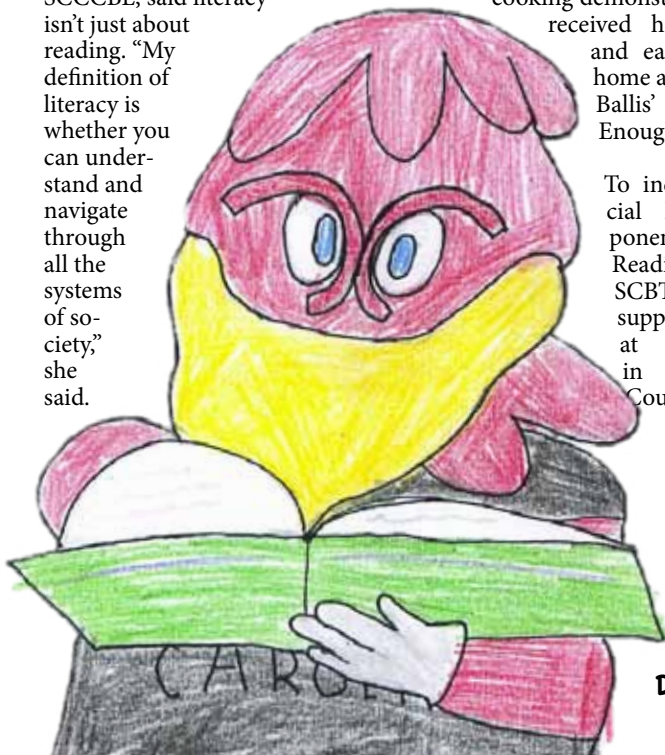
spring semester. SCBT bankers themselves participated by sharing family-oriented money management information on improving one's credit score and saving for a child's education.

SCBT supports financial literacy because developing financial literacy skills can have a long-term influence on the state. Donna Pullen, director of public relations and special projects at SCBT, and Nate Barber, community development officer at SCBT, agreed. "When people learn to better manage their finances, they tend to be more successful. In the long run, this helps improve the economic climate and build more stable communities."

Dr. Hastings emphasized the importance of including the whole community and the children's parents in efforts to remedy illiteracy. "As well as helping the child, we have to bring the value of reading to the family and the community because children emulate," said Dr. Hastings. "Involvement and commitment by the parents to learn more, to explore and to be more independent in the way they use information influence the child to do the same. You start to get the picture that it's a community effort."

SCCCBL is developing additional community literacy initiatives in other areas. "We have been asked to develop programming for environmental and health care literacy," said Jeffcoat. "We want to partner with businesses in the community who can provide funding and expertise. We will continue to expand our programming as we make new partners."

As Cockey's Reading Express works to eliminate illiteracy in South Carolina, the program faces both challenges and opportunities in the reality of the literacy situation in the state. "If you drive the rural back roads of South Carolina, the poverty is stark and real," said Dr. Hastings. "You realize whatever you do is going to make a difference." 



Design by Jordan Osborne



The Reformer

The Rational, Idealistic Type:
Principled, Purposeful, Self-Controlled and Perfectionistic



The Helper

The Caring, Interpersonal Type:
Generous, Demonstrative, People-Pleasing and Possessive



The Achiever

The Success-Oriented, Pragmatic Type:
Adaptable, Excelling, Driven and Image-Conscious



The Individualist

The Sensitive, Introspective Type:
Expressive, Dramatic, Self-Absorbed and Temperamental



The Investigator

The Intense, Cerebral Type:
Perceptive, Innovative, Secretive and Isolated



The Loyalist

The Committed, Security-Oriented Type:
Engaging, Responsible, Anxious and Suspicious



The Enthusiast

The Busy, Variety-Seeking Type:
Spontaneous, Versatile, Acquisitive and Scattered



The Challenger

The Powerful, Dominating Type:
Self-Confident, Decisive, Willful and Confrontational



The Peacemaker

The Easygoing, Self-Effacing Type:
Receptive, Reassuring Agreeable and Complacent



emotional Quotient



By Lekita Hargrave

Recognize your motivations! Are you a reformer, helper, achiever or an individualist? Or are you an investigator, loyalist, enthusiast, challenger or peacemaker at your core? A leading communications expert helped students, faculty and friends of the School of Journalism and Mass Communications discover their emotional quotients.

Ginny Mackin, senior vice president and chief communications officer for Duke Energy, shared inspiring perspectives on cultivating EQ, emotional quotient, and how it can shape career success, as part of the university's Duke Energy Executive in Residence program in January.

"EQ is the ability to read, control and acknowledge your own emotions and to understand the emotions of others," said Mackin.

In her presentation "Cultivating EQ for Sustainable Leadership in Today's Global Environment," Mackin encouraged her audience to become students of human behavior. She said they should work to identify the motivations of others to determine how to craft and communicate effective messages—vital skills for any student.


She introduced several core competencies as key to increased EQ. Some of the competencies are self-awareness, listening skills, managing emotions, optimism, and social awareness.

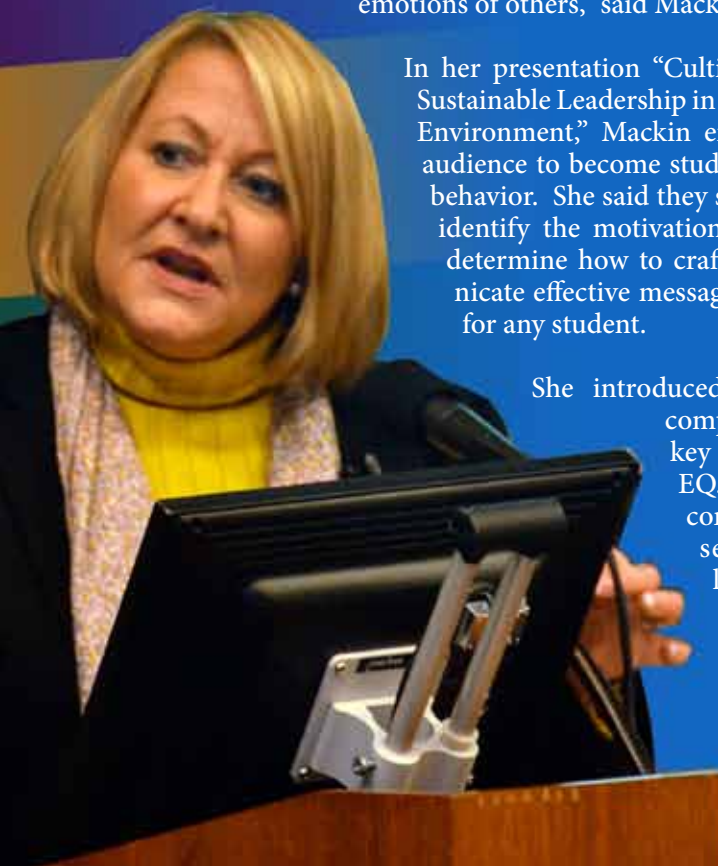
Her engaging lecture, delivered to a crowd of nearly 300, included humorous references to her corporate experiences as well as her favorite book on the subject of EQ, *The Wisdom of the Enneagram*. The book, written by Don Richard Riso and Russ Hudson, examines nine distinct personality types that shape most people.

Mackin added that EQ is important because it increases a person's ability to influence others and ultimately can drive personal success. Increased EQ provides a competitive advantage. "EQ helps you understand the motivations of others. This skill allows you to create better communications, strategies and solutions that engage, inspire and motivate others."

Mackin also met with a smaller group of SJMC students. The undergraduate, master's and doctoral students were able to further explore the concept of EQ and its benefits and applications to their career success.

She and the students discussed EQ in terms of collaborative leadership and influence on project teams. In addition to its application in the workplace, many drew parallels to team dynamics in class work groups and sports.

"EQ is similar to reading personalities. A coach must understand team personalities to communicate a message to motivate players. In public relations you learn about your audience so that you can tailor an effective message for a specific audience," said Shane Phillips, a senior public relations major and USC basketball player. 



BUSSELL LEADS ALUMNI ASSOCIATION

By Bo Wood | Design by Colleen Schaal

Lee Bussell has worked for years to support his alma mater. The chief executive officer of Columbia's largest marketing communications firm, Chernoff Newman, says it's not entirely altruistic.

He recognizes helping the School of Journalism and Mass Communications become the best school possible will not only benefit future graduates, but also himself.

"Today my degree from SJMC is perceived by others around me not based on how good it was 40 or 35 years ago, but how good it is today," Bussell said.

"People look at me and say, 'You got a degree from SJMC. It's a great program today, therefore you must have learned a lot.' Quite frankly when I graduated it was an OK program. It was certainly not recognized as it has been in recent years as a top program."

Bussell has put his j-school degree to good use and returned his professional experience to the benefit of the university. As president of the USC Alumni Association and member of the university's board of trustees, Bussell also serves on the Academic Affairs and Faculty Liaison Committee, Fiscal Policy Committee, Student-Trustee Liaison Committee,

"One of the things that I have been adamant about is both helping to convince the board of trustees and the administration that SJMC could be so much better if we had a better environment for students to learn in," said Bussell.

Charles Bierbauer, dean of the College of Mass Communications and Information Studies, knows Bussell's support has been fundamental in getting things moving in the right direction.

"What Lee Bussell has done in the 10 years I have known him is to be one of our most stalwart supporters. This school, as good as we like to think it is, can be not just incrementally but exponentially better a place when we have an environment that facilitates communications," said Dean Bierbauer.

The school is slated to move to a renovated and expanded Health Sciences building with construction anticipated to start in late 2013.

Apart from the exterior and surrounding area, Bussell is excited about how much potential there is to make the inside on par with the premier facilities in the country.



"TO REALLY ALLOW STUDENTS TO ADD VALUE TO AN ORGANIZATION FROM DAY ONE, THEY HAVE TO NOT ONLY KNOW THE PRINCIPLES OF COMMUNICATIONS, BUT THEY NEED TO BE ABLE TO USE THE TECHNOLOGY FROM DAY ONE."

Ad Hoc Committee on Development and Ad Hoc Committee on Strategic Planning.

Chernoff Newman also has taken an interest in the school because of the talent it can bring to the work force. Bussell estimates half of his staff earned degrees from SJMC.


"Since we hire so many people from the school, it's in our agency's and clients' best interest to make sure we have as good and strong graduates coming out of there as possible."

However, Bussell knows the school must move forward to continue to produce top quality graduates. Since 2003, he has focused on getting a new facility and new technology for the school as well as raising its level of awareness and importance within USC.

"The interior is going to be flexible enough to change as the industry changes. It's going to make you want to come to class more than when I was a student because the environment will be inviting."

Another part of the building is the technology associated with the new environment.

"To really allow students to add value to an organization from day one, they have to not only know the principles of communications, but need to be able to use the technology from day one," Bussell said.

"Making sure we have facilities that have the latest and greatest technology will help our students get jobs, succeed in those jobs and help them rise up in the organizations they are in." 



CIVIL RIGHTS ACTIVISTS REUNITE

By Stig Rasmussen | Design by Colleen Schaal

Noted journalist Charlayne Hunter-Gault approached the stage in the University of South Carolina Law School to applause as the auditorium still reverberated from the joyful singing of the USC Gospel Choir. She had just arrived from Johannesburg, South Africa, coming to Columbia to talk about her new memoir, *To the Mountaintop: The Civil rights Movement as I Saw It*, as part of the Carolina Leadership Initiative lecture series.

It was also a reunion with her friend and fellow civil rights activist John Siegenthaler who would take the stage the next day. Students and faculty from the School of Journalism and Mass Communications and other programs heard historical stories of great bravery by these normal people in exceptional circumstances.

This reunion clearly was not their first. But for students who witnessed it and grew up in the post-segregation South, it might have been somewhat unusual to hear this black woman and white man explain what they had in common 40 years ago and the common respect they share now

Hunter-Gault regaled the crowd with stories from her experiences in the Jim Crow-era South, through her historic acceptance and entrance to the University of Georgia as its first female African-American student, and on to her later experiences as a media correspondent in South Africa as apartheid ended.

She emphasized how her family and community gave her strength and confidence to have a “first-class sense of self.” Although she understood the significance, she didn’t feel she was making history when she first walked onto the University of Georgia campus; it was just the next logical step in her life.

Hunter-Gault talked about the contributions of leaders in the African-American community during the civil rights movement, and also the bravery of the white college students who came to the deep

South to protest segregation. Having a “spiritual armor” from the confidence imparted by her family and community, Hunter-Gault didn’t feel it was a particularly brave act to be the first African-American woman to enroll at an all-white southern state university. That spiritual armor helped her deal with the adversity she faced as a student. She joked that what upset her most about a brick thrown through her dorm window was that broken glass got all over her nice clothes.

Hunter-Gault continued with this wizened sense of humor as she discussed her experience as the first African-American writer on the staff of the *New Yorker*, and the healthy respect she and her colleagues had for each other. As she moved forward with her career as a journalist, Hunter-Gault took assignments first for CNN and later for NPR as bureau chief in Johannesburg, South Africa, during the 1980s and 1990s, when apartheid fell.


The next day Hunter-Gault spoke again to a crowded audience, but this time she was joined by John Siegenthaler, fellow civil rights activist, journalist and friend. Siegenthaler, like Hunter-Gault, talked about how he was swept into the civil rights movement and became an accidental hero. A theme of the afternoon’s discussion was that stories should inspire us, not instruct us what to do. We must each choose what is right for ourselves, and both Hunter-Gault and Siegenthaler made inspiring, moral decisions in the face of outstanding circumstances.

Siegenthaler, a Tennessean, was a justice department aide to Bobby Kennedy in the early 1960s when he was sent to Alabama to make sure the Freedom Riders movement’s protest events in Alabama were peaceful. But he was called to act when angry whites became violent, and he stepped forward to protect one protester, Susan Wilbur, by ducking her into a government vehicle. In the process, Siegenthaler “got his head bashed in,” as Hunter-Gault eloquently put it.

Siegenthaler’s role in the civil rights movement was that of a principled, conscientious man who saw bad things happening around him and felt compelled to step in and act. When asked what drove his sense of agency to make a difference during such a tumultuous time, he recounted a story he recently told his grandson.

As Siegenthaler tucked his grandson into bed and began to tell him a story, his grandson asked him about a picture he had seen of his grandfather being attacked as he was helping the young woman to safety. His grandson asked why those people wanted to hurt him since he was just helping a lady. Siegenthaler answered that he shouldn’t worry and those were just angry people.

The next morning, however, Siegenthaler told his grandson that he had not told him the whole truth. He said everyone is special, valuable and unique, but not everyone gets along. He said some people get angry that others are different from them and can only express themselves through violence. He added that people like him had to be brave and stand up to that anger, even if it is scary.

Hunter-Gault was hard-pressed to follow up that answer and commended Siegenthaler for finally acknowledging his bravery. By the end, they both reluctantly conceded what was obvious to all; they are both heroes. 



Taking the Leap to a Better State

By Erin Dooley | Design by Jordan Osborne

There's something to be said for the dreamers—especially in the harsh reality caused by the economic downturn over the last four years. As South Carolina picks up the pieces following the worst recession since the 1930s, some recent alumni of the College of Mass Communications and Information Studies have chosen to follow their own dreams—and in turn become a vital component of the recovery process—by starting small local businesses.

School of Journalism and Mass Communications 2007 graduate Kelly Gaskins created Charleston Girl Perfume Company in 2011 following a short broadcast news career. “I realized that if I put as much effort into my own business as I put into someone else's, then I would have to excel,” said Gaskins. “I decided I wanted to create a product, focused on my passion for perfume and looked for a gap in the market.” Lauren Landers, also an SJMC 2007 graduate, founded Utopia Invitations in 2009. Landers designs and sells eco-friendly invitations and specialty cards in the Columbia area.

Entrepreneurs are a critical factor in economic development as new businesses create jobs, consume local resources and provide an influx of new goods and services into the marketplace, which stimulates competition. “Small businesses are the engines of the economy,” said David Weintraub, a SJMC instructor who designed and teaches a class about entrepreneurship.

After a period of in-depth research, Gaskins met with local perfume manufacturers and designed a fragrance that “captures the spirit of a true southern belle.” In a short period of four months, 18 boutiques in South Carolina began carrying her perfume. Gaskins recently accomplished her first corporate sale as well, featured in the District Charleston shop inside the Charleston International Airport.



A new business not only creates variety for consumers, but also encourages the flow of capital in the marketplace. “I use only area printers and paper mills,” said Landers. She hand-designs each of her products. “I purchase completely locally. It's a full circle process that can boost the economy.”


“Although the economy is outside of your control, some people say the best time to start a small business is during a recession,” said Weintraub. “You get established and as the economy improves, things only get better.”

However, recent years have been a difficult environment for established and aspiring business owners alike. “No one else was starting their own business,” said Gaskins of her search for information and advisement. “In Charleston there are organizations that provide support to entrepreneurs, but it took a lot of research on my part to fully understand the current marketplace and best ways to break in.”

Weintraub pointed out a high level of industry knowledge, solid mission statement and business plan, as well as careful maintenance of your valuable market position, as essential keys to entrepreneurial success. “Patience is a virtue and a necessity for self-employed people.”

Both Landers and Gaskins detailed the amount of paperwork, multi-tasking, time-management, determination and mental preparation required for owning their small businesses. “It's definitely a mindset,” said Gaskins. “But there is nothing like knowing you are your own boss.”

Both young entrepreneurs see a bright future of expansion for their budding companies. Gaskins plans to branch out across South Carolina, as well as reach out to national department store chains. And, although she recently accepted a job as marketing director at a firm in Columbia, Landers plans to continue Utopia Invitations part-time.

“It definitely doesn't grow magically overnight, but it's anyone's dream to have a little business,” said Landers. “It's a scary leap of faith, but people are still buying. A recession is no excuse.” 



NPPA at USC

Photo students bring national contest to USC

By Jordan Osborne

In a short span of three years, the School of Journalism and Mass Communications has witnessed the rapid growth of its student chapter of the well-known National Press Photographers Association.

The USC chapter has gained recognition and put SJMC on the map. Consistently racking up honors at local and state photography contests, members have successfully been making their presence known. NPPA members have been named the South Carolina Student Photographer of the Year for the past two years. Aaron Middeke was 2010's recipient and received the award in 2011 and 2011's recipient, Dustin Glendinning, received his award in 2012.

The chapter was founded in 2009 by Denise McGill, an assistant professor in the visual communications sequence, and the organization has progressed from a fledgling handful of eager students to a thriving group of dedicated young professionals.

2012 treasurer Alayna Dunkerly, a May public relations graduate, has been a member of the club since its formation. "It's been exciting to be a part of NPPA as it's evolved here on campus from a meeting with three people to a great student organization that brings contests, speakers and workshops from all over the place," she said.

Only months after being named the national organization's 2011 Student Chapter of the Year, the group had the honor of hosting the Best of Photojournalism TV News Video judging from March 15-18. The contest is one of the national organization's most prestigious competitions of the year, and receives professional entries from coast to coast. Many of the volunteers who assisted at the competition were members of the student organization.

Although the annual Best of Photojournalism contest boasts a variety of categories, the TV News component is one of a few that are not solely judged online. This aspect of the competition brings judges from well-known publications and news stations under one roof so that they can look over and deliberate the entries together.

Contest judges included Darren Durlach, senior multimedia producer for the Boston Globe, Dan Robbins, chief photographer for WCNC Charlotte and Mike Schuh, a general assignment reporter for WJZ Eyewitness News in Baltimore, Md. The TV Editing judges were Matthew Apthorp from Fort Myers, Fla. and Shawn Montano from Longmont, Colo.

"NPPA taught me everything important that I needed to know about how to get better," Schuh said. He added that although he was considered a professional in the field, he didn't truly learn how to tell stories until he was introduced to NPPA when a colleague came back from a workshop. "He didn't have to say anything. He just rolled the tape and I knew that was exactly what I should try to do."


The question of where to host the contest's judging was easy for Merry Murray of KSNW-TV in Wichita, Kan., who oversees the competition. "When we suggested coming to USC, we thought it would be a great idea so students could come watch the competition," Murray said. She explained that most of what she learned in her career came from watching work by other professionals. "I took any chance I had to go watch stories, because that's the best thing you can do," she said. "You can 'steal' ideas, see new ones and learn new, different editing techniques." 



Photo Credit: Aaron Middeke



The USC Chapter of NPPA celebrates its National Chapter of the Year award. (front, l to r) Professor Denise McGill, chapter advisor; Aaron Middeke, vice president; Alayna Dunkerly, treasurer. (back) Jordan Osborne, secretary; Dustin Glendinning, president; and Lee Walker.

"NPPA taught me everything I needed to know"

Mike Schuh
WJZ Eyewitness News
Judge for BOP Television



Judges Dan Robbins, Darren Durlach and Mike Schuh

Photo Credit: Aaron Middeke



Elaine Taylor
Manager of Alumni Relations

A New Level of Commitment


In our college, one of the ways we show a commitment to excellence in education is through our Dean's Circle of giving.

As many of you know, Dean's Circle is a giving society comprised of alumni, community leaders and industry advocates who recognize the value and significance of the college's two schools, the School of Journalism and Mass Communications and the School of Library and Information Science. We have added a new giving level for Dean's Circle that provides an opportunity for our younger alumni and friends to get involved. We invite alumni and friends 35 years and younger to join with a minimum gift of \$500. Since Dean's Circle was created, membership had always been confirmed with a minimum gift of \$1,000.

This new level has made it possible for some new faces to join this group of loyal supporters. One of our 2012 members is young alumna, Katherine Swartz, '00, executive director of Columbia Opportunity Resource. She says, "I believe young professionals should get reconnected as donors as soon as they can. A donation to the college is a gift that will provide so many rewards for you and 'our' CMCIS."

The neat thing about Dean's Circle is that it connects alumni and friends to the immediate needs of our college. Funds raised for Dean's Circle are unrestricted and they support diverse opportunities that arise in the course of the academic year but are not covered by the college budget. Dean's Circle has provided scholarship support for our students, supported student travel for Maymester and conferences, assisted with faculty workshop expenses and other events.

In addition to supporting our college, members have opportunities to attend special events and connect with guest speakers and other university representatives throughout the year. For example, this past December, Provost Michael Amiridis met with our Dean's Circle and provided an extensive university update.

As a young alumna myself, I invite you to join with me and help us set an example to our fellow alumni and friends to advance education together by getting involved with philanthropy now. 



Remembering Bob Bentley—journalist, alumnus, friend. A Dean's Circle charter member, Bob lost his courageous fight with cancer on April 26, 2012.



CAROLINA'S PROMISE

By Laura McClure | Design by Jordan Osborne

Donors across the nation are keeping a promise—a promise to change the face of Carolina. Colleges at the University of South Carolina are setting their own goals for the university's capital campaign, Carolina's Promise. The College of Mass Communications and Information Studies has set the goal of raising \$11.5 million by 2015 to benefit both the School of Journalism and Mass Communications and the School of Library and Information Science. Donations will assist the funding of faculty development (\$500,000), undesignated funds (\$500,000), student scholarships and fellowships (\$2 million), program enhancements (\$2.5 million) and capital improvements (\$6 million), which will include outfitting a new building for the J-school.

MEET A FEW OF OUR DONORS:

MIMI & TOM CUNNINGHAM



Mimi Cunningham, a USC alumna, reflects on the move to the Carolina Coliseum when she attended the university, saying, "It was new and modern, but it's not new and modern anymore, and the opportunity to contribute to the new building is wonderful." Mimi and her husband, a North Carolina State University alumnus, have given \$50,000 to the J-school's building project.

The former executive director of community relations at the University of North Carolina at Wilmington, Mimi Cunningham earned her bachelor's degree in journalism in 1968 and her master's degree in journalism in 1975. When she was a student, she was grateful for the scholarship she received from the South Carolina Press Association to help fund her education. These kinds of opportunities are what motivate the couple to donate. Mimi Cunningham says, "We very much believe in giving back because we had educational experiences that prepared us for wonderful careers. Giving back is a very important aspect of our lives."

JACK BRYAN



School of Library and Information Science alumnus Jack Bryan says, "You can either talk about the problems, or you can help solve them."

During the last decade, through his numerous donations to SLIS, Bryan has focused on another of his mottos, "Don't forget where you came from." He completed his master's in librarianship in 1974 and received a librarianship specialist degree in 1986. While working with the attorney general's office for 35 years before retiring, Bryan always remembered his Carolina connections. He has made contributions toward several of the goals established by the SLIS, funding fellowships and scholarships through endowments, and most recently, he decided to make annual spendable gifts.


Bryan has many reasons for donating, but he says, "Simply, I think education is a vehicle to make life better." Among his contributions to the college is a scholarship in honor of his nephew, Jonathan, and in memory of his best friend's son, Kirt, both special needs children. His nephew will never be able to attend college, but Bryan hopes to give others the chance to receive an education not simply because of the opportunities that come from it, but because of the struggles that result from a lack of education.

ELEANOR & DODSON BARINEAU



The story began when a young soldier serving in the U.S. Army at Fort Jackson crashed a USC mixer. Dodson and Eleanor Barineau wed in 1949. Eleanor passed away in December 2009, but her husband and their two children, John and Libby, keep her memory alive. Wanting his donation to "mean something," Dodson Barineau donated \$50,000 for the SJMC building initiative in memory of his late wife. He donated to the building initiative because, he says, "We heard about the needs for a new building and thought contributing to the funding of it would benefit faculty and students at USC for years to come."

Eleanor Barineau, from Bennettsville, S.C. was a proud South Carolinian and USC alumna. The 1946 graduate was involved in numerous campus activities and clubs while in school, serving as editor of *The Gamecock* and *Garnet and Black* and as president of her sorority, Kappa Delta.

"Journalism allowed my mother to have a great interest and impact in the world," says John Barineau. Later, she served as chair of the Covington, Va., United Way, Red Cross Emergency Services and was co-recipient, with Dodson, of the Covington Kiwanis Persons of the Year in 1973. John Barineau says, "She was extremely active in civic affairs, where the communications skills gained at South Carolina were major assets, allowing unusual success for a woman in the South." 

ALUMNI NOTES

Compiled by Lizzy McNamara

Media Trailblazers and Politics

By Katie Thompson

Laura Beggs and her classmates listen in on an editorial meeting at the *National Journal* in Washington D.C.



During this presidential election year, South Carolina was a must-win primary, which occurred just weeks after students walked through the doors of the Carolina Coliseum for spring semester. The reporters in the print senior semester, some of whom had no out-of-school experience, were thrown into the challenges of immediate news coverage.

Doug Fisher, a senior instructor in the journalism sequence and editor of the *Carolina Reporter*, described the quick transition as "throwing them into the pool and letting them swim."

Before they could begin the process of dogging the Republican presidential candidates and capturing primary results, the new reporters spent a few weeks of their senior semester laboratory class discussing multimedia stories. They learned how to effectively collect pictures and video and develop stories that are more than recycled material. At the end of the day, Fisher wanted to see students who were learning and producing articles that weren't just traditional news. He said, "It's like sports; you have to practice."

The Carolina reporters grew during the tumultuous political cycle, Fisher said. "It showed them that they could do it. I think that may be their biggest fear. 'I'm not sure if I can do this.' But they learned they could." For Fisher and his students, the all-consuming political cycle inspired them to produce stories they will carry in their portfolios.

Josh Dawsey, a May print journalism graduate, said, "Reporting in the midst of the frenetic action during the Myrtle Beach Republican debate was one of the best experiences of my reporting career thus far." Dawsey continued, "Having the opportunity to see history being made in a behind-the-scenes setting is never an opportunity to miss as a journalist."

Alex Heaton was in Dean Charles Bierbauer's Media and Politics course and had completed the broadcast journalism senior semester laboratory in the fall semester. Bierbauer told his class to get out and get involved with the campaigns, the candidates and the media for the first weeks of the semester.

Heaton co-produced and reported "Voice of the Voters" for "Washington Week in Review" with fellow broadcast major Jenni Knight.

Their final video was spotlighted on PBS and the University of South Carolina's homepage.


"Senior semester definitely helped," Heaton explained. "If someone called me before senior semester and asked me to produce this video, I wouldn't have been able to do it."

Heaton also got the opportunity to work with CNN on South Carolina's Presidential Preference Primary Day. Heaton said, "We set up for Candy Crowley's 'State of the Union,' and throughout the Midlands, we were taking live shots." She loved the magnitude of the national press and its constant news cycle.

Dean Bierbauer told his students that his political course "begins in the heat, and perhaps light, of the 2012 presidential campaign." He continued, "We hit the ground running just as the candidates are hitting the ground for one last assault on the Palmetto State."

The students shared insights from their own involvement in the 2008 election and hosted the chairmen of the South Carolina Republican and Democratic parties and local bloggers, reporters and consultants. The course encouraged active discussion on topics from the dirty tactics of the Lee Atwater era to political cartoons, boasting a wide-ranging curriculum and adapting to local news and the tumultuous roller coaster that is politics in the South.

The highlight of the Media and Politics class was a spring break trip to Washington, D.C. Each day was heavily programmed as students visited with Supreme Court Justice Sonya Sotomayor, Congressman Joe Wilson, Senator Jim DeMint and White House Press Secretary Jay Carney, among others. The students also visited the offices of the *National Journal* and *Politico*, finding a number of USC journalism alumni in the process.

The experiences in the senior semester and Media and Politics courses will serve as a springboard to desired careers as a reporter with *The Washington Post*, as an anchor on CNN or as a White House press secretary—Heaton's personal goal. She said, "These courses and opportunities in the USC journalism school will undoubtedly give each of us a unique quality to become the media trailblazers of our generation." 

1950s

Bass, Jack, BA, 1956, MA, 1976, received the Governor's Award in the Humanities from the S.C. Humanities Council. Bass was cited for an outstanding career that bridged the public humanities of journalism and writing with the academic humanities.

1970s

Knowles, Sandra K., MLIS, 1977, has returned to Columbia, S.C., to work at the South Carolina State Library as the director of Talking Book Services.

McDonald, Janice, BA, 1979, is the owner of J-Mac Productions in Decatur, Ga. and the author of *The Varsity*.

1980s

Brackett, Ron, BA, 1985, has spent 26 years at the *Tampa Bay Times* (formerly the *St. Petersburg Times*) and was recently promoted to assistant managing editor/ editing and design. As the Southeast's largest newspaper, the *Times* has won eight Pulitzer Prizes.

Clayton, Walter A., MLIS, 1985, adopted a 14-year-old-child in 2009 and works as a librarian in the Oglethorpe Mall Library, part of the Live Oak Park Libraries in Savannah, Ga.

Gregory, Margaret A. (Rogers), BA, 1985, has moved into a new position with BlueCross BlueShield of South Carolina after spending 10 years in health care marketing, advertising and public relations.

Hamilton, Vasilisa C., BA, 1986, is the new director of public information for the USC College of Education. She is also the author of two books and blogs at www.papadidntpreach.com.

Hearn, John T., BA, 1984, a shareholder of the Rogers Townsend and Thomas firm in Columbia, has been elected chair of S.C. Bar Consumer Law Section Council.

Shutt, Nekki, BA, 1988, has earned certification from the S.C. Supreme Court as a specialist in employment and labor law.

1990s

Barakat, Christie A., MMC, 1994, works as an assistant professor of social media, cross-cultural psychology and mass communication at Florence University of the Arts. She teaches classes such as "the art of persuasion" and "social media at CEA (Cultural Experiences Abroad)."

Alumni Notes, continued

Boscacci, Paul Jon, BA, 1994, was featured in an article in *USAA Magazine* for his comic strip "Fort Knox," which is carried in 35 U.S. newspapers.

Davis, Kelly Jackson, MMC, 1998, is the president and CEO of Davis Public Relations and Marketing in Columbia, S.C. and received "Best in Show" honors from the South Carolina Chapter of the Public Relations Society of America for the state's top public relations campaign in both 2010 and 2011. Her husband, Jeff Davis, BA, 1993, joined Davis Public Relations and Marketing in 2011 as vice president.

Free, Vicky Lynn, BA, 1992, has been named executive vice president of marketing with BET Networks in New York.

Harper, Robin (Washington), BA, 1999, married in 2006 and gave birth to children in 2008 and 2010.

Huggins, J.C., MMC, 1993, became USC's first director of web communications in October. This new position is under the Division of Communications at the university.

Martin, Toni (Panoz), BA, 1992, achieved the status of Certified Supply Chain Planner with APICS Society in Hartsville, S.C.

Rucker, Chad, BA, 1997, has joined the Jackson Marketing group with offices in Greenville and Charlotte as associate creative director.

Sanderson, Jamie E., BA, 1999, lives in Georgetown, S.C., where he has been working at ArcelorMittal for 11 years as the shipping coordinator. In his free time he writes, edits and publishes *The Politics of Jamie Sanderson*, a top-rated liberal blog in the state. He is a former Georgetown County Democratic Party chair.

Westmoreland, Molly, MLIS, 1990, has joined the Appalachian Regional Library in Ashe, N.C. as a county librarian.

2000s

Ballou, Charlotte, BA, 2008, is manager of the iCARE Center in the USC University Technology Services department.

Callahan, Carolyn, BA, 2008, works in Bangor, Maine as an anchor and reporter for WABI TV and was awarded "Best Newscast" from the Maine Association of Broadcasters.

Chakales, Sarah Elizabeth, BA, 2007, was cited for her contribution to CNN's Peabody Award for Broadcasting Achievement for coverage of the 2010 BP oil spill.

Ingram, Mandi, BA, 2003, was included in the Destination Marketing Association International "30 Under 30" list that recognizes destination marketing professionals.

Fields, Kimberly, BA, 2004, works as the administrative assistant for the defensive football coaches at USC.

Hallums, Kimberly, BA, 2007, joined the Center on Budget and Policy Priorities in Washington, D.C. as an EITC outreach assistant in September. Hallums earned her Master of Communication degree from Trinity Washington University in May.

Hearne, Kristen, MLIS, 2006, was named her school district's Teacher of the Year for her work at Wren Middle School in Anderson, S.C.

Love, Amy, MMC, 2000, was recently featured in *Columbia Business Monthly* magazine in a special feature about women who are leaders in the Midlands. Love is the marketing and communications director for the South Carolina Department of Commerce and is involved with Liberty Fellowship, TEDxColumbiaSC, Leadership South Carolina and City Year Columbia.

Martin, Elizabeth Ann, MLIS, 2006, is the reference librarian at The Art Institute of Charleston.

Mayfield, Jennifer, BA, 2008, has been named account manager with the agricultural group of Brighton, a marketing firm in St. Louis, Mo.

Muldrow, Jamie, BA, 2000, is the blood services region communications manager for the American Red Cross South Carolina and received the Leadership Columbia Glenn Jacobus Award.

Nale, Rebekah, BA, 2009, is the public relations coordinator at South Carolina Federal Credit Union in North Charleston, S.C.

Salley, Thomas, BA, 2007, is the tasting room manager and oversees media relations for Raffaldini Vineyards in Ronda, N.C.

Shriner, Judith (Crawford), BA, 2005, purchased a Stroller Strides of Columbia franchise and is the owner of Shriner Fitness, LLC D.B.A.

Smith, Philip Alan, MLIS, 2007, has been named director of Marion County, S.C., libraries.

Till, Shana, BA, 2006, has been promoted to assistant news director at WIS TV after joining the station in 2010 as the executive producer. Till had worked at WCSC in Charleston and WSPA in Spartanburg, earning an Emmy nomination for journalism, and SCBA Star and SC Associated Press awards for spot news, newscast and documentary.

Trout, Kimberly A., BA, 2001, has moved to New Castle, Del., to begin a new job at Telsa Industries in the sales and marketing department. Telsa designs, manufactures, tests and supports state-of-the-art power conversion systems used for medivac units, law enforcement, aviation and military uses.

Turner, Chaunte L. (McLean), BA, 2007, works in Charleston, S.C. as the producer for Live 5 News WCSC, an hour-long newscast. Turner also produces a weekly public affairs show, *Sharpe Focus*, which takes an in-depth look into issues affecting the Lowcountry and Palmetto State.

Turner, Lewis G., BA, 2006, is a meteorologist at the NBC/ABC duopoly in Jacksonville, Fla., where he won an Emmy in December for reporting. He married Andrea Dole in April.

2010s

Foster, James, BA, 2011, is a media coordinator for Coastal Connections.

Hasell, Alyssa, BA, 2011, has joined the Collins and Lacy law firm in Columbia as communications coordinator.

Lukas, Lorin, MMC, 2011, accepted a public relations position with Chip Ganassi Racing for IndyCar in Indianapolis. She works on the Novo Nordisk and Service Central teams.

Randall, Ashley, BA, 2010, has a new job in Summerville, S.C. as a marketing consultant at the *Summerville Journal Scene*, a community-based newspaper.

Sordelet, Mandi, BA, 2010, is the sales account executive for NTN Buzztime, an interactive gaming system. She oversees the South Carolina market.

ALUMNI SPOTLIGHT

Jennifer Cardon

Jennifer Cardon, a 2007 SJMC alumna, took New York by storm after she graduated. She's been an intern at MTV, a marketing strategist for The Summit, a model, an event producer and venue representative for WCMG Events, and a publicist with Simply Chic PR.



Now, she says, she has finally found her niche. She's the NYC Community Manager

for Gogobot, a social network with plans to revolutionize travel with its reviews of hotels, restaurants and local attractions. Cardon's objectives are to gain users, plan launch parties and marketing events and create campaigns.

Gogobot is based in San Francisco, and Cardon is the only staff member in New York. Follow her on Twitter @GogobotNYC to see what she discovers next.

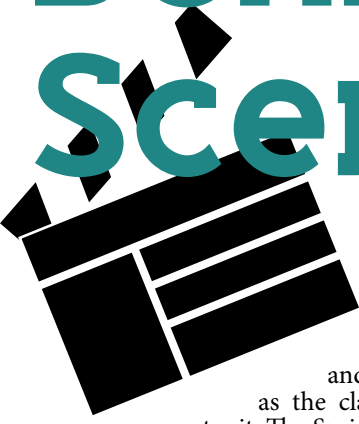
James Singleton

James Singleton has been keeping busy since earning his bachelor's degree in print journalism in 1966 and his Master of Arts degree in 1986. The day he received his first diploma, he got married, and is the father of three children currently in their 40's. In 1992, Singleton opened PRADCom Communications as a consulting service for writers. He employs six writers in specialties from script writing to public relations and marketing.

He has published 19 books and three screenplays, the first of which led to a job as a stuntman in the movie *Bandolero*. Singleton earned the Accreditation in Public Relations designation from the Public Relations Society of America and the Universal Accreditation Board. He splits his time between consulting in the Raleigh-Greensboro market and writing more novels and screenplays.

Behind the Scenes @ InterCom

By Lizzy McNamara | Design by Jordan Osborne



Each issue of *InterCom* is just as unique and different as the class that creates it. The Spring 2012 class included 17 students, five of whom are graduate students, and two fearless leaders with a keen eye for detail. Publication Design is the class that produces the alumni magazine for the College of Mass Communications and Information Studies, and the setting is the Carolina Reporter newsroom in the Coliseum.

“Every semester there’s a different mix of personalities and talent and we’re always able to get a great magazine out of it,” Lisa Sisk, who teaches the class, said. Students often say Publication Design is more than a class; at times it feels like a full-time job because of the level of professionalism that is expected of us in addition to the high standards set in previous semesters. This class gives School of Journalism and Mass Communications students the opportunity to test skills we learned in other classes while working on a professional magazine we are proud to be a part of.


This fast-paced environment is ideal for upper level students to learn about publication and the behind-the-scenes work that goes into each issue. For graduate student writer Stig Rasmussen, “learning more about the nuts and bolts of an editorial process as well as the large collaborative effort it involves” is just a glimpse of what *InterCom* can teach a student in just one semester. This class gave us the freedom to showcase our individual strengths. Whether it was writing, design or photography, everyone contributed to create a successful publication. “Because it’s a small class, you can learn from everyone else around you. Other people’s ideas can make your own grow and develop,” said student writer Naomi Sargent.

With an influx of new faces each semester come new ideas to set a particular issue of *InterCom* apart from previous issues. This particular semester we took a hands-on approach in two of our own articles, Complaint Free World, page 10 and the EQ Personality Test, page 20. We all took the complaint free world challenge and the online personality test, which meant two of our writers got more in-depth angles for their stories, and ultimately we all learned more about ourselves with the results.



“Because it’s a small class, you can learn from everyone else around you. Other people’s ideas can make your own grow and develop.”



Knowing that our words will be read long after we are finished with the class, we work on our magazine assignments carefully and thoroughly. We produce the best work for our alumni and aspire to impress them with our edition of *InterCom*. Unlike in other classes, whatever we produce here will be read by a bigger audience than just our class and our instructor. Accordingly, we give the proper amount of attention to our articles and designs that our alumni would expect. 

Thank you, Donors!

November 18, 2011 to
April 13, 2012
Compiled by Lizzy McNamara

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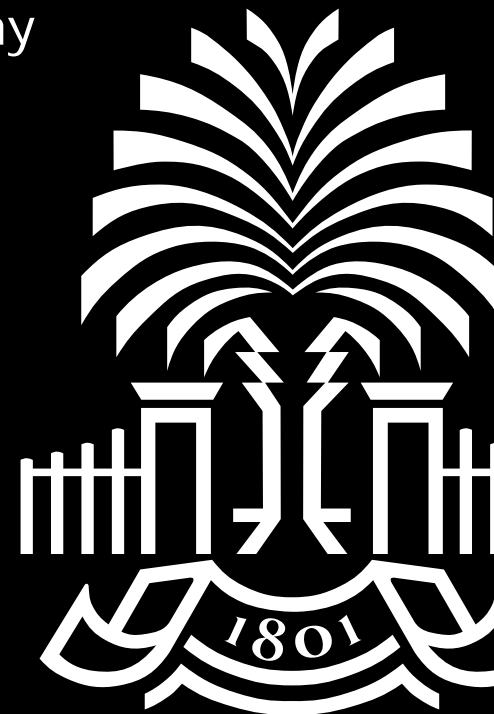
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