

InterCom

A man and a woman are seated at a wooden table in what appears to be a library or office. The man, on the left, has a goatee and is wearing a grey suit jacket over a striped shirt and a dark tie with white polka dots. He is looking towards the camera with a neutral expression. The woman, on the right, has blonde hair and is wearing a light-colored, short-sleeved blouse. She is smiling warmly at the camera. On the table in front of them are several items: a spiral-bound notebook with a cover featuring a landscape photo, several loose sheets of paper with photos and text, and a pen. In the background, there are bookshelves filled with books, including some with colorful covers.

Spring 2013

Young Palmetto Books

USC Press and SLIS team up to enrich literacy.

page 14

Outreach to Africa

Donors make summer study trip to Malawi possible.

page 8

AIDS In The End Zone

SLIS professors create graphic novel for HIV/AIDS prevention.

page 20

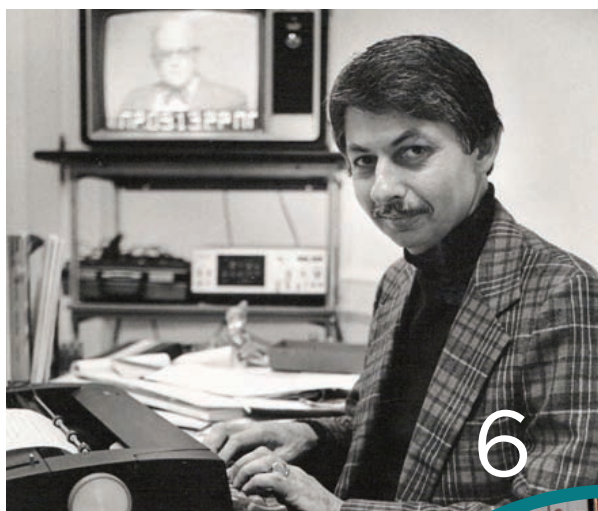
Collins Unbuttoned

A "scribe's" view of the style and impact of Dr. Erik Collins.

page 22

CONTENTS

SPRING '13



14

On the Cover

Young Palmetto Books puts the magic of South Carolina's history in juvenile readers' hands.

Photo: Stephanie Hill



6

Oral History Project

Alumni, faculty and students work together to save the the history of South Carolina newspapers.

8

Outreach to Africa

With the help of a USC alumni donation, students and faculty from the School of Journalism and Mass Communications are traveling to Malawi this summer to participate in a service learning study abroad program.

20

AIDS in The End Zone

School of Library and Information Science professors create a graphic novel for HIV/AIDS prevention.

22

Collins Unbuttoned

A long-time J-school professor opens up about his impending retirement and time within the halls beneath the Coliseum.

25

Feathers to Fins

Did you ever wonder who was inside that famous bird suit? This bird now takes a dive into deep waters.

InterCom

Spring 2013

Charles Bierbauer

Dean, College of Mass Communications
and Information Studies

Dr. Samantha K. Hastings

Associate Dean and Director,
School of Library and Information Science

Dr. Carol J. Pardun

Associate Dean and Director,
School of Journalism and Mass Communications

Elizabeth Quackenbush

Senior Director of Development

Geoffrey Hardee

Assistant Director of Development

Annie Lambert

Communications and Development Coordinator

Zach Sykes

Design Editor

Patty Hall

Photographer

Student Designers

Mary Cathryn Armstrong

Pierson Bridges

Chris Brown

Alexandra Cebry

James Chamberlain

Jacquelyn Farrell

Alison West



Kayla Anderson

Graduate Student, MMC

I hope to work in the
sports industry.



**Mary Cathryn
Armstrong**

Senior, Mass
Communications

I hope to work for a
major music publication.



Pierson Bridges

Senior, Visual
Communications

I hope to be an
architectural
photographer.



Chris Brown

Senior, Visual
Communications

I am looking for a career
in graphic design and
creative communications.



Alexandra Cebry

Senior, Public Relations

My career goal is to do
corporate brand man-
agement with fashion PR.



**James
Chamberlain**

Graduate Student, MMC

I plan to be a creative
director at a global
agency.



Jacquelyn Farrell

Senior, Advertising

I want to be happy
with whatever my
future holds.



Grace Galvin

Senior, Political Science

I hope to practice law in
South Carolina.



Stephanie Hill

Graduate Student, MMC

I hope to work for a
magazine.



Ashley Honea

Sophomore, Broadcast
Journalism

My ultimate career goal
is to be a *Today Show*
co-host.



Chad Hughes

Senior, Advertising

I want to move to
Phoenix and play golf
and go into sales.



Adam Knight

Senior, Public Relations

My plan is to start with a
job that allows me to gain
the most experience.



Meaghan Maggy

Junior, Public Relations

I hope to work for a
nonprofit organization.



Sidney Little

Senior, Mass
Communications

Create my own men's
magazine.



Alison West

Senior, Visual
Communications

I want to photograph for
National Geographic.

The Dean's Other Hat



What's different about this issue of InterCom? Well, it's different every issue. Among the challenges and delights of a magazine produced by students for our alumni is the changing staff each semester. Each issue reflects a blend of their talents and tastes. They don't set out to replicate the previous issue. Far from it.

The 15 students you see on the adjacent page include journalism, visual communications, public relations, advertising and a political science major. Three are graduate students. They shaped the magazine from cover to content to style. They wanted to put their own brand on this issue. They wanted to add more white space, lessen the amount of copy and get rid of one background color they dubbed "mustard."

What you see is the result of their reporting, design and production, working individually and in teams. Alumnus Zach Sykes coordinated the design, as he has for a number of issues. Alumna Annie Lambert had her first stint as production coordinator. I stepped in as publisher/professor for this issue while senior instructor Lisa Sisk took on a special project course for the spring semester. Just the spring semester.

I loved the experience, even the 8 a.m. classes. As the semester progressed, the classroom became more a newsroom; the students became magazine staffers. A product took shape.

Not many alumni magazines are produced this way. We hope you will let the students know what you think of this issue. Many will have graduated, but we will pass along your comments to your new fellow alumni.

Change, though we face it all the time, is never easy. It is, however, inescapable in disciplines as rapidly evolving as ours. Information and communication have never been as much in flux, nor as omnipresent as today. I am writing this on my iPad on a flight to Los Angeles. It will be in my story file when I get back.

Our School of Journalism and Mass Communications is introducing significant curriculum changes that reflect the multimedia environment, provide students more flexibility and support the university goal of greater experience beyond the classroom.

Our School of Library and Information Science is debuting a Fast Track guarantee to a master's degree in 18 months for certain specialties. It's in keeping with USC's On Your Time capacity for students to accelerate or tailor their studies to suit their personal timetables.

You can get greater detail on these and all we are doing on the college and school web pages: <http://www.sc.edu/cmcs>. There you will also find the current status of the journalism school's building plans. At this writing, we continue on schedule to issue the call for construction bids later this year with construction to start around the first of the new year.

Since our last issue of InterCom, we have received a number of very special gifts that will provide naming opportunities for classrooms, offices and features in the building. Among those is a gift to name the dean's suite for one of my predecessors, the late Dean Al Scroggins. I can't think of anything more fitting for the college's longest serving dean.

These gifts are noted on the inside back cover of this issue. Would you consider a naming opportunity for this once-in-our-lifetime building? Contact me or senior director of development Elizabeth Quackenbush for information. Elizabeth is at (803) 777-6898 or equackenbush@sc.edu.

Meanwhile, enjoy this issue of InterCom. Fifteen great USC students crafted it especially for you.

“ As the semester progressed, the classroom became more a newsroom; the students became magazine staffers. ”

* Preserving the News of South Carolina



William Kinney
The Tornado of 1984



Dean Livingston
Orangeburg Massacre



Bunny Richardson
Pee Wee Gaskins



Jack Bass
Trial of Cleveland Sellers



Lou Sossamon
The Gaffney Strangler

Harry Logan
Susan Smith Trial



Jim Davenport
Sanford's
Argentina Trip



Bill Collins
Hurricane Hugo



Bill Collins, Jim Davenport, Dean Livingston, Bunny Richardson, Lou Sossamon and Jack Bass have more in common than being graduates of the

School of Journalism and Mass Communications.

These alumni are among the journalists featured in the South Carolina Press Association's "An Oral History of South Carolina Newspapers" project.

"Journalism is the first draft of history and these people wrote it," said Bill Rogers, executive director at the SCPA.

The objective is to preserve the history of major news stories in South Carolina, as told by the reporters and editors who covered them. Rogers feared these stories were being lost, so to preserve them a website was created featuring video interviews, audio interviews and photographs.

"We saw some of the best journalists and interesting characters are getting older, and we wanted to preserve their stories," Rogers said.

In fact, Davenport, a long time Associated Press reporter covering the State House and General Assembly, passed away shortly after his interview.

Rogers found eager collaborators: The Humanities Council^{SC}, which provided a grant for the project; Pat McNeely, a journalism school alumna and retired professor; and graduate assistants from the School of Journalism and Mass Communications.

"The support of the college has been key," Rogers said. "Dr. Pardun and Dean Bierbauer have been super and we couldn't have done it without them [and] without a couple of graduate assistants."

In fall 2012, Valene Sims was one of the graduate assistants helping on the project. Sims is now designing the webpage and editing the photos and video interviews, along with Rogers and McNeely.

"She was one of my professors in undergrad, so getting to work with her years later has been a fun experience," Sims said. "Working on the project has given me a greater appreciation of newspapers and what the press does. You hear things about the newspapers becoming obsolete, and you don't realize how much history is in them and how much they have really done for America, so a greater appreciation."

So far, the team has interviewed 11 journalists, eight of whom are USC graduates. They have a list of approximately 60 people they would like to interview for the project.

"I guess just being at the Press Association for 25 years, we have a working knowledge of the movers and shakers in our industry," Rogers said.

"I think one of the key elements this is going to bring out is the newspaper coverage of the civil rights movement," Rogers said. "[Bass and Livingston] were involved in coverage of the Orangeburg Massacre, which was a seminal moment in South Carolina civil rights history."

By preserving these stories, the archive can be used as a research tool for future use and provide a history lesson for succeeding generations.

"Students, I think, would enjoy this; future journalists and their friends would like to see it," Rogers said.

The website was unveiled to the different newspapers in South Carolina at the SCPA convention in Greenville in March.

The website can be viewed at <http://scpress.org/history>.

*Story: Stephanie Hill
Design: Pierson Bridges*



Outreach to Africa

Associate Professor Van Kornegay has traveled to Malawi five times. He is shown here with Amanda Tatum, a 2008 Magellan Scholar. *Photo courtesy of Van Kornegay*

Story and design: Chris Brown

In the time Thomasin Holly has been a USC student, it is estimated 650,000 children have been orphaned by AIDS in the African country of Malawi. With the help of USC alumni, Holly, a junior visual communications major, and a class of students are traveling to Malawi this summer to participate

in a service learning study abroad program that will help some of those children.

“I didn’t want to study abroad just to sightsee; I wanted to do service, too,” Holly says. The service learning component of the 11-day Malawi expedition stuck out to alumna Rev. Janet Tarbox, as well. “I’m really proud of the university for being such a hotbed of

involvement,” Tarbox says. Rev. Tarbox and husband Tal LeGrand donated five \$1,000 scholarships to go to five students participating in the trip led by associate professor of visual communications Van Kornegay.

The USC students will travel into Malawian villages to launch mobile medical clinics. The clinics are set up to provide communities

with medical tests, vaccinations and basic care. Students will assist with the clinics and document the work they are doing with photos, video and written word. “They won’t just be observers, they’ll be participants,” Kornegay promises. The content produced will be used to promote a Malawian non-governmental organization, Ministry of Hope. “It’s great not



Rev. Janet Tarbox (right) and Tal LeGrand (left) donated five \$1,000 scholarships for students participating in the Malawi program this summer.

“ Thinking about being an orphan anywhere is bad; thinking about being an orphan in Africa is awful. ”

— Van Kornegay

only for the organization because they get promotional material, but also for me because I get to put things in my portfolio,” Holly says.

Malawi is known as the “warm heart of Africa,” but also for being hard-hit by the AIDS pandemic. “Thinking about being an orphan anywhere is bad; thinking about being an orphan in Africa is awful,”

says Kornegay. Without any safety net or formal government assistance, children orphaned by AIDS often have to rely on the assistance of organizations like Ministry of Hope. The Malawi-based organization will use the student produced content on their website to tell the story of the work they are doing to help AIDS orphans.

“Sometimes a photograph can encapsulate a story,” Rev. Tarbox says. “I’m hoping that is a piece of what happens to one student, or five students, or however many have that moment where they realize how important the

visual is in addition to words.” Though not journalism alumni themselves, Rev. Tarbox and LeGrand have a history of giving back to the J-school through the Buchanan Scholarship. The scholarship is in memory of former School of Journalism and Mass Communications Dean George A. Buchanan and Charlotte Buchanan LeGrand.

The Malawi contribution, however, was personal for Rev. Tarbox. “I did want to make some kind of contribution to photography with the school of journalism, because photography is what I enjoy,” she said.

Photography is important to Holly, one of the five recipients, as well. Holly hopes to work as a photographer after graduating and says this financial aid is making her trip to Malawi possible. “It would have been really difficult to find the money for this trip on my own,” Holly says. Participating students pay a program fee, tuition and cover the costs for the required travel vaccinations to enter Malawi. Kornegay has traveled to the country five times in the past six years. He serves on Ministry of Hope’s U.S. executive committee, so he knows the importance these students’

photographs and other work will have on the organization’s success.

“We saw a huge growth in fundraising once we started doing things like websites,” Kornegay says. That website was designed by visual communications students as a class assignment. The Ministry of Hope promotional video was filmed largely by Amanda Tatum, a Magellan scholar and 2010 graduate. A spring 2013 public relations course pitched PR campaign ideas to the organization. “There is really a J-school story to this group,” Kornegay says.



The Business of People

He's seen Microsoft transform into a globally marketed brand, shaken hands with Steve Jobs and held bylines in some of the world's most prominent publications, including Newsweek, The Boston Globe and Fortune Magazine. But the competitive world of business journalism wasn't always the goal for Hank Gilman.

"I didn't plan on going into it," he said, leaning back into the plush upholstered chair, one of many located in the historic Inn at USC. It's been nearly four years since his last visit, but now the esteemed journalist has returned as part of the school's Baldwin Business Journalism Initiative.

Admittedly, Gilman was only "kind of interested" in traditional economic reporting. In fact, his first published news pieces for The Beaufort Gazette and a subsequent newspaper in Hartford were rooted in local culture rather than big business. Potato bugs held precedence over profit, and the community's biggest watermelon made headline news.

At The Wall Street Journal, the young reporter thrived on the business of people. Gilman substituted "colorful characters" for calculations, and learned that though business is often considered a formula-centric industry, it can still touch on a variety of cultural keystones.

"The common thread

in business is people are out there trying to make money," he said. "You have people who want to do good, people who want to do bad, greed. Whether it's interna-

tional business coverage or domestic, there's a lot of common themes."

Transitioning into an editorial role, Gilman's "knack" for management led to positions at the The Boston Globe, Newsweek and Fortune Magazine. But no matter his official title, Gilman said he is always able to draw upon the preparation and expertise he

received from the school. "It helped develop a love for journalism, being in there and being around other like-minded people," he said. "I wanted to

be in journalism school because I wanted to be talking about it all the time, living it and eating it and drinking it."

Now, the 1975 graduate and distinguished alumnus maintains optimism for the journalism industry, hoping that the same basic curiosity which motivated him as a writer will always be the key for future

generations to tell a story. This was a point he strongly emphasized to students in the school during his week-long visit in March.

"The good thing about

“ The common thread in business is people are out there trying to make money. ”

— Hank Gilman

journalism is you can be curious about something and then go out and find out about it," he said. "That's what I've always liked about journalism in general. You can just wonder about something and then go out and get the answer."

*Story and design:
Mary Cathryn Armstrong*

The Intern Advantage

Danielle Adams, 22, a senior visual communications major, is more than qualified to find a job after she graduates in May. She has not only gained enough experience to create her own food photography blog, <http://biteandship.net>, to showcase her photography, but she has obtained several internships that have helped her define her career goals in the journalism workplace. Students, like Adams, and companies both benefit from involvement in these internships.

“It’s important to get at least one internship under your belt because everyone will start to see you as more marketable,” said Adams. She experienced her first internship in New York City as an intern for TV Guide Magazine. There, she spent her time archiving, attending photo meetings and finding photos for a piece about the popular sitcom “Modern Family.”

Next, she went to intern at Sublime Management, a small lifestyle, food and home photography company also in

New York, where she worked on the photographers’ online portfolios and calendars and sent out e-promos for the company.

“It’s more hands on experience than being in a classroom, and you’re able to get such a different feel for what you are studying because it’s so much more realistic. It helps you realize what you might want to do as a career.” Adams noted. She is currently working remotely as a graphic design intern at SGU Consulting, an information technology company in New York. Working two days a week and communicating through Skype, she creates images to accompany written articles for the company’s blog.

While students are gaining experience for future employment, a company may be looking at a future employee. “I think it’s smart to have an intern because then a company may not have to hire for an entry level position in the future,” Adams said. “The company can later hire the intern who is already

acquainted with the systems and the people at that business.”

Beverly Dominick, career services director for the School of Journalism and Mass Communications, said that approximately 200 journalism students do internships for credit each school year. This number has increased by 20 percent every year in the six years that she has worked at the school. Dominick added that it is also important for companies to provide internships for students because it gives them insight into the skill levels of the new and upcoming generations.

“A lot of companies are really into social media and are having trouble looking for people that are qualified,” Dominick said. “It gets them in touch with students who have these skills. Companies want to get to know the student and track the student. If it is successful, it will more than likely turn into a job.”

Story: Meaghan Maggy
Design: Alison West



Interested in obtaining an intern?
Contact Beverly Dominick:

(803) 777-3347

dominicb@mailbox.sc.edu

Dance Marathon goes SOCIAL

SJMC PR student uses social media to benefit the kids.

Digital marketing and social media communications are now leading the charge for some of the smartest brands worldwide. You can add USC Dance Marathon to the list thanks to Lindsay Church, public relations director for Dance Marathon 2013. Church used social media to raise awareness, rebrand the organization and help break a fundraising record this year. “I stand for the hope of more birthdays for these kids. I tweet for them, too,” Church said.

The 15th annual Dance Marathon in March raised \$224,510—a 26 percent increase from last year’s event. Students participate in the annual event to raise money for the Palmetto Health Children’s Hospital by collecting donations and standing—or dancing—for 24 hours. However, reaching out to donors has been the biggest struggle for the behind-the-scenes, student-run executive board. A solution may have been found.

Official hashtags including #MakeMiracles and #USCDM2013 were used to encourage 658 dancers to share photos on Instagram and tweet their many emotions in just 140 char-

acters during the 24-hour event. Leading up to the March 1 event, social media was also used to raise awareness and increase participation.

On New Year’s Eve, USC Dance Marathon’s Facebook page encouraged followers to start the year “for the kids.”

Simple graphics showed “\$1,000

for 2013,” encouraging students to change their Facebook cover photos and profile pictures. The executive board successfully raised \$5,000 in one day and welcomed 90 dancers to the registration list.

“This year, we increased our presence on Facebook, Twitter and YouTube by creating messages that would resonate with our publics,” said Church. Dance Marathon’s 2013 public relations team raised the number of Facebook fans from 1,200 to 1,729 for a 44 percent increase and Twitter followers from 700 to 1,026 for a 46.6 percent increase. “It offered us a simple way to reach our target audience and build a brand online,” Church said.

Social media has certainly developed over the past few years. Just ask Michelle Shorter, a 2008 public

relations graduate. Shorter was in Church’s shoes five years ago. While she recalled a Facebook group, she said, “There wasn’t heavy involvement on the site, and there was no Twitter back then!” Studies show that Facebook was the primary method for

communication among college students in the U.S., but organiza-

tions such as USCDM were slower to transition, primarily using traditional methods of reaching across campus.

That’s not the case anymore. USCDM now relies on new media to reach the Carolina community. Over the course of the 24-hour marathon, the public relations team sent out 158 tweets and also retweeted pictures and comments from participants. At one point during the event, dancers came together to make a Harlem Shake video. It was posted to YouTube and received 4,672 views in 20 hours.

“Overall, we had an incredibly successful event that raised a record-breaking amount for the kids, and I believe our public relations efforts in social media were essential to reaching that goal,” Church said.

“ I stand for the hope of more birthdays for these kids. I tweet for them, too. ”
—Lindsay Church

BY THE NUMBERS:

AMOUNT RAISED

\$224,510

OF DANCERS

168

LENGTH OF EVENT

24 hours

FOLLOWERS



1,200 to 1,729 44% ^



700 to 1,026 46.6% ^



158 tweets



You 4,672 views
IN LESS THAN **20 hours.**
Harlem Shake

Young Palmetto Books

Giving young readers something new to leaf through.



Kim Jeffcoat,
executive director,
SCCCBL

*In South Carolina,
we are routinely
enveloped by the
nostalgic surroundings
of our humble
beginnings as an
agricultural society,
of our beloved
palmetto tree and the
strength it symbolizes,
and of the heroism
and courage of many
who brought honor
and pride to our
state.*

The Young Palmetto Books imprint that debuted this May seeks to ensure the significance of these elements of our society are not only taught, but embraced, by the youth of our communities.

The University of South Carolina Press and the South Carolina Center for Children's Books and Literacy (SCCCBL), a program in the School

*Story: Kayla Anderson
Design: James Chamberlain*

of Library and Information Science, launched this book series with the goal of featuring South Carolina-centric material that aims to enrich literacy efforts for children of all ages.

“One of the things that I have always wanted to do is to find out where the gaps are in good children’s literature,” said Kim Jeffcoat, SCCCBBL executive director.

Through the center’s book collection and reading programs conducted around the state, Jeffcoat noticed a lack of material that specifically focused on South Carolina. She discussed the idea of Young Palmetto Books with Jonathan Haupt, director of the USC Press.

“We’re really looking for ways to share South Carolina’s history and culture with younger groups of readers.” — Jonathan Haupt

“This is not something that university presses usually do,” Haupt said. “We’re really looking for...ways to share South Carolina’s history and culture with younger groups of readers and get them excited at an early age, so that they continue to be interested and invested in those topics as adults.”

In keeping with the press’s mission of enrichment of the state’s cultural and natural legacy, Young Palmetto Books focuses not only on material pertaining to South Carolina, but also relies on the talents of writers and artists who have a connection with the state. The first book in the series, “Fragments of the Ark,” tells the account of Civil War-era slave Robert Smalls and his daring commandeering of a Confederate vessel.

USC’s first lady, Patricia Moore-Pastides, is the author of the second book, one that encourages the use of personal

gardens and offers recipes that utilize the produce of those gardens.

The series and its new Young Palmetto Books logo were unveiled at SCCCBBL at an April reception. Haupt and Jeffcoat hinted at upcoming projects. Moore-Pastides also spoke about her book and the need she sees for younger generations to have a voice through the medium of literature. Keeping with that mission, two adolescent authors are scheduled for publication.

As the initiative grows, a wider variety of books will be published in 2014, including the graphic novel “AIDS in the End Zone” that can be read about on page 20 of this issue. Lowcountry

artist Jonathan Green will illustrate a new edition of Louise Meriwether’s “The Freedom Ship of Robert Smalls.”

“There’s a lot of potential for a really great young adult series or children’s series to come out of this,” said Jeffcoat. “By connecting authors and illustrators in South Carolina we can also provide for them a network...where they can collaborate.”

Haupt also believes in the future opportunities this imprint will present.

“We have a responsibility...to positively impact the lives of South Carolina children with these kinds of books,” Haupt said.

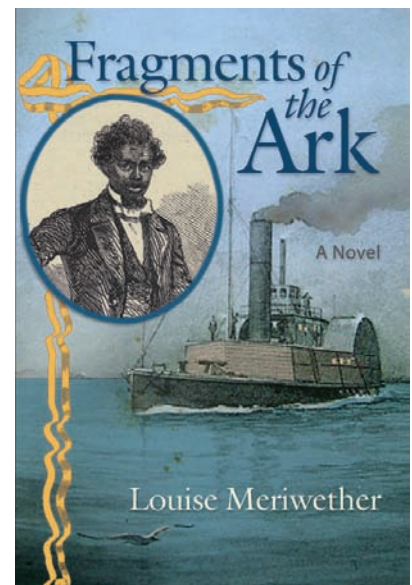
He anticipates that the project will foster “good, positive national attention for South Carolina” and will fuel the success of Young Palmetto Books, adding “we certainly wouldn’t turn down a book award!”

First Editions



“This companion to Patricia’s first book, ‘Greek Revival: Cooking for Life,’ shares not only practical gardening advice, but also can-do recipes that anyone can make...This is a book you’ll reach for time and again, no matter your level of expertise.”

Rebecca Bull Reed, associate garden editor, *Southern Living*



“Incredibly moving... ‘Fragments of the Ark’ explains why the Civil War remains positioned in the American psyche as bitter race memory. In Louise Meriwether’s capable writing hands, the conflict becomes as real as the odor of freshly spilled blood, and the suffocating presence of gunpowder in the air.” **Maya Angelou**





Social Media in the Classroom

Twitter, Facebook and writing for the 21st century

With social media becoming an essential part of corporate communication strategies, there is no question that social media use should also be taught in the classroom. It is quite normal to hear a professor ask students to put away their phones or to exit out of their social media, but asking students to take out their phones or log in to their social media profiles could easily become a normal classroom activity.

Service learning classes, such as advertising and public relations campaigns classes, also force students to address and use social media for their clients. There are even opportunities for students to use social media to interact with their classmates. “I’m in a service learning class taught by Professor Karen Mallia, and she encouraged us to make a Facebook group for our year-long group project. It’s been the best way to stay in touch because, let’s face it, college students check Facebook incessantly,” said Haley Rabic, a sophomore public relations major.

“There is still a lot to learn; no one really knows social media,” said senior instructor Doug Fisher. “Over the next era or ten years, we are going to see even more of an evolution of social media.” Fisher incorporates social media learning into all of his classes and teaches a

“Social media is extremely important, not just in journalism but in every field because it is affecting everyone.” -Mandi Engram

Maymester course called “Creating and Maintaining an Online Community” that is solely focused on social media. Fisher recognized early on that the news wire was pretty much the beginning of social media. He started teaching about texting in the classroom when he found that one South Carolina newspaper would sometimes send out text messages when a main story was filed. “I figured that if editors are going to start having to deal with that, I might as well start teaching it,” Fisher said.

Social media has evolved so much that it has created a new line of work. Many companies and organizations have positions strictly for managing social media. “Social media is extremely important, not just in journalism but in every field, because it is affecting everyone,” said Mandi

Engram. A 2003 public relations graduate, Engram holds the newly created position of social media strategist for the University of South Carolina. She is also a founding member of the Social Media Club of Columbia. “A lot of employers are expecting young people, who are text heavy and right out of school, to be social media savvy just because they maintained a personal presence online,” said Engram. But that doesn’t necessarily say that they have experience from an organizational standpoint.

*Story: Adam Knight
Design: James Chamberlain*

Déjà vu: the View of a Late Arrival

Chad Hughes, a senior advertising major who transferred as a sophomore to USC from University of Wisconsin-LaCrosse, contributed this essay.

Dean's note: We love transfer students who arrive with a sense of direction and a record of accomplishment at other schools.



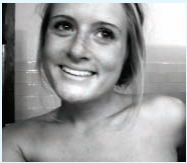
I would describe freshman year as the most fun I would never want to have again. Freshman year can be full of harsh mistakes and awkward and uncomfortable situations.

In the fall of 2012, 33% of incoming students in the College of Mass Communications and Information Studies had to do just that: start “freshman year” all over again. They were transfer students.

Transfer students are a very large, but sometimes overlooked group who face a greater challenge than typical incoming freshmen. Freshmen have it easier

because they are all thrown into the same large pond. The dorms make up the perfect meeting grounds for incoming freshmen to branch out and make friends. Some may argue that transfer students have the same opportunities as incoming freshmen; they would be wrong. The majority of incoming transfer students live in off campus housing due to the fact that incoming freshmen receive priority when it comes to housing, and USC historically accepts more students than its dorms can accommodate. This forces transfer students to live off campus with groups of people who, more times than not, already have established groups of friends.

When it comes to academics, transfer students face the challenge of learning an entirely new curriculum after becoming accustomed to their previous one. Every school does it differently, and some students may not figure out a school's system until their senior year. This means, if transfer students want to graduate on time, they will have to learn their school's system in one less year than everyone else. Although transfer students have more obstacles than many incoming freshman do, they are not insurmountable. Transfer students may enter a new school with a perceived disadvantage, but they often leave with a huge advantage. They know how to adapt quickly, and that is a skill that applies to all stages of life.

Student	Hardest Part of Transferring	Significant Contribution	Advice to Incoming Transfers
<ul style="list-style-type: none"> •Stephanie Pope •Senior •Visual Communications •Coastal Carolina University, SC 	<p>“Everyone had already found their place and developed friendships.”</p>	<p>Creative director for Garnet & Black magazine</p>	<p>“Be bold and DON'T try to fit in.”</p>
<ul style="list-style-type: none"> •Kacey Fitzpatrick •Junior •Advertising •James Madison University, VA 	<p>“I received my acceptance letter to USC the last day before orientation.”</p>	<p>Founder and manufacturer of an online bow tie company</p>	<p>“Work really hard to meet new people. I already lost out on a semester of college and I needed to make up for it once I got here.”</p>
<ul style="list-style-type: none"> •Lauren Bailey •Senior •Public Relations •Warwick Community College, MD 	<p>“Different culture, everyone had already established friends, didn't make my good friends until my sophomore year.”</p>	<p>Advertising account representative for The Daily Gamecock</p>	<p>“Join as many clubs and sign up for things you usually wouldn't do. Don't stick with the people you already know.”</p>



Ties that Bind



*Story: Grace Galvin
Design: Pierson Bridges*



We are all familiar with that “back in my day” story from our parents and grandparents, but when it comes to the College of Mass Communications and Information Studies, those stories have helped build today’s programs. Each generation has contributed to these advancements and developed ways to make use of new forms of communication.

If you take a moment to compare and contrast the college experiences of former and current students, you will see the connections, contributions and advancements made between generations. In some cases, past generations have contributed the next generation itself, a family connection.

Linda Bridges, a 1984 graduate of the University of South Carolina, earned her bachelor’s degree in advertising and public relations. “Those were the greatest four years when I was there. I feel like I learned a lot and I met my husband there,” said Linda Bridges. “I think Pierson hearing us talk about our experience in college made her interested in Carolina.”

Pierson Bridges is Linda Bridges’ daughter, now a senior visual communications major. For Pierson, the technological advancements are essential to success in her program. “Being a vis-com major, it has impacted me a lot. Technology for my major is huge,” said Pierson Bridges. Linda Bridges explains how impressed she is with her daughter’s generation’s abilities to handle technology and use it to the fullest. “The major difference is the computers. Everything is so instantaneous, and to me that’s amazing.”

“ Everything is so instantaneous, and to me that’s amazing. -Linda Bridges ”

In the tight-knit community of the School of Library and Information Science, a mother-daughter pair has reversed the generational story. Morgan Montgomery graduated with her master’s in library and information science in August 2007. Morgan described SLIS as “more of a family type atmosphere,” because it is a relatively small school compared to other schools on USC’s campus. Family, in more than one way.

Morgan’s mother, Barbara Montgomery, is now working towards her Ph.D. in information science, expecting to finish her doctorate this year. After working in the school library system for 28 years, Barbara was in a place in her life where she could retire. However, she heard that SLIS was starting a Ph.D. program and felt this higher degree would help her achieve her ultimate goal. “Public libraries and school libraries don’t work seamlessly together,” she explained. “I thought if I earned my doctorate then I could help them. I would be able to reach more people about what library media specialists do.”

The program has allowed Barbara Montgomery to take all of her classes on campus, whereas her daughter had more experience with online classes while working towards her master’s. “I think it’s wonderful that students can earn a degree more conveniently because it’s now online. It’s less expensive and it’s more convenient,” said Barbara Montgomery. Morgan Montgomery clearly appreciates the options SLIS offers, too. “My mom and I always encourage each other to be the best that we can be,” she said. “I feel like SLIS is a great program because they are always making leaps and bounds to reach students where they are.”

The Bridges and Montgomerys are only two of many family legacies to have filled the classrooms and corridors of Davis College and the Coliseum. One key similarity the Bridges and the Montgomerys cite is the close-knit community formed by the college. “They all want every student to succeed. That’s basically the theme of the whole College of Mass Communications (and Information Studies). I think because we are a smaller program, we make better connections,” said Barbara Montgomery.

AIDS In The End Zone

Two professors, a graphic designer and a group of young men form an unlikely partnership.



Left to right:
Dr. Karen Gavigan
Sarah Petrulis
Dr. Kendra Albright

A high school quarterback contracts HIV and becomes a success story. It might not be the story you would expect two professors from the School of Library and Information Science to have written—that’s because they didn’t themselves. Dr. Kendra Albright and Dr. Karen Gavigan had the idea for an informational graphic novel about HIV/AIDS, but they knew that to connect with teenage boys they would need help telling the story.

The professors’ story begins with a research presentation. Dr. Albright remembers sitting and watching Dr. Gavigan, then a Ph.D. candidate, give a presentation about her research involving graphic novels in education when the idea hit. Living the aphorism that anything worth having is worth waiting for, Albright gave Gavigan a semester to get settled as a new SLIS faculty member before approaching her with the idea that eventually became “AIDS In The End Zone.”

Albright has a background in HIV/AIDS prevention research, centered in Uganda. With that as a foundation, she saw a link between three things: first, South Carolina’s HIV problem—it is 8th in the nation for new HIV cases, with young black males being the most at risk; second, the way multimedia are used to convey information in Uganda and, finally, Gavigan’s research on the graphic novel’s unique ability to connect with teenage males.

“The young men have been great from the word ‘Go.’ They have taught us so much.” -Dr. Karen Gavigan



Drs. Gavigan and Albright were confident their idea was sound, but they felt it would be more effective if they got input from the young men they were trying to reach. Not sure what to expect, they contacted the South Carolina Department of Juvenile Justice and were introduced to an enthusiastic and interested group of young men. Dr. Gavigan lit up when she began to talk about the group’s contribution, “The young men have

been great, from the word ‘go.’ They have taught us so much,” she said. With only some suggested sketches by graphic designer Sarah Petrusis, the young men worked together to craft the plot and characters, shaping both the tone and pacing of the novel.

“If you look at the research, we have every reason to believe it will work.”

-Dr. Kendra Albright

Their story follows Marcus Johnson, a recent transfer to Marina High School, and his rise to varsity quarterback, where he comes in conflict with the old quarterback Brad Timmerman. Brad gradually becomes consumed with jealousy, and convinces his ex-girlfriend Maria, who he knows has HIV, to sleep with Marcus. The story ends on a bittersweet note: Marcus contracts HIV, but a flash-forward shows that he is also in the NFL and using his role to promote the importance of HIV awareness. That is the information that made it into the novel, but that is not where the young men stopped. “We can tell you what all of their parents do for a living, what their ethnic background is, what kinds of clothes they wear,” Dr. Albright said, “Even though the cars are not included, Brad drives a red corvette.”

“AIDS In The End Zone” has been a hit at conferences around the country, inspiring people to approach the professors with a broad range of topics for potential sequels—from a more female-centric novel, to LGBT

issues, to bullying. However, they want to stay focused on making sure that “AIDS In The End Zone” is successful before moving on to the next project.

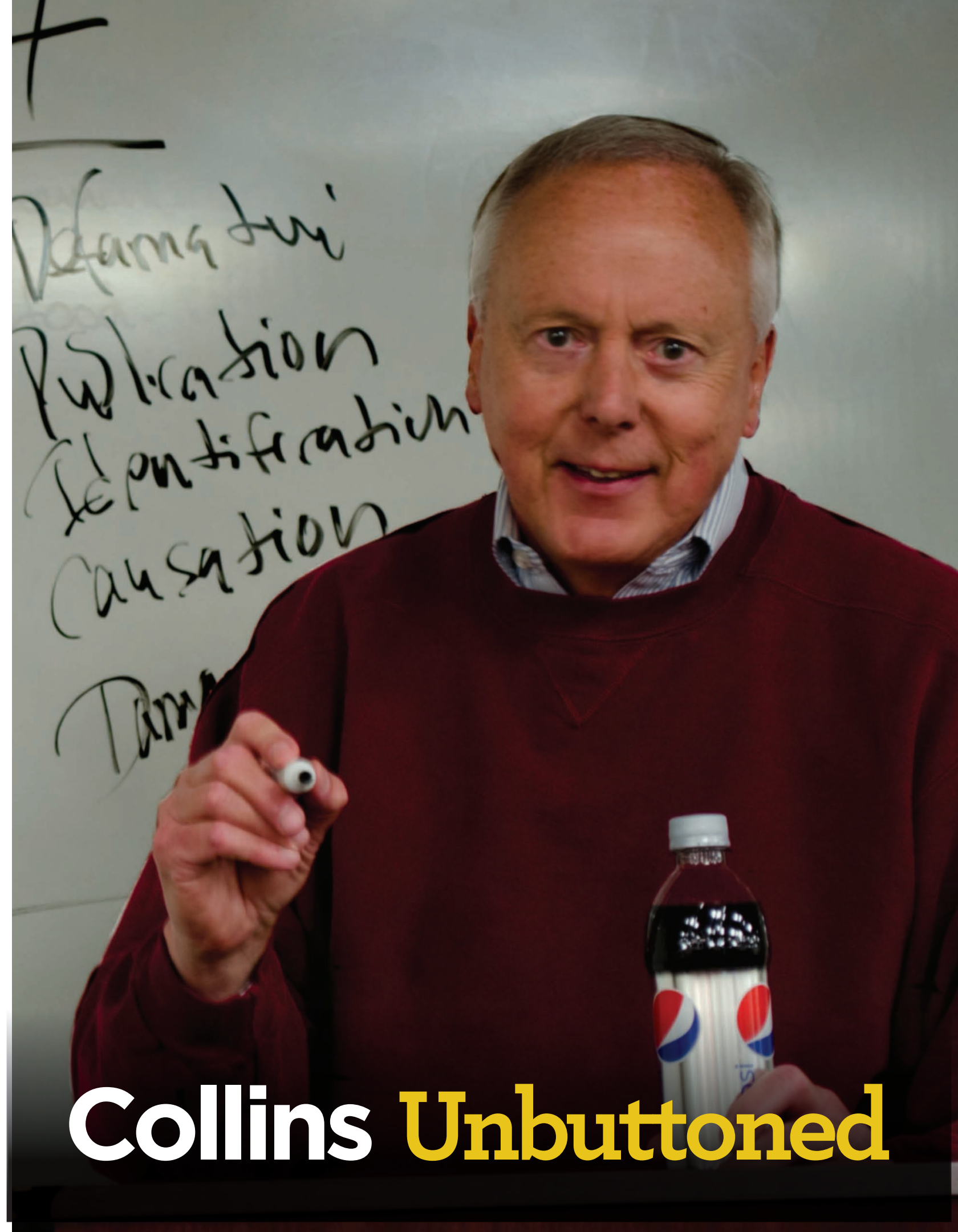
The next step for the two professors will return to where they began: research. Through a series of focus groups, they will test the efficacy of “AIDS In The End Zone.” Dr. Albright is confident that their approach can be effective. “If you look at the research, we have every reason to believe it will work,” she said. If it meets their standard by accurately and effectively relaying information about



HIV, the professors will work on getting the graphic novel distributed to public libraries in the Columbia area, throughout the state, and, ultimately, the nation. An important part of that distribution has recently been secured, with the University of South Carolina Press’s new Young Palmetto Books imprint agreeing to publish the first run.

Story and design: James Chamberlain

Photo: USC News



Collins Unbuttoned

Having heard rumors concerning Dr. Erik Collins' media law class—its challenging workload and professor alike—I stepped into the lecture room carrying a sense of apprehension in the spring of 2012. In he strolled, sporting a button down and sweater vest with Diet Pepsi in hand, which I would come to recognize as his never-altering appearance.

"I swear I was born wearing a blue button-down collared shirt, a navy blazer with gold buttons, gray trousers and loafers," Dr. Collins said.

Dr. Collins called roll, then announced that he would be choosing a class "scribe" whose duties were to attend every class, take notes on the day's lecture, and periodically summarize acquired knowledge.

"Ah, Miss Honea," said Dr. Collins with an air of confident humor, formally addressing me as he did all of his students, "you will be our class scribe for the semester. From that day forward I impossibly strove to write down every word that Dr. Collins said, along with his sporadic mentions of life "rules," including "never go to Ohio" and "make as much money as you can."

Dr. Collins never comes to class with anything more than an Expo marker and a Diet Pepsi, yet always has a method strategic to his teaching madness.

"If I don't know enough to where that is all I need in class, why would you come?" Dr. Collins asked. "You have to work hard to make it look easy, but that's the most fun of it." Just when the twisting scenarios

Dr. Collins crafts on-the-spot seem without direction, a serious and comprehensible message concerning a journalist's interpretation of the First Amendment would pop up. A light bulb came on. Dr. Collins did it yet again.

"It's a pleasure coming to work every day," said Dr. Collins. "It's like a tonic to me. You get in [the classroom] and it's like a 'let's get going!' kind of thing. It's just a lot of fun."

Dr. Collins expects his students to understand the material well enough to be able to morph what they have

“ I took Collins' courses twice, and I'd do it again.

-Sidney Little, 4th year mass communications major

learned into real-life solutions, while at the same time forming their own opinion.

“Teach them not what

is, teach them ways to apply what they're learning to the next situation they face, because that's life," said Dr. Collins.

After graduating high school at 16, Dr. Collins became a professor at the age of 27 and has influenced the lives of hundreds of students. Richard Moore, a broadcast journalism instructor, was a student of Dr. Collins at Ohio State. The two are now colleagues and both approaching retirement.

"Erik has been a great mentor for me, personally," said Moore. "He is a voice of reason for all faculty and has been a logical and thoughtful advocate as the school of journalism tries to chart its course through the development of a new curriculum and other challenges."

Dr. Collins came to the University of South Carolina in 1985 after

acquiring a breadth of communication credentials, including a master's degree in higher education from Florida State, a Ph.D. in journalism and mass communications from Syracuse, a law degree from Ohio State and experience as Phillip Morris' public relations representative. Dr. Collins has taught an assortment of subjects including public relations, media law, research methods and journalistic writing classes. Overall, he cherishes most his experience working with students in the graduate level program.

"Our students who have come into our program, they're bright, they're eager and they've done well and gone out and done great things," said Dr. Collins. "I'm happiest about having helped create that."

With retirement a year away, Dr. Collins said there wasn't a single thing he would change about his experience at the university. "I will miss the hurly burly of the students," he admits. "But I want to go out on top."

Erik Collins' 25-plus years at the J-school have left lasting impressions on many. His intense, transparent love for what he does will stick with me for the rest of my college career and inspire me to put the same amount of passion into my future endeavors. Having a professor who loves what he does simply for the betterment of his students is a rarity and I feel privileged to have experienced that.

"Being a college professor, you have to accept that the rewards are not always monetary," said Dr. Collins. "But there are rewards that are worth the sacrifice."

Story: Ashley Honea
Design: Alison West



Brandon Smith on the scene of "Slit"

Horseshoe to Hollywood

Horseshoe to Hollywood is not a common path for USC graduates. However, Brandon Smith, a 2007 public relations graduate, has taken on the challenge of pursuing an acting career, and has not looked back since. "I am a big believer in chasing dreams and putting forth the effort to make them come true," Smith said. Upon graduating from the university Smith auditioned for enrollment in the American Academy of Dramatic Arts in Los Angeles, a move that led to roles from commercials and television shows to features in movies.

InterCom's Sidney Little spoke with Smith:

Q What has your experience been like since moving out to Los Angeles?

A It has definitely been a struggle, but I keep faith and continue to see my hard work pay off. It also helps that I'm a pretty friendly person and that part of my personality has really helped me stand out in terms of auditions and interviews. As far as location, New York is more me; I spent a summer there and never wanted to leave, but LA is where the business is.

Q Would you say that attending the university of South Carolina contributed to those likeable traits? What are some of your most memorable moments of the university about?

A Without a doubt, I love Carolina! I took a crisis communications class with Randy Covington, and that helped me

learn to think outside of the box. But my freshman year was amazing. I walked onto the football team while Lou Holtz was still here and that was an experience in itself. Being able to play in the spring game at Williams-Brice Stadium is unforgettable.

Q How have classes in the Coliseum contributed to success in Hollywood?

A I started as a broadcast major, and I was able to do a lot of camera work, so I was comfortable in that aspect.

Q That's a pretty cool accomplishment, what are some of the other acting jobs you have done?

A Aside from "The Green Hornet" and "Guitar Hero"

recently, I was able to fulfill a childhood dream after meeting J.J. Abrams ("Lost," "Star Trek," "Cloverfield") in a restaurant I worked at. I simply told him my dream of wanting to be in one of his "Star Trek" films and he handed me contact info immediately. Next thing I knew, they called me in, fitted me for a space suit, and I was going into battle with none other than Captain Kirk and Mr. Spock.

Q That's definitely worth bragging about! It can definitely be said that you seem to have quite the career ahead of you Brandon; we here at Carolina wish you the best of luck in your future projects.

A Thanks Sid, it was great having this opportunity, man.

*Story: Sidney Little
Design: Chris Brown*

Feathers to Fins

Walking the halls of the journalism school is normal for any advertising major. Standing in the middle of Williams-Brice Stadium in a soft, red outfit with big feet is not so normal. Jamie Ballentine lived the best of both worlds when he first put on those famous Cocky feathers in 2002.

Ballentine wanted to play football in high school, but his dad was scared of injury, so convincing Ballentine to be the mascot to go along with his spirited personality was a good compromise. Starting out as the Blazer at Ridge View High School in Columbia, Ballentine knew he wanted Cocky in his future.



Being a full-time student and living a whole second life was what Ballentine committed to and loved.

“I have to admit I fell asleep in class a lot,” Ballentine remembers. “There was non-stop school-work, studying, games, events and appearances. The professors in the journalism school were very understanding of my odd scheduling, and because of that, our relationships were strong.”

As the most famous bird in the southeast and graduating with an advertising degree, his passion continues beyond college. He appeared as “Blowie” the Columbia Blowfish, “Trey” of the Albuquerque Thunderbirds and the Charleston River Dogs’ “Charlie.” Then he heard a call to ministry.

“In that time, I felt God lay a heavy burden on my heart to begin a mascot ministry that would involve youth, performing shows with a mascot for children.” In 2011, Ballentine met a man in The Family Christian Bookstore in Charleston. Ballentine revealed his feathery identity to him, and the man told him his church had just completed revamping its children’s department and wanted to get a mascot. Harbor Light Church has a lighthouse as its logo. Sticking with the nautical theme, Ballentine first thought of a walrus character, but after a few bad walrus drawings and a prayer, an image of a seahorse popped into his head. Ballentine was about to become Harby the seahorse at Harbor Light Church on James Island.



Now serving as a youth pastor, Ballentine and his wife, Brittany, are planning to start their own character ministry. Ballentine says his ministry is like “developing a character for live performances in churches and youth camps to share the Gospel with young children in a way that is fun and memorable.” Ballentine includes his youth group in the shows as performers or doing work behind the scenes. “It’s wonderful to know where I come from, why I’ve struggled so often, how to overcome those struggles and what my purpose is, which is to glorify God using the gifts, education and experiences he has blessed me with,” Ballentine said. He gives back to his community by making people smile and bringing joy to total strangers, as Cocky or Harby, or characters yet to come.

Story and design: Jacquelyn Farrell

Spring '13 | 25



Service Learning

It's A Win-Win For USC

Fourth-year public relations major Colleen Ryan became concerned about verbal abuse via social media in her community at USC and decided to do something about it. “All of the tweets from anonymous twitter accounts making fun of students really sparked my idea of doing an anti-bullying campaign,” explained Ryan. “I felt that if there was some awareness raised of the hurt caused by bullying on campus, maybe students would refrain from following or re-tweeting certain accounts.” With the implementation of a campus-wide anti-bullying campaign, Ryan created an awareness campaign with the help of the Carolina Service Council, the university’s student-led community service organization, and The Carolina Agency, SJMC’s in-house agency. To expose the harmful impact Twitter was lending itself to on campus, Ryan knew it would take

more than a table on Greene Street to get her message across.

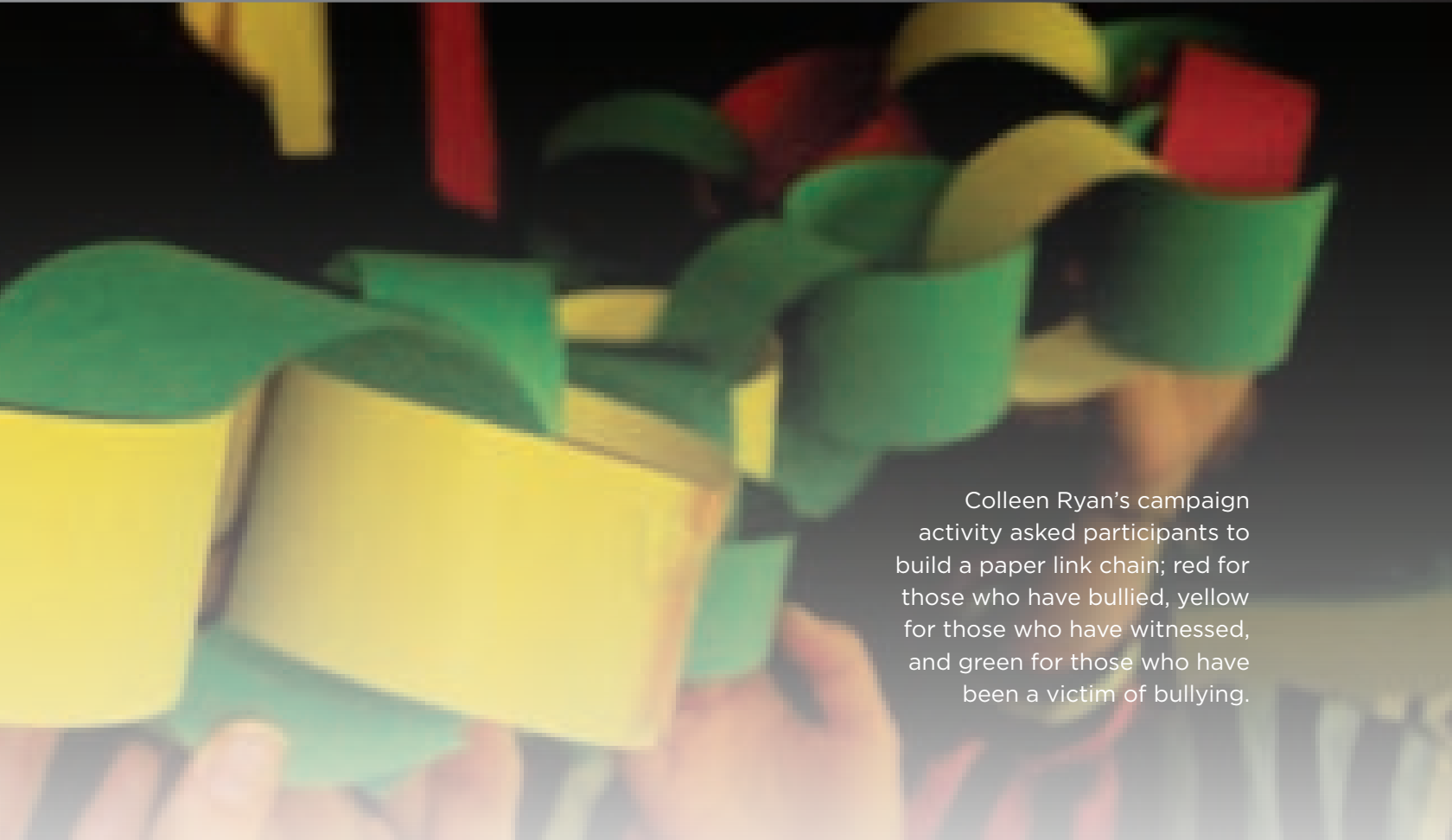
The Carolina Agency takes a unique approach to bringing service learning into the classroom. The student-run agency works with up to 15 external clients a semester, and offers students the experience of real-world public relations applications with real organizations, mostly local Columbia non-profits. “There is a real uniqueness about service learning opportunities where people and organizations that can’t afford really good PR get the chance to get good PR from the students,” instructor Jeff Ranta explained. Ranta feels this type of learning atmosphere creates an engaging experience and better results for the students’ portfolio, résumé and confidence.

Ryan’s project—creating awareness about abusive communication over social media—is a perfect example. “I knew a friend in the class, and thought that she

would be able to help,” Ryan said. “I do believe the students are benefitting from the experience, because not only are they getting experience in planning something, but they’re also getting experience in advertising an event and an entire campaign.”

The concept of service learning and classroom engagement within the community is a booming trend in the academic world. It’s a contrast to investing in money draining scholastic texts and limitless PowerPoint slides in a classroom atmosphere.

The College of Mass Communications and Information Studies embraces the service learning beyond the classroom as it fits in the curriculum. Some more classes that engage service learning into their curriculum follow:



Colleen Ryan's campaign activity asked participants to build a paper link chain; red for those who have bullied, yellow for those who have witnessed, and green for those who have been a victim of bullying.

Community For A Cause

“The students see a need in the community and become passionate about it,” said advertising professor Karen Mallia, who created her Community For a Cause class in response to a request from the university’s Honors College. She based the class on the pioneering concept of applying persuasion communication to build strategies for non-profits in the community. Two current clients of Community for a Cause are the Midlands Fatherhood Coalition and the Family & Homelessness Shelter.

Library To Literacy

As one of the college’s first entrepreneurs in service learning, Dr. Pat Feehan taught the SLIS Library and Literacy class. “Having service learning in the classroom is like a win-win situation; students gain so much through real people and real situations,” Dr. Feehan said. “They have the chance to try out their passion and future career involvement in a real way.”

Non-Profit Recruitment

Non-Profit Recruitment is a featured special topics class during spring semester where students actively engage, plan and implement the rebranding of the School of Journalism and Mass Communications. Under the advisory of senior instructor Lisa Sisk, this service learning class is bringing the textbook of public relations to life as students create new promotional materials for the school.

Story and design: Alexandra Cebry

Where^{are} they Now



Christina Galardi

Life in Gumi, South Korea, is a far cry from the classrooms of the Coliseum. Yet for Christina Galardi, life still involves a classroom, though she has become the teacher. Galardi is on a Fulbright grant as an English teaching assistant at a middle school in Gumi. The 2012 Outstanding Public Relations Senior deferred grad school and began packing for her year-long stay in South Korea. She lives in a homestay and has immersed herself with her family abroad. Post-Carolina, she found herself living a more spontaneous lifestyle and says that she lives her life by the “you-only-live-once philosophy.” Galardi says her experience in communications and journalism knows no borders, and with that she is able to communicate information to non-native speakers more effectively. “I’ve always wanted to blaze my own trail. I had the spark, but support from the Gamecock family ignited the flame and helped me shine brighter.” Check out her blog, “Traveling Grits,” at <http://travelinggrits.wordpress.com> for more information on her experience in South Korea.



Josh Dawsey

Not only is a shift from classes to a career an adjustment, but moving from Columbia to Manhattan is an adjustment in itself. Josh Dawsey, recipient of print journalism’s 2012 George Buchanan Award, initially had plans to intern at The Boston Globe, but thanks to one of his professors, he landed an interview at The Wall Street Journal and a job offer. “Working 60 hours a week or thereabouts is not easy, even if you’re accustomed to multitasking well. The demands and real-life stresses of a full-time job – there is not the safety net for mistakes – is also frightening,” Dawsey said. His feelings about graduating reflect those of most college seniors: mixed. Dawsey was ready to begin a new phase of his life, but scared to leave his comfort zone at USC. Even though Dawsey was excited for his new life in Manhattan, the first year was rough; but thankfully, he said it does get easier every day. “I was scared to start anew without any of the comforts of college life, happy to have a chance to give the world a chance, determined to do well, but nostalgic of great times.”



We've put our GPS on some of last year's SJMC honorees to see where a year's time has taken them.



Anna Hodgson

"I felt like the Keymaker in *The Matrix* – I had all of the keys, but I needed to find the right key for the right door." Although she may deny it, Anna Hodgson seems to have found the right key and the right door. Last year's Outstanding Visual Communications Senior, Hodgson had an idea of where she was headed. After spending all of her breaks since junior year in New York City networking and getting her name out there, she was more than determined to conquer the real world. After a three-month transitional period in Columbia, she flew to New York City for interviews and apartment hunting. Within a week, she had accepted a position as a designer at Zago, a consulting and design studio in TriBeCa. At Zago, Hodgson does it all. She does identity and branding work, photography, video, ad campaign strategy, animation and some user experience design, as well. If you are in New York on a pretty day, you will most likely find this USC alumna cruising down the streets on her bike, her favorite mode of transportation in the city.



Ryan Quinn

While some students may hold onto every last second of their dwindling college career, Ryan Quinn was ready to focus on journalism, and only journalism. "It's hard to replace places like Yesterday's, Takosushi, Sandy's and Doc's Barbeque," Quinn said. "But it's nice to be able to focus on journalism instead of being distracted and to be (barely) making a profit for all of your work rather than taking a loss each semester." After receiving print journalism's J. Rion McKissick Award, Quinn moved to Gainesville, Fla., for an internship with *The New York Times International Weekly*. These days, Quinn is living in Frankfort, Ky., working as a reporter covering city and county government for *The State Journal*. His adjustment to the real world was seemingly effortless and natural. That is, except for the fact that in Frankfort it snows in March, so he may find himself longing for Columbia's famously hot temperatures.

Story and design: Pierson Bridges

Alumni Notes

1960s

Gallup, June (Meadows), BA, 1965, continues her work as a freelance writer, in Columbia, S.C., dealing primarily with business accounts.

Gibbons, Sandra "Sandi", BA, 1965, is retiring as a public information officer from the Los Angeles County District Attorney's Office, where she began working in 1989.



The Wisdom of Hair

Kim Boykin, BA, 1981, recently released her first novel, "The Wisdom of Hair." The story tells of a young southern woman's struggle for change and desire for a better life. Boykin, who lives in Charlotte, N.C., with her husband, Mike, '80 journalism, is an accomplished public speaker and serves on the board of the South Carolina Writers Workshop. Berkley Books recently bought her second novel for publication in summer of 2014. Read more at <http://kimboykin.com>.

1970s

Brown, Helen (Balz), BA, 1973, is a client relations manager for a senior care facility in Jacksonville, Fla. and is proud of her sons. One writes for The Los Angeles Times and the other is a doctoral candidate at Emory University.

Larkin, George M., BA, 1973, was recently promoted to be the regional director of marketing for the Washington, D.C., area as well as the eastern shore of Maryland for progressive radiology.

Mason, Martha R. (Dinwiddie), MLIS, 1973, came out of retirement to catalogue the collection at the South Carolina Institute of Archaeology and Anthropology.

Weidman, Larry E., BA, 1976, retired from radio station WGRC-FM in Lewisburg, Pa. He co-founded and led this station for thirty years.

1980s

Avrashow, Ann T. (Herrlinger), BA, 1985, was recently appointed to the Board of Directors of the Joy Kingston Foundation, a non-profit organization that provides educational opportunities and scholarships to students pursuing careers in the fashion, industrial, interior and automotive design industries.

Bones, Charles L., BA, 1981, manages an employee benefit consulting company in Charlotte, N.C., and is married with four children.

Coward, Amy, MA, 1987, was recently elected to the Southeast Board of Directors of the Public Relations Society of America (PRSA). She will manage the Affinity Session program, which is a webinar series that focuses on important topics for chapter

leaders. She is currently the vice president of public relations for the Palmetto Health Foundation.

Huger, Daryl, BA, 1982, was promoted to news director at Raycom Media ABC affiliate WTVM/WXTX Fox in Columbus, Ga.

McCurry, John W., BA, 1980, was named the editor of Atlanta-based global trade publication, Air Cargo World magazine.



Director & Student

Stephanie Solomon, MLIS, 2001, has been named library director of the G. Allen Fleece Library at Columbia International University. Solomon has worked in various positions in the CIU library since 2005 and previously served as the reference librarian at Midlands Technical College. She is now enrolled at Columbia International University pursuing a ministry degree with a concentration in Bible exposition. Solomon is a member of the South Carolina Library Association, the Association of Christian Librarians and the American Theological Library Association.

1990s

Foster, Michelle, BA, 1997, is the public relations coordinator for both the Division of Information Technology and University Technology Services at USC.

French, Scott D., MLIS, 1997, has accepted a new position on SCANA's Enterprise Content Management in charge of long-term documents and record management.

Huggins, Melanie, MLIS, 1995, was recently named the 2012 South Carolina Outstanding Librarian by The South Carolina Library Association. She has served as the executive director for Richland Library since 2009.

Sharp, Laurel, MLIS, 1996, has served as the director of the Eidsvoll Public Library in Norway since 2009.

2000s

Ellis, David, MLIS, 2006, was promoted to the position of senior librarian at the San Pedro Regional Library of the Los Angeles Public Library.

Giudice, Mary Jo, MLIS, 2003, was named the new director of the Dallas Public Library System.

Loveday, Amanda (Alpert), BA, 2007, was named one of The State Newspaper's "20 Under 40" honorees. She is the executive director of the South Carolina Democratic Party.

Masanotti, Jessica (Boulware), BA, 2005, won the "Light the Fire" professional development grant from Trinity Episcopal School. She will travel to Los Angeles to shadow and photograph food blogger Adrianna Adarme and San Francisco to work with a National Geographic photographer in a four-day workshop.

Messer, Sarah S. (Gregory), BA, 2006, recently married Gregory Harris Messer in Charleston, S.C. She is currently employed as a producer for NBC News in New York City.

Riley III, Richard A., BA, 2008, was named a top 10 finalist in the Associated Press Sports Editors' writing contest for column writing under 30,000 circulation.

Smith, Allyson M., BA, 2009, recently donated a kidney to a friend suffering from renal failure. The surgeries were successful and both she and her friend are doing well. Smith is a veterans service representative for the Department of Veterans Affairs in Columbia, SC

Send us your updates!

To submit an alumni note to be published in our next edition of *InterCom*, visit <http://sc.edu/cmciis/alumni> and click on "Alumni notes for *InterCom*" under the links column.



Hall of Famer

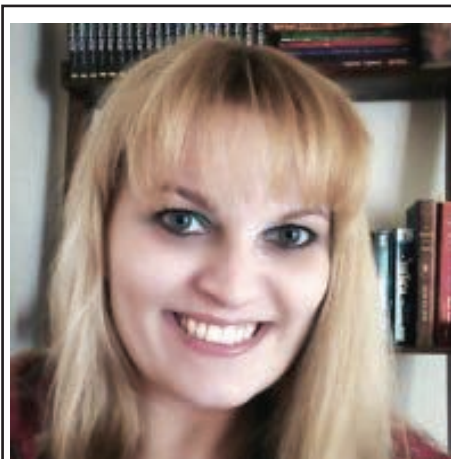
Charles Bloom, BA, 1985, is the new senior associate athletics director for the South Carolina Gamecocks. Bloom worked previously in the office of media and public relations for the Southeastern Conference as associate commissioner, where he was credited with the development of content for the SEC-DigitalNetwork.com website as well as integrating the conference into the digital age of social media. He has gained expertise working in media director roles for the SEC Football Championship game, in addition to other NCAA championship series.

Bloom serves on the Public Relations Committee of the Football Bowl Association and the Football Writers Association of America. In 2011, Bloom was inducted into the College Sports Information Directors of America Hall of Fame.

Alumni Notes

2010s

Anjarwalla, Tasneem, BA, 2011, was recently hired as a copywriter for “Today’s Zaman,” an English newspaper based in Istanbul, Turkey.



A Rising Star

Aileen Marshall, MLIS, 2011, was recently named a Rising Star by the Special Libraries Association (SLA). Marshall, who has worked at the National Agriculture Library and the U.S. Department of Transportation’s National Transportation Library, serves as the chair for the Government Information Division and as the membership chair for the Washington, D.C. chapter of SLA. Given annually, the Rising Star award honors information professionals who show promise and contribute greatly to the profession. All recipients of the award have fewer than five years of professional experience.

Doty, Haley C., MLIS, 2012, was hired as the records center manager for the Charleston County Government.

Ensminger, Corbin, BA, 2012, has been named the sports editor at the Laurinburg (N.C.) Exchange.

Goulden, Jennifer, MLIS, 2011, is the new children’s librarian for the Altoona Public Library in Pennsylvania.

Grimball, Andrew, MLIS, 2011, joined USC’s Office of Information Technology staff as a project coordinator.

Jones, Colin, BA, 2010, is the social media editor for MSNBC in New York City.

Roach, Sarah, BA, 2012, is an assistant account executive at Seiden Advertising in New York City.

Weekes, Kelsie L., BA, 2012, recently began working as a producer at WPTV Newschannel 5 in West Palm Beach, Fla.



Not A Bad Idea

In 2013, Amanda Croy, ’10 visual communications, and Hunter Clawson, ’08 advertising, quit their jobs to take a half-year sabbatical through Southeast Asia with a goal to rejuvenate and revitalize their creativity. The couple put their promising careers on hold.

“After graduating in May of 2010, I took an internship with Paste magazine in my hometown of Atlanta. I spent

7 months there before landing a job as a designer at Creative Loafing Atlanta, and subsequently was promoted to art director,” said Croy.

“Since graduation, I became a ‘creative’ at two ad agencies – working on Mercedes-Benz, Windows 8, and other incredible brands across North America,” said Clawson.

Follow their travels on their blog: wehadabadidea.com.

2013 Student Honors



Top USC Award to PR Senior

Lauren Nottoli, senior public relations, was awarded the Algernon Sydney Sullivan Award for the university's highest honor for undergraduates at university awards day in April.

SLIS Awards



James Bently Armstrong III,
Special Award of Merit for
Exceptional Service



Michelle Cloer, Wayne S. Yenawine Outstanding Student Award for Scholarship



Thomas Jonte, William M. Trafton III Outstanding Student Award for Leadership

SJMC Awards



Left to Right:

Ashley McGarry, Designer of the Year

Colin Campbell, George Buchanan Award

Lee Walker, Photographer of the Year

Stephanie Pope, Outstanding Visual Communications Senior

Zac Baker, Outstanding Service Award

Hannah Carr, Outstanding Public Relations Senior

Abigail Atwell, Outstanding Mass Communications Senior

Lindsay Church, Hugh Munn Award

Madeline McDowell, Outstanding Advertising Senior

Jennifer Knight, Outstanding Electronic Journalism Award for Leadership

Cassie Cope, J. Rion McKissick Award

Amit Kumar, Outstanding Electronic Journalism Award for Reporting

Thank you, donors

Laura Elizabeth Aboyan
David Steve Adams
Dr. Kendra Albright
Dr. Glenda J. Alvarado
Kara Marie Julianna Apel
Morgan D. Arant, Jr.
Marian G. Armour-Gemmen
Elaine T. Arnold
Dr. Stephen T. Bajjaly
Phyllis D. DeLoach and Kenneth W. Baldwin, Jr.
Barbara L. Barker
Larry J. Barrett
Margaret C. Batson
Mr. and Mrs. Philip M. Bayne
Mr. and Mrs. W. Andrew Beeson
Alan James Bembry
Jay Bender
Mary Jane Benston
Estate of Robert Bentley, Jr.
Leslie A. Berger
Charles J. Bierbauer
Margaret Ryan Binette
Oscar D. Black
Mr. and Mrs. Richard R. Blaskowitz
Johnny D. Boggs
Cynthia D. Boney
Mr. and Mrs. Michael C. Bowman
Mr. and Mrs. Scotty L. Bradshaw
S. Elizabeth Bradshaw
Molly Louise Brantley
Richard Joseph Breen
Barry Breitbart
Nykya M. Brown
Mr. and Mrs. Jonathan C. Brown III
Stephen M. Brown
Wilburn Thad Bruner, Jr.
John B. Bryan III
Patricia Shawcross-Buffington and Alvin B. Buffington IV
Colonel Conrad H. Busch, Jr.
Martha B. Capton
Ann S. Carlson
Dr. Shirley S. Carter
Phillip F. Carter
Donald A. Caughman
Tammy D. Cauthen
Bettye Anne Chambers
Mrs. Gayle L. Chandler and The Honorable William B. Chandler III
Jill A. Chappell-Fail
Michelle S. Charlin
Elizabeth S. Choate
Stephanie J. Clark
Dr. Deborah DeMars Conrad
Dr. Clayton A. Copeland
Amy F. Coquillard
G. Kenneth Corbitt
Jacqueline S. Corley
Mr. and Mrs. David F. Corvette
Diane C. Creel
Amanda R. Croy
Mary L. Cruce
Mary Anne Curlee
Charles C. Curran
Thomas A. Davis
Mr. and Mrs. Thomas C. Deas, Jr.
Carolyn A. Delton
Julia M. Dorn
Licia Flores Duncan
Donna Q. Eddings
Alexandra Welch Edlund
Richard D. Elliott
Henrietta P. Etheredge
Mr. and Mrs. James R. Fakas

Miriam E. Fears
Dr. Patricia E. Feehan
William Way Fick
Mr. and Mrs. Frank E. Fisher
Adrienne G. Foley
Wayne C. Fritz
Dr. and Mrs. Manuel Gaetan
Michelle M. Gainey
Deborah S. Garris
Susan Elaine Garrison
Dr. Karen Weyher Gavigan
Sandra Gibbons
Mr. and Mrs. Robert J. Gillespie, Jr.
Christopher Eric Grace
Marilyn M. Gramling
Joseph W. Grant, Jr.
Kathryn A. Graves
Katherine M. Greenman
Julia T. Gregory
Berkeley Grier
Kathleen Griffin Haidet
Harriett M. Hailey
Mr. and Mrs. Norwood L. Hall
Glenn A. Hare
Sherre L. Harrington
Doris P. Harrington
Dr. Samantha Hastings
Vashawn Renee Heatley
Bolling E. Henderson
Sandra S. Hightower
Jim L. Hoagland
Donna W. Howell
Karen Elizabeth Howell
Seth D. Huberman
Mr. and Mrs. James L. Hudson, Jr.
P. Sigmon Huitt
Pamela R. Hyman
Donette A. Isreal
Marilyn Johanna Jackson
Bill R. Jackson
Mr. and Mrs. Michael R. Jeffcoat
Crystal L. Johnson
Gayle Douglas Johnson
George L. Johnson
Jon Clayton Johnson
Eugene K. Jones
Synaya R. Jones
Tyler Scott Jones
Maria Kastrenakes
Jennifer N. Kauffman
Dr. Dick Kawooya
Charles M. Keefer III
Dr. Sarah M. Keeling
Faris C. Keller
Lynda L. Kennedy
Mr. and Mrs. Myron M. Kim
Dr. Thomas R. Klipstine
Simon William Koenig III
Dr. Bruce E. Konkle
Thomas S. Kotti
Mary F. Krcelic
Cary DuPre Lafaye
Mr. and Mrs. Ronnie L. Lail
Annie Lambert
Ashleigh Caroline Lancaster
The Reverend Janet E. Tarbox and Mr. Talmadge LeGrand
Anne F. Leland
Roger Leonard
Li Zhang and Rui Li
Ronald F. Loewen
Harry L. Logan
Cathi Doan and Ralph T. Lowrimore II
Andrea Manafort

Dr. Jennifer A. Marshall
Dr. Michelle Holley Martin
Martha D. Mason
Robert P. Matwick
Bradley Russell Maxwell
Marie S. McAbee
Sam E. McCuen
Denise Ann McGill
Lauren K. McMillan
Peggy A. McQuade
Erik Thomas Mitchell
Page Morris
Alan R. Morris
William Shivers Morris III
Arnise N. Moultrie
Renee Murray
Harvie E. Nachlinger
Van T. Newman, Jr.
Kevin P. O'Donnell
Avery Deane Olmstead IV
Jane K. Olsgaard
Monica T. Olson
Clayton K. Owen
Benjamin S. Palmer
Mr. and Mrs. Joshua Parker
Ann Stewart Plein
William D. Poe, Jr.
Marisa J. Porto
Lenora Price
Joy H. Price
Mr. and Mrs. Thomas D. Proteau
Dr. and Mrs. George Ramsey
Rachel M. Rankin
Dr. Susan R. Rathbun-Grubb
Melissa B. Reese
Susan P. Richardson
William Turner Richardson
Bruce Ritchie
Robin D. Roberts
John S. Roberts, Jr.
Mr. and Mrs. Thomas P. Robertson, Jr.
James H. Rokosny
Ellen E. Roueche
Mr. and Mrs. Foster M. Routh
Edward Rozier, Jr.
William B. Sanders
Annette Saxon
Dr. William C. Schmidt, Jr.
Marilyn Schuster
Lilla W. Scroggins
James R. Seferit
Megan A. Sexton-Fretwell
Dr. Donna M. Shannon
Nancy Lee Sharp
Steve Shuler
Mr. and Mrs. Michael Brent Simmons
Cynthia D. Simpson
Julie Ann Smith
Susan B. Smith
Jan P. Smoak
Scott W. Smoak
Melba C. Spivey
Elizabeth C. Stoney
Kerry G. Stubbs
Mr. and Mrs. Richard H. Temple
Captain Larry Thomas
Tracie Layne Thomas
Donald R. Tomlin, Jr.
Pamela Huntley Turner
Gregory Vistica
Mary Ann Wade
Mr. and Mrs. Darrel D. Walker
James H. Wannamaker III
Stephanie L. Warren

Dr. Linda M. Waskow
Kelsie Lauryn Weekes
Wendy Welch
David L. White
Ernest L. Wiggins
Mari Maseng Will and George F. Will
Dr. and Mrs. Leland H. Williams
Dr. and Mrs. Robert V. Williams
Mr. and Mrs. Travis Michael Williams
Whitney L. Williams
Edgar Williamson
Jane A. Wilson, Ph.D.
Susan Gail Wilson
Barry R. Wilson
M. Katherine Woodham
Virginia B. Yeager
Dr. Martha Jane K. Zachert
John Lewis Zeigler
Dr. Nancy P. Zimmerman and Lee W. Zimmerman

Corporations

BP Corporation North America, Inc.
Midlands Tooling Systems, Incorporated
Nelson Mullins Riley & Scarborough, LLP
Pesto, Incorporated
Sam E. McCuen & Associates LLC
SC Chapter of Special Libraries Association
South Carolina Press Services, Inc.
The Media Place, Inc.
WYFF-TV

Is your name missing?

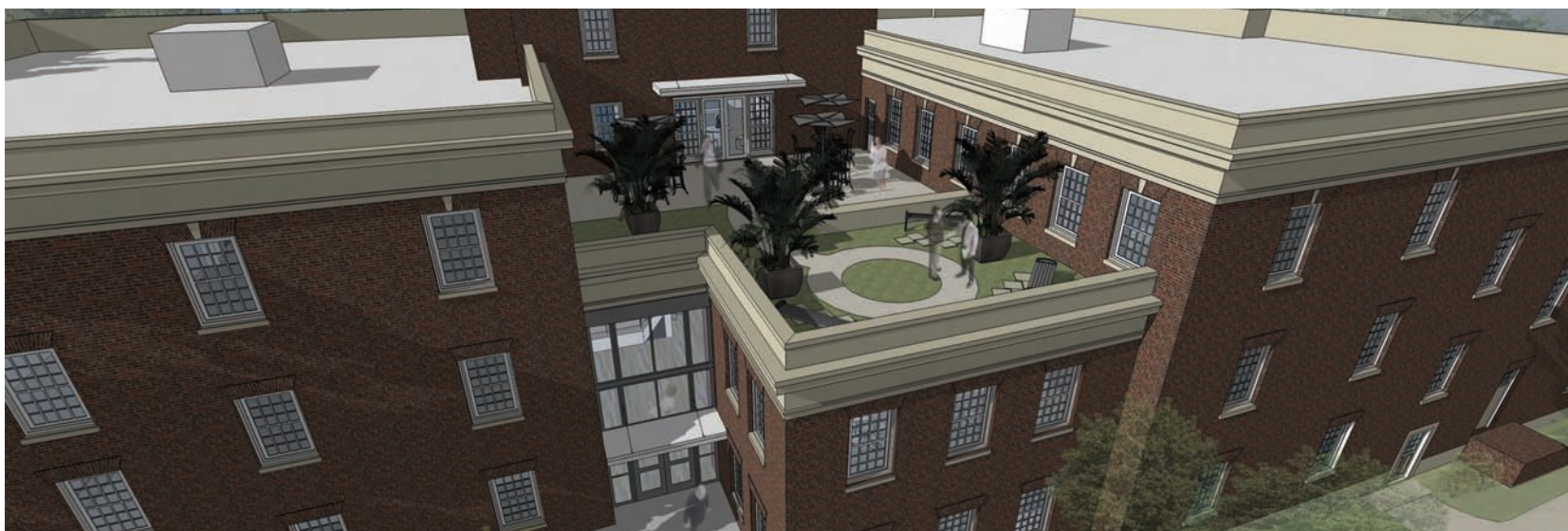
We extend our gratitude to this list of donors to the College of Mass Communications and Information Studies. This list reflects gifts received between Nov. 20, 2012 and Mar. 31, 2013. If your name is not included and you think it should be, there may be several reasons why.

1. You made your gift either before Nov. 20, 2012 or after Mar. 31, 2013.
2. Your gift was designated to a college other than the College of Mass Communications and Information Studies.
3. We omitted your name in error. If we have made a mistake, we apologize. Please let us know so it will not happen again.
4. You have not made a donation to our college recently. Please consider doing so now.

Thank you to all who contribute and support our students, faculty and college.

Questions? Please contact our development office at (803) 777-7118 or lamberae@mailbox.sc.edu.

SJMC Building Fund



Construction starts in early 2014 on the building that will be home to the School of Journalism and Mass Communications and the administrative offices of the college. To say we are getting excited would be extreme understatement.

We expect the construction bid process to take place the latter half of 2013, the Arnold School of Public Health to be fully moved out of the Health Sciences building by December, and our work to start in January. Hard hats and sledge hammers are at the ready.

As we prepare to outfit the school for classes beginning in mid-2015, we have been fortunate to have already received a number of significant gifts for the building. There is a broad range of naming opportunities associated with

this once-in-a-lifetime project. At least, after years of anticipation, it's only once in our lifetimes.

We hope alumni and friends will consider being a sustaining part of what we are building both structurally and academically. Dean Bierbauer and senior director of development Elizabeth Quackenbush would be pleased to discuss these with you. Contact us at bierbauer@sc.edu (803)777-2013 or equackenbush@sc.edu (803)777-6898. Information on naming opportunities can be found on the special web site for the project at <http://uofscjournalismbuilding.com>.

The gifts listed here have already been received or pledged. All naming opportunities require approval by the USC Board of Trustees.

Thanks to these generous donors:



Greenhouse Studio
Anonymous Donor



Buchheit Family
Lobby Atrium

Stephen M. Brown Student Services Suite

Mimi (Mary W.) and Thomas Cunningham classroom

Eleanor Exum McCall Barineau classroom

Mari Maseng and George F. Will classroom

Robin Roberts classroom

Albert T. Scroggins Dean's Suite,
a gift of Dianne Creel

Time Warner Cable/Bud Tibshirany Dean's
Conference and Reading Room

Time Warner Cable Computer Labs (4)

InterCom

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

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

Stay
up-to-date
Stay
SOCIAL
with

The College of Mass
& Communications
Information Studies

FOLLOW US



/cmcis



/UofSC_CMCIS



/cmcisatusc