

InterCom

Spring/Summer 2017

The College of Information and Communications

A RETIREMENT IT IS NOT

After 15 years at the helm, Dean Charles Bierbauer is stepping aside.



Alumni and faculty
Profiles

Programs to Stay
Connected



UNIVERSITY OF
SOUTH CAROLINA

InterCom Spring/Summer 2017 Issue

The College of Information and Communications
Alumni Magazine

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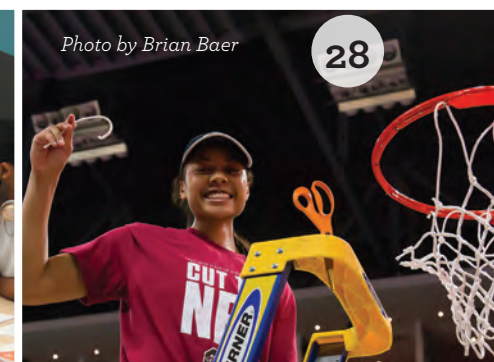


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Staff 2017

Spring / Summer

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From the Dean's Desk



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Shortly after I arrived at USC in 2002, Dr. Erik Collins presented me with a desk name plate. It said, "The Next Guy." Dr. Collins, now professor emeritus, explained that during the three preceding years when the journalism school had interim deans, the standard response was "the next guy will take care of it." I was the next guy.

Now we are preparing for the next guy—consider it a gender-neutral term for these purposes—to become dean of the College of Information and Communications.

The selection process is under way as I write and we head toward the printing deadline for InterCom. I can't introduce you to the new dean here. But watch for your monthly electronic eNews from the college.

It's also not my decision to make. That's Provost Joan Gabel's prerogative. Last fall, after she and I discussed my sense that it was the right time for a change, the provost appointed a search committee comprised of faculty, staff and a graduate student drawn from both our schools. The search committee drafted a description of the job. The last one was 15 years old and a little out of date. Working with a search firm, ads were placed and candidates were recruited. I understand there were more than 50 applicants. I'm not directly involved in the search, but, well, a journalist has his sources. The pool was winnowed. Interviews were conducted with a smaller number. And five candidates have been invited for on-campus

interviews. After the campus visits and based on input from the search committee, the college faculty and staff, other deans and university officials, the provost makes her choice and makes an offer. That can go quickly or take a bit of time. I became dean of the newly constituted college on July 1, 2002. I've not fixed a departure date. I've got a few things left to work on. There's more on that in this issue. The magazine staff were adamant that there had to be a story about the departing dean. Always listen when you have a great staff. The cover story was their idea, too. I acquiesced only if I didn't have to be on it alone. The next gal (can I say that?) on our team is alumna Elaine Arnold (public relations 2003), who became the college's senior director of development in April. Elaine was our assistant development director from 2005 to 2012 and has since held fundraising roles in USC's athletics department and central development. We're thrilled to have her back. Meanwhile, I start sorting and packing. That, I can say with authority, will take me some time. But we packed once just two years ago to move the college offices to the new journalism school. At least, I've made that first cull of files and books and the inevitable box labelled "office junk." Those are things the next guy shouldn't have to deal with. IC

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Charles Bierbauer

Five Points Rocks

Story by Georgia DuPree

Amy Beth Franks, Five Points Association Executive Director and SJMC alumna, on what it takes to be a visionary leader and how she's making her mark on Five Points.

Its 2:30 a.m. on Saturday, March 18, and the cracking of a Red Bull starts the day. Amy Beth Franks is in her office on Congaree Street lacing up her green sneakers, gathering her interns and getting ready to dye the fountains in Five Points green.

It's the 35th annual St. Pat's Festival and in a few hours a record-breaking 47,000 people will storm Five Points to celebrate the Irish holiday with food, drinks and live music. Preparation for the festival is yearlong and results in the most earnings of

all Five Points Association functions. "You're bringing an event that has a six-million-dollar impact on the city...that's a lot of money for a lot of people," says Franks. "St. Pat's is one day that I am bringing a lot of business to the bricks and mortar of Five Points." However, thinking that St. Pat's is all she does is a misconception that she wants to change.

Since becoming executive director in May 2013, Franks has regularly dedicated 12+ hour days to developing a Clean & Safe program, rebranding the neighborhood, attracting new businesses, building a third fountain, creating a new website, implementing various beautification projects and installing more than 15 locally designed bike racks. On any given day, she goes into her office at 8:30 a.m. with four or five things that have to be done. After addressing the two or three unexpected tasks that require immediate attention, she crosses off the last of her original tasks for the day around 9 or 10 p.m.

Outside work, Franks, a 2009 public relations graduate, continues to serve the community through her membership

in the Rotary Club of Columbia, Junior League of Columbia and MBLG Talent Networking Group (an organization created to cultivate and retain a talent pipeline in Columbia). Additionally, she is an ambassador to the South Carolina Restaurant and Lodging Association, a member of the Famously Hot New Year Advisory Committee and the treasurer of Columbia Opportunity Resource (COR).

Despite the long hours and workload of a nonprofit, Franks says her passion for the job remains fierce. "I have this inherent love for Five Points, I feel like I am its protector," said Franks. "I see Five Points in a different way, almost like this rock that needs to be polished. I see this potential and I feel like it's my responsibility to help it become what should be and what it could be and what it once was."

However, despite her accomplishments, she knows she cannot please everybody. "Everyone has an opinion on Five Points, so everyone thinks that I should be doing something different," says Franks. "They don't get to see the whole picture. The most I can do is make a case,

talk to the right people and come up with proposals for solutions."

She considers the most challenging aspect of the job the fact that she is responsible for things that she has no control over. "I have influence but I don't have a lot of power," explains Franks. "So how I get around that is being a good

communicator...you'd be surprised how many people in the professional working world are terrible communicators." Franks emphasizes that the ability to find solutions while working with bad communicators is essentially public relations in a nutshell, and is an invaluable business function.

Before becoming one of the youngest executive directors of the Five Points Association at age 24, Franks graduated magna cum laude with a bachelor's in public relations. "I remember Amy Beth so well because she was so enthusiastic and connected with the community even when she was in college," said senior instructor Lisa Sisk. "She is an energizer bunny." Reflecting on her time at Carolina, she credits Sisk for affirming her passion for PR. "The Maymester in Atlanta with Sisk was incredible," recalls Franks. "She has a way of cultivating students and really guiding them." Since this experience, Franks has incorporated careful cultivation and guidance into her approach to intern development. Her interns are not fetching coffee and picking up dry-cleaning; they are receiving a hands-on education about how to be effective contributors and leaders in nonprofit PR. "I know it's

Photos provided by the Five Points Association. Franks breaking ground at the Centennial Plaza Groundbreaking ceremony on September 20, 2016.



2017 charitable donations press event.



Amy Beth Franks during St. Pat's interview with WIS.

a cliché, but I have worked with people in the past that took the mindset that knowledge was power and that if they told anybody anything it made them less powerful...like it took power away from them and made them feel less important," explains Franks. "I believe that information is literally power and what I'm trying to teach my interns is that you only look stronger as a leader if the people below you have all the information." IC

Commemorative Hootie and the Blowfish Boulevard sign at the intersection of Harden Street and Santee Avenue.





A Social Network

Story and photo by Lauren Crank

Infographics by
Tori McAnallen

Social Definitions

REACH

number of people who see a post



IMPRESSIONS

how many times it appears on a timeline



VIRAL

an image/post that is circulated rapidly and widely throughout the internet

"THE BIG FOUR"

Facebook, Twitter, Instagram, and Snapchat

SNAPCHAT SPECTACLES

snapchat wearables, glasses with a camera in them that allow you to connect to the app

INFLUENCERS

people with a certain number of social media followers (over 2,000) who are considered trendsetters and brand influencers

When Mark Zuckerberg created Facebook in 2004, his target audience was the collegiate community; you needed a university email account to even create a profile. Now, in part due to Zuckerberg's innovations, social media is all around us. Every person you meet can send you toward their Instagram, brands are reaching directly to their consumers through platforms, and social media skills are amust for anyone working in business. What is the University of South Carolina doing to keep up with the ever-changing world of social media?

Internally, USC and the School of Journalism and Mass Communications are making strides to ensure that today's graduates are prepared for a world in which "proficient in social media" is a job requirement. "We incorporate social media into many of our classes because it's really a part of everything now, but we felt that we needed a class that focused on social media and strategy," SJMC Director Dr. Andrea Tanner said.

That class, "Social Media: Objectives, Strategies, and Tactics," is taught by Ernie

Grigg and Christopher Huebner. "Too many students tell me that their internship put them in charge of social media, and they had to learn the relevant skills on the fly. Students need proper preparation — grounded in strategic communication best practices — to help them succeed in the workplace," said Grigg.

Although enrolling in the course could certainly give current students an advantage, the university's entire curriculum ensures that social media is something that students know well. Additionally, student involvement is high on personal social media channels, most notably in the "big four" platforms most used by brands: Facebook, Twitter, Instagram, and Snapchat.

Externally, alumna CJ Lake (Public Relations, class of 2014) is the university's newest Social Media Strategist, and @UofSC channels have seen major growth during her first year on the job. Since taking the position, Lake has brought the average reach per Facebook post up from under 1,000 impressions to a most recent 21,915 impressions per post in March.

"That means fewer press releases on our pages, fewer educational announcements, and more "slices of life" for an everyday Carolina student. -CJ Lake

MOST VIEWS

The Carolina Band plays LSU's alma mater following the Baton Rouge floods in the Summer of 2016.

Her summer brain child, the "Millennial Slang" video featuring university professors trying to decode the most recent set of student phrases, such as "shade" and "bae," won an American Advertising Award (ADDY) after it went viral across all platforms. Find it on Facebook under UofSC's video tab.

When the men's basketball team beat Duke and advanced to the NCAA playoff's "Sweet 16," UofSC's tweets garnered 2,636,290 organic impressions within 24 hours, and were featured in the AP and People Magazine.

Lake believes it's important for the university to be socially active. "It's where our target audience is," said Lake, "it's where our new customers and prospective students spend a lot of time. Prospective students are more likely to trust a first-person point of view over an informational brochure."

That target audience varies from platform to platform, but Lake's goal is to appeal to prospective students with every post. "That means fewer press releases on our pages, fewer educational announcements, and more "slices of life" for an everyday Carolina student," she said.

USC seems to have found its niche on Twitter. The university's account (@UofSC) ranks fifth in number of followers in the SEC, behind the massively populated University of Alabama, Texas A&M University, University of Florida, and Louisiana State University. The university's top viewed video in USC social media history features the Carolina Band playing the LSU alma mater after the news of flooding in Baton Rouge broke. The video was posted on August 20th, 2016, and has since garnered 835,000 views. Within the university, there are dozens of accounts beneath the USC umbrella. Each of USC's colleges and schools have accounts that



consistently post news, schedules, and announcements, each with their own dedicated followership of students and faculty.

Both Lake and Dr. Tanner foresee social media making a lasting impression on the communications field, and are working to ensure that the university and its students are prepared for what's to come. From live streaming commencement stories to covering the latest sporting event with a pair of Snapchat Spectacles, CJ Lake is keeping up with social trends at a rate that may put USC at the top of higher education's social media game. "I know the future of social media at the university is bright," said Lake, "I don't think it'll ever be a science, but being able to identify moments to create meaningful interactions between our brand and our audience will absolutely translate into a successful, sustainable program." IC

USC'S TOP SOCIAL MOMENTS

1. Millennial Slang Video
2. Carolina plays LSU alma mater
3. NCAA March Madness coverage
4. UofSC Snapchat Christmas story
5. Darius Rucker video
6. UofSC state of the university address, 2016

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SLIS: @slisSS



Growing Savers

Story by Caroline Thompson

Photo provided by Diana Keane
McCue helps children in her
Growing Savers program
make paper crafts.

A graduate of USC's School of Library and Information Science is making Richland Library a friendly learning center for at-risk children.

Heather McCue believes that children begin to form ideas about money and spending well before their parents teach them about finances. She created the Growing Savers program to help the youngest Richland Library visitors gain a head start on their financial stability.

"I want to make everybody's life as good as it can be while coming into contact with me, the library or out in the community," said McCue.

McCue, who received her Master of Library and Information Science degree at USC, is a librarian of the Children's Room at Richland Library. Growing Savers, which has reached more than 2,000 children and parents during the past four years, aims to make financial education easy and fun.

"I think real change happens when we start with children," said McCue.

Working closely with the children and families of Columbia, McCue quickly began to see even bigger problems in the community and wanted to find ways that her program could help.

"When you start to dive into families who have a lot of challenges, you realize just teaching them about money is not enough," said McCue.

Through the program, McCue, her interns and her colleagues began to help people in the community individually with financial-based issues such as homelessness, medical care and even paying their bills. After learning their

specific needs, McCue's team is able to connect people to the government assistance and community support programs they need.

McCue says they see people with "survival-type needs, such as food, clothing and shelter," as well as

*"I think real change happens when we start with children."
- Heather McCue*

"We are able to provide people with resources they might otherwise not have known about, at a place that [they] might not have thought could help them. -Nicole Robinson, Family Services intern

people who have been evicted or need help paying their mortgages.

"We are able to provide people with resources they might otherwise not have known about, at a place that [they] might not have thought could help them," said Nicole Robinson, Family Services intern.

McCue believes that Growing Savers "meets people where they are," while providing practical and applicable financial tips and lessons. The program teaches children songs about money, offers financial games, and provides workshops where children are given a "budget" and have to prioritize what to buy using pipe cleaners and other toy objects. "Children need a lot of practice making choices," said McCue.

With a family-oriented approach similar to SLIS's Cocky's Reading Express, Growing Savers teaches parents how to start a financial dialogue with their children as early as possible to equip them for successful financial futures.

Along with Growing Savers, McCue has been able to impact the community in many other ways. She also played a role in the End Child Hunger SC movement and hosted children's free lunch at the library this past summer.

"It was beautiful because we got to see families of all backgrounds and socioeconomic areas sitting together eating lunch," said McCue.

Along with hosting free lunch, the Richland Library also presented a

viewing of "A Place at the Table," a film on child hunger, and brought in panelists to provide a theme for group discussion.

"Growing Savers was just a big launch pad to all of this," McCue said. "I've been able to really connect to the community in a meaningful way and provide things for them that they know they need and, sometimes, don't know they need." IC



Photo provided by Richland Library Staff
McCue wearing paper crafts
she helped the children create.

Ethically Engaged

Story by Madison Whittington-Baschoff



Left: Kelly Davis, SJMC alumna and independent public relations consultant. Right: Dr. Shannon Bowen, SJMC professor.

Everyone wants to look good. CEOs, newscasters, models, moms and teachers. We try to portray the best version of ourselves even if that entails withholding parts of the truth. What the public *should* know and what the public *needs* to know is an ethical dilemma public relations professionals may face. Today, the proliferation of social media has led to the absence of objective fact checking since anyone can reach extraordinary numbers of people with social media and, possibly, some viral luck. The School of Journalism and Mass Communications provides the tools for students to become adaptable and creative in this evolving social media driven industry.

"You can't teach an old dog new tricks," is a mentality PR professionals must disregard says School of Journalism and Mass Communications alumna, Kelly Davis.

"Public relations is a rapidly changing profession, and your education is never really complete. You have to stay current and invest in lifelong learning. -Kelly Davis"

Being adaptable in a career based on the unexpected demands creativity and innovative approaches. "I think it's critical for all PR professionals to know and understand all of the tools available to us as practitioners so that we can provide the best advice, counsel and strategy to our clients."

In the ever-changing PR industry, the classroom doesn't end at the university. Every day, PR professionals learn from one another about ethics and new ways of communicating. "Public relations is a rapidly changing profession, and your education is never really complete," says Davis. "You have to stay current and invest

in lifelong learning. Stay on top of trends, training and professional development opportunities."

In this world of Snapchat filters and Photoshop, a struggle lies in revealing the complete and sometimes ugly truth. When faced with this ethical dilemma of what to say and why, Davis recommends that PR students, "develop a strong ethical compass and be sure that you're always asking yourself if you are doing the right thing, and if you're not sure, find a valued mentor and ask for guidance." For some journalism students, a mentor is one of the faculty.

SJMC professor, Dr. Shannon Bowen, has constructed an ethical foundation over the course of her career. Dr. Bowen says, "When I first started teaching about twenty years ago, the news was more objective and you could pretty much trust what was coming out."

Today, public faith in the news media has decreased under a barrage of "fake news" accusations. "Now you have to look at their sources and make sure they have an objective report," says Dr. Bowen. "Have they got sources on the other side or are they using unnamed, anonymous, inside clues to the situation?"

IC




TRUST IN MEDIA


HOW TODAY'S PUBLIC FEELS ABOUT THE NEWS

Gallup found that Americans' trust in the mass media to "report the news fully, accurately and fairly" reached its lowest level in polling history, with only 32 percent saying they have a great deal or fair amount of trust in the media.

88% OF MILLENNIALS GET NEWS FROM FACEBOOK

According to a 2016 Pew Research study, 22 percent of respondents had "a lot" of trust in local news organizations, compared to 18 percent who trust national outlets.





56% of workers believe that using social media ultimately helps their job performance.

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Infographics by Tori McAnallen



Photo provided by Desirae Gostlin
Professor Wiggins speaking at the Fake News Forum.

"We, the public, need to be more disciplined with how we deal with news," said Professor Ernest Wiggins, a journalism school associate professor and alumnus. Wiggins has a "Personal Fake News Checklist" that contains his three Cs of fake news: content, construction and common sense, which he uses to help decode and understand the news.

Fake news is a prominent topic in today's society, in part due to the 2016 election of Donald Trump. The president has called numerous articles and news organizations "fake news," even when journalists counter that no evidence has been offered to support his claim. Wiggins uses this definition: "I think the term is most commonly used to refer to false reports that are distributed to fool the public or undermine public issues." The public's media literacy is vulnerable.

In a 2016 study by the Stanford History Education Group, 203 middle school students were surveyed and more than 80 percent of them believed that an ad with the words "sponsored content" written on it was an actual news story. At the high school level, students were shown two Facebook posts announcing Donald Trump running for president. One of the posts was from a verified account, one with the blue verification check mark beside the username. The other was from an account that looked like the verified account but did not have the verification badge. More than 30 percent of the students argued that the fake account was more trustworthy because of the graphics used in the post.



An example of the verified (left) and unverified (right) Facebook pages.

How do we identify fake

Reader Beware

Story by Hannah Williams

news? At the college's Fake News Forum this spring, Wiggins and School of Library and Information Science director, Dr. David Lankes, provided tips on decoding fake news and combating it. Both stressed the importance of knowing your sources and where the information you are taking in is

coming from. In decoding and combatting fake news, Dr. Lankes said that you should answer these questions:

- Who is the author?
- What are his/her credentials?
- What is the organization presenting the information?
- Where did the research come from to identify this information?

One example is a headline from Politicops, a news satire site: "Tom Price: It's Better For Our Budget If Cancer Patients Die More Quickly." The quote was proven false by Snopes, a website created to debunk or validate popular news stories. The site determined this quote was a mixture of fact and fiction and that Secretary of Health and Human Services Price had not actually made that statement. It was created by Newslo, an information source that according to its website "is the first hybrid News/Satire platform on the web." The website is taking information from outside sources that is unverified and publishing it, thus making a case for the need to decode the news.

"Be willing to stop and question," said Dr. Lankes. "Pay attention to the tools used to access information." IC

FAKE NEWS CHECK LIST

CONTENT

If the information is challenging previous reports or popular thinking about some issue, is there evidence being offered as support?

CONSTRUCTION

Are the sentences constructed with attention to the rule of attribution - source + said - or do they make assertions without support?

COMMON SENSE

Is the writer's position more confrontational than informative? If so, it might be propaganda.

Don't Take Life For GRANTed

Story by Trevor Beck

The three things you cannot forget about Dr. August Grant are: his love of USC football, incredible support for his students, and killer neckties," said Emily Olyarchuk, a former USC student.

Dr. Grant (he prefers to be called Augie) has been teaching for more than 20 years, sharing anecdotes from his long and interesting history with media and research.

In Dr. Grant's classes, students learn about research and media through real-world situations in such a way they can't help but be inspired to use what they learned.

When he's not busy teaching, Dr. Grant is in the final year of his term as chair of the university's Faculty Senate. As chair, he represents the faculty on the university's Board of Trustees, helps with policy making, facilitates faculty members in voicing their opinions, and makes sure information is flowing properly to the faculty. Beyond university work, Dr. Grant also serves as Chief Research Officer for 1WorldOnline, a digital data collection company based in San Jose, California.

Out of all the jobs he has had, he says that teaching is his favorite, but there is nothing more satisfying to Dr. Grant than students remembering his lectures. "I liked how he taught the classes, he let the students run the class, debate and talk about topics with each other," said Brad Kayton, a former student and current

Photo by Tori McAnallen
Professor Augie Grant

coworker of Dr. Grant's at 1WorldOnline. "We all learned the value of staying up to date on things that impact our lives and industry, which has helped me numerous times in my career," said Jason Donovan, former student of Dr. Grant.

"Augie not only teaches you the content for each class, but also helps you develop important behaviors that help you throughout your life." IC



"We all learned the value of staying up to date on things that impact our lives and industry..."
-Jason Donovan

NACHLINGER'S NEXT STEP

Story and photos by Hailey Ingraham



Fourteen years ago, you could often find senior instructor Harvie Nachlinger in his closet-sized office outside the newsroom in the Coliseum. "I didn't plan on staying here," he admitted, after explaining how he fell into a teaching position as a first semester graduate student at the University of South Carolina. Dr. Andrea Tanner was on maternity leave from teaching, so Nachlinger was tasked with her advanced reporting class. Today, this well-respected senior instructor is housed in a much nicer office in the relocated journalism school. He will retire at the end of the academic year.

When he started teaching at the University of South Carolina, Nachlinger was new to the job, but he was no stranger to the newsroom. With 40 years of journalism experience at seven stations in six states, he was eager to share his knowledge with aspiring young journalists, so he went in pursuit of a master's degree at the University of South Carolina. Nachlinger, alongside senior instructor Rick Peterson, now teaches the program's capstone senior semester for broadcast students. Nachlinger explained how this program, that requires students to produce every element of the daily newscast, was in part the reason he chose to pursue his master's degree here.

He describes his teaching style as real-world, and his previous students agree. "He was meticulous in a way that made you think through every step you do as a reporter and a producer, because there is so much to it. Having that instilled in you early on makes a world of a difference," said 2016 graduate Malique Rankin, a reporter at KXMB-TV in North Dakota.

Alongside Rankin in North Dakota, fellow 2016 alumna Avery Bofinger was able to produce a two-hour newscast by herself on her first day, and she credits that to the teachings of Nachlinger and Peterson.

"Working with the students makes me more aware of what is going on in the world outside of the general hard news aspect," Nachlinger admits when describing his favorite part about teaching.

"It keeps me abreast with things I probably wouldn't know anything about, like a pitch on a story about Jay-Z's latest tweet." Nachlinger also had the opportunity to teach a week-long course in studio operations to 10 practicing journalists in Estonia last summer. He enjoyed how he was able to share American journalism strategies with the country that, prior to the visit, was primarily exposed to restrictive Russian-style producing.

Nachlinger, the winner of two regional Emmy awards for writing and reporting, numerous state broadcast association awards and the Texas Medical Association Award for Outstanding Medical

Reporting, will retire near Gainesville, Florida. He wants to travel with his wife and finally dust off his woodworking tools. "I only planned to be here for two years, so I bought a very small house here, and we're still in that small house," Nachlinger joked. "I will be building a fairly large woodworking shop out back in the Florida home." IC

"It keeps me abreast with things I probably wouldn't know anything about, like a pitch on a story about Jay-Z's latest tweet."
-Harvie Nachlinger

Top left:
Nachlinger ensuring the control room is in order for the daily newscast.

Below:
Nachlinger advises a student during the morning newsroom meeting.



SOUTH 18 CAROLINA 01 CAROLINA



CAROLINA CROSSING CULTURES

Story and photo by Nancy Farag

How do you become a citizen of the world? You travel. Travel offers unfamiliar tastes, sounds, aromas and sights, and collegiate learning programs can provide students with first-time experiences.

This year, the journalism school is offering travel scholarships for students who want to take one of the school's study away travel experiences.

"We want alumni to support our initiative of immersive study away experiences where students learn about new cultures while producing media content," said Dr. Andrea Tanner, Associate Dean and Director, School of Journalism and Mass Communications. "These trips, both domestic and international, are designed to take students places where they may have never been and to also test and grow their knowledge."

Lara Barker, a sophomore visual communications major, was on the 2016 Maymester trip to Oman. "We had a camel barbeque as a late dinner," said Barker, "Then, the next morning, we all went on a camel ride and I thought '... I probably ate your brother last night.'"

Her academic experiences were just as enlightening. "We were broken up into groups of three and four and each group came up with our own topic," says Barker. The video topics they chose ranged from Islamophobia to tourism. "We had to produce a two-minute video story and we could interpret it however we wanted. It gave me a lot of confidence in my major."

For the 2017 Maymester, the school has offered faculty-led trips: a public relations trip in Atlanta, an advertising visit to New York and international trips to Cuba and

Germany. The Cuba trip is a first.

The domestic scholarships can provide a student several hundred dollars and the international scholarships range from \$2,000-2,500. The majority of the scholarship money comes through donations from alumni. The scholarships are given to students based on financial need. For international trip scholarships, students are chosen based on need as well as students who may never have had an overseas experience.

The trips are life changing for students in multiple ways, including counter-cultural experiences, media development and pushing the boundaries to what they know. "Studying abroad definitely opened my eyes to so many things," says Angel Prater, a junior visual communications major. "I saw such a different culture and way of life and it really opens your mind to the world and people different from you." Being able to tell a story about the culture they are living in through media helps students apply the knowledge they are gaining within the university to real life situations and communities and bring that knowledge back with them. These scholarships make it possible for students who otherwise wouldn't have that option. IC



Above: Photo provided by Van Kornegay USC Maymester in Oman class outside the Sultan Qaboos Grand Mosque in Muscat, Oman. Back row, center, deputy provost Helen Doerpinghaus and vice provost and director of Global Carolina, Allen Miller.

Below: Photo provided by Lara Barker represents the Gamecocks after spending the morning riding camels with her classmates in Oman.



TRAVEL SCHOLARSHIPS ARE FUNDED THROUGH DONATIONS.

To contribute, go to:
giving.sc.edu/cicstudyabroad

Photo provided by Scott Farrand A team of journalism students from the 2005 Multimedia Maymester in Munich class interviews students from one of the leading fashion schools in Berlin. They were producing a story about fashion trends coming out of Germany.

A Retirement it is *Not*

Story by Tori Gessner

Charles Bierbauer is the longest-serving current academic dean at the University of South Carolina. With many of his most ambitious projects completed, he has decided the timing is right to step down as dean following the spring 2017 semester.

Fifteen years ago, it was a new job opportunity that brought the veteran CNN and ABC News correspondent to Carolina.

"I was fortunate to be a journalist for decades, but it was a good time to find something else to do for the next stretch of my life," Dean Bierbauer said. A new opportunity paired with his love of teaching made serving as a dean of the college a great fit.

Even before Bierbauer came to the university, he was no stranger to the academic world.

He had experience teaching as an adjunct for his alma mater, Penn State, and teaching courses on media and government. In addition, he served on professional advisory boards at several colleges.



Photo provided by Lewis Zeigler and Patty Hall
Dean Charles Bierbauer in 2002 during his first year as the Dean of the College of Mass Communications and Information Studies.

“I’m at the age where I can say, ‘I can do what I want to do.’
-Charles Bierbauer

"I used to say I was not ready to hand my job to some smart-aleck 25-year-old journalist; now, my job is to train the smart-aleck 25-year-old journalist," he added.

When the university was searching for a new journalism dean in 2002, it also decided to merge the then College of Journalism and Mass Communications with the College of Library and Information Science. Bierbauer became the founding dean of the newly formed College of Mass Communications and Information Studies, as it was initially called.

"I certainly didn't expect to stay [at Carolina] for as long as I have," said Bierbauer.

But after moving the School of Journalism and Mass Communications from the Coliseum to a newly renovated building adjacent to the university's historic Horseshoe - a task that was years in the works-making infrastructural improvements to Davis College (the building that houses SLIS), and reorganizing the structure of the college's staff by hiring new directors for both schools and welcoming two new

assistant deans to ensure an efficient administrative operation, the dean decided it was time for a change.

"I thought it was time to let a new person do the job and bring new ideas to the college," the dean said.

Bierbauer is hesitant to call his stepping down a 'retirement,' because he has not fully decided or arranged what he will do next.

"I'm at the age where I can say, 'I can do what I want to do,'" Bierbauer said.

He still plans to remain busy in the world of journalism by hosting a public affairs program on SCETV called "This Week in South Carolina," that launched in January 2017 from the journalism school's Kennedy Greenhouse Studio.

Students and faculty agree that one of the dean's greatest accomplishments during his 15 years of service was moving the journalism school from the 47-year-old Carolina Coliseum into a newly renovated, three-story building with state-of-the-art technology and a "rather engaging environment," as described by Bierbauer. It was

the dean's patience, determination and fundraising efforts, along with university administrative support and funds, that made the school's building move possible.

With all of his accomplishments and the improvements he has made to the College of Information and Communications (the name was mercifully shortened in 2015), Bierbauer's favorite part about being the dean is engaging with his students. He enjoys teaching and aiding students in learning and career opportunities to whatever degree he can.

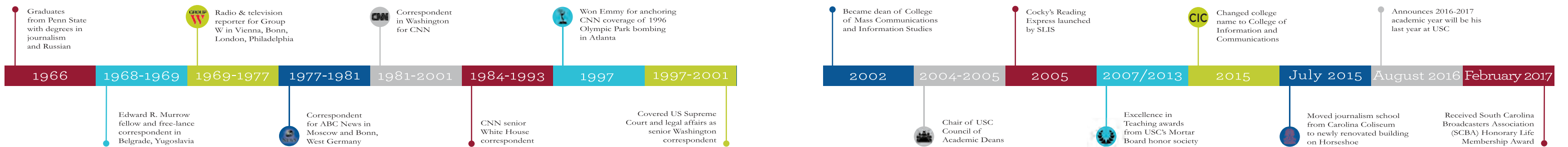
Sabrina Shuttles, one of the many journalism students the dean has mentored said, "The best part about having Dean Bierbauer as a mentor is that he listens. He listens to my questions, trials and tribulations and has helped me along the way to find my place as a journalist."

The dean feels it's important to be involved with the students as much as possible. In Bierbauer's words, "Without students, we wouldn't be a university - we'd be a think tank." IC



Photo by Tori McAnallen
Dean Bierbauer during his last year as the Dean, in front of the Kennedy Greenhouse Studio.

If you didn't get a chance to participate in the **#ThanksCharles** crowdfunding campaign in honor of Dean Charles Bierbauer, it's not too late. Support a college project of your choice in honor of the dean at www.giving.sc.edu.





Visual Anthropology: The Perfect Combination

Story by Emily Cappai

Photos provided by Meg Gaillard atop a ladder, takes photographs of an excavated unit at the Savanna Edge archaeological site in March 2014.

*The University of Manchester in England defines **Visual Anthropology** as the “combination of anthropology with the practical training in film-making, editing, visual methods, photography, sensory ethnography and sound.”*

SJMC alumna Meg Gaillard has the dream job she never knew existed. “This is anthropology on another level; studying visual anthropology encompasses any methodology for how to visually represent or document a culture or community,” she explained. “We use photography, videography, sound and multimedia to help document cultures; while also studying ways in which communities visually represent themselves.”

She says this is a “perfect combination of everything I have ever learned.” She says, “Due to the destructive nature of archaeology; photograph, field drawings and notes are valuable pieces of scientific data that allows artifacts to have context. These additional elements enable an object to become more than just a

thing we have uncovered from the ground, with these additional visual pieces to the scientific story we have the ability to more accurately tell the story of the human past.”

Gaillard majored in both visual communications and anthropology at USC. She was passionate about both subjects and wanted to find a way to blend them. Her anthropology advisor, Karl Heider, told her to pursue her dreams by getting her master’s degree in visual anthropology at the University of Manchester in England.

During her graduate studies, she realized that USC’s journalism school gave her a strong foundation in visual communications that she needed to succeed. When Gaillard returned to the U.S., she used her visual anthropology degree by working as an archaeologist and



*Photo by Mareli Sanchez
Portrait of Gaillard working at Altamaha Towne, one of the DNR’s Cultural Heritage Preserves in Beaufort County, collecting soundscapes in the marsh using a hydrophone.*

Each year, SCAPOD is able to provide free programming for several Title 1 schools, reaching about 600 students in Columbia with free cultural programs.

of Natural Resources as its first female archaeologist. She now focuses her primary research in historical archaeology, ethnography, and public interpretation of SCDNR’s cultural heritage preserves. “Our main task is to preserve, protect, and promote the cultural heritage sites owned and managed by SCDNR for current and future generations.” **IC**

This trowel was used by Gaillard’s aunt. Twenty years later, Gaillard returned to many of the same sites and excavated as well. She calls it a symbol of her career.

ethnographer for private cultural resource management (CRM) firms.

In 2010, Gaillard and two other USC alumni, Heléna Ferguson and Erika Shofner who both received undergraduate and graduate degrees in anthropology, created the South Carolina Archaeology Public Outreach Division, Inc. (SCAPOD). This non-profit organization’s goal is to incorporate both anthropology and archaeology into school districts in South Carolina. They strive to give upcoming students more of a cultural education and rely on donations from the public to help them. Each year, SCAPOD is able to provide free programming for several Title 1 schools, reaching about 600 students in Columbia with free cultural programs.

One of Meg Gaillard’s first assignments as a visual anthropologist was to investigate the BP oil spill in 2010 and its effect in the cultures and communities surrounding the Gulf of Mexico. A CRM firm hired her to look for communities and document their places of importance, referred to by anthropologists as, Traditional Cultural Places. “We were trying to locate communities that identified with a place and without said place their cultures could potentially disappear,” Gaillard said.

After several years in the private sector, Gaillard joined the Heritage Trust Program at the SC Department





Sig Huitt in front of his old stomping grounds, Legare College, a previous home for the School of Journalism.

Story and Photo by Amanda Budd

In 1967, Lyndon B. Johnson was president of the United States, Apple was just a fruit, the School of Journalism was housed in Legare College, and a young Sig Huitt had just graduated with a bachelor's degree in journalism. As a journalism student, Huitt spent his time studying in the library and reviewing old newspaper archives. Today, the journalism school features state of the art technological resources including a photo studio, multimedia newsroom, Mac labs, hundreds of cameras for students to check out, and more.

"Research was a lot of one-on-one talking to people and local sources," Huitt said in a phone interview. "The rest of the time you could go to the South Caroliniana Library on the Horseshoe and look at old newspapers."

Academic life as a journalism major was primarily newspaper based. The newest classes incorporated design, typography and photo composition into the journalism discipline.

Today, there is a major in Visual Communications. Then, classrooms were filled with typewriters and students relied on carbon paper copies. Huitt recalled that the second floor of Legare College was used as a reading room where students and staff would gather every day to read newspapers from all over South Carolina.

"The new thing they had was an electric typewriter," Huitt said. "We were also introduced to a fax machine - the fact that you could transmit something by fax across the country was amazing."

Huitt is no stranger to the ever-changing communications industry. After working for USC as the Director of Information Services in the 1980s, he and his colleagues started Carolina PR in Charlotte, NC. The company later merged with Chernoff Newman in Columbia and formally took that agency's name this year. He explained that adaptability is most important when it comes to the communications industry.

In order to keep up with all the new trends, Huitt attends conferences, reads current material, and stays active in the Public Relations Society of America (PRSA). He also remains connected to USC through the many alumni opportunities within the university and the School of Journalism and Mass Communications.

"Huitt's been a good and generous friend, advisor and supporter of the school," Dean Charles Bierbauer said.

Despite all of the changes we have seen, there are two key lessons Huitt learned in school that still ring true today.

"The basic one is to be sure of your source and to be correct," Huitt said.

"Also, understand the challenges and responsibilities of the free press and as communicators in general." IC



Sig Huitt in his senior photo, courtesy of Garnet and Black archives.

"...the fact that you could transmit something by fax across the country was amazing."
- Sig Huitt

Flood Recovery Continues

Story by Anna Peterson

For most South Carolinians, the 2015 flood is a memory. But, some who are differently abled are still living with the nightmare of that disaster.

"What makes you think we have recovered? We are still out of our house, repairs and expense is ongoing, FEMA denied us rent assistance, so we are more than \$2,000 a month in ADDITIONAL living expenses over and above normal, insurance has been a nightmare, my husband has cancer AND leukemia AND ITP, my health has declined, and every time it rains, I panic. The flood is NOT over..."

That written response came from a survey conducted by Dr. Clayton Copeland, an instructor in the School of Library and Information Science, along with two USC School of Medicine colleagues, Dr. Robert Dawson and Dr. David Leach. Dr. Copeland is the Director of the SLIS Laboratory for Leadership in the Equity of Access and Diversity (LLEAD). Her research focuses on equal access to information for underserved populations because of her own differently abled experiences.

The researchers spent a year collecting quantitative and qualitative data from

people with disabilities who were affected by the 2015 flood. Then they analyzed comments like the one above and others to look at the lived experiences of people and determine what happened before, during and after the flood.

"We wanted to shed light on those experiences in hopes that wherever challenges existed in future disasters, we could help inform policy and other actions, as well as awareness of the needs of people with disabilities," said Dr. Copeland.

During the quantitative research, Able SC (a Center for Independent Living whose focus is empowering persons with disabilities), Portlight (a national cross-disability disaster relief and recovery organization), United Way and the American Red Cross identified and distributed surveys to flood survivors with disabilities, their family members and personal assistants, emergency responders and volunteers. Of those surveys distributed, 123 responses were received. During the qualitative research, seven participants who are disabled were asked to describe the preparedness of the first responders, the shelters and their firsthand experience.

From these interviews,

"Differently abled" was first proposed in the 1980s as alternative language to give a more positive message and avoid discrimination towards people with disabilities.

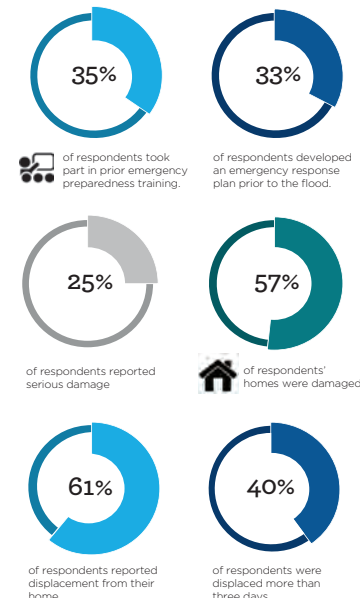
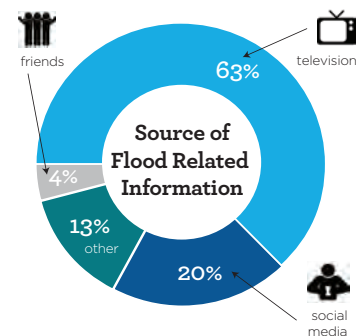
specific issues were identified:

- People with disabilities tried to keep their assistive and adaptive technology safe during the flood
- There was a communication of need failure with first responders
- Shelters did not have proper accommodations.

This research confirmed that during the flood in 2015, there was not an effective emergency plan in place for those who are differently abled.

After the initial flood research was completed, Dr. Copeland, Dawson and Leach started researching the effects of Hurricane Matthew in 2016 and are still comparing the differences or changes that took place in relation to the two events that struck South Carolina. IC

Information Access and Disaster Preparedness Training



AS A RESULT OF THIS RESEARCH:

South Carolina's disaster management plan has been updated. The most noticeable change is the use of an ASL signer during the Hurricane Matthew updates on television.

Infographic by Tori McAnallen

A Tale from the Streets

Story by Kylie Jones

GRAPHIC NOVEL

A graphic novel is a variation of a comic book that combines text with sequential art to tell a story.

Teenage boys Javian, Tyrelle, Levern and Amont are helping to write a book about gang violence. They are currently incarcerated and two of their collaborators are College of Information and Communications alumni. No, the alumni are not in jail.

Birchwood High School, in Columbia, S.C., serves incarcerated youth by giving them the tools and education to create opportunities for themselves upon release. The school's goal is to provide an academic experience for the youth while they also serve their

time. Susan McNair is the librarian at Birchwood High School and graduated with her master's degree from the School of Library and Information Science in 1995. Jarid Munsch is the Communications Coordinator for the South Carolina Department of Juvenile Justice and graduated from the School of Journalism and Mass Communications in 2011 with a degree in broadcast journalism. The boys may be incarcerated by the South Carolina Department of Juvenile Justice, but they are learning from the experience. "I never thought I could write something good," Amont said.

The graphic novel project started with the goal of improving literacy and writing skills, but it has grown into more than McNair and Munsch could have imagined. Gang violence is a prominent issue in Columbia and in the lives of many teenagers. Recent violence among students at Birchwood High School sparked the idea with the two alumni for a graphic novel targeting gang violence.

McNair and Munsch have teamed with Dr. Karen Gavigan, a School of Library and Information Science professor. Dr. Gavigan had previously worked

with McNair and incarcerated youth in 2014 to create the graphic novel "AIDS in the Endzone." Munsch said that a graphic novel is a great way to target gang violence. "There are social issues and there's a lot of character depth," Munsch said. "A graphic novel becomes a good vehicle for these guys getting their message out."

Like "AIDS in the Endzone," the new graphic novel is being written and designed by several incarcerated students at Birchwood. McNair and Gavigan spearheaded the project with the school's English language arts teacher. They have

*"I also want the world to see what my kids are capable of doing."
-Susan McNair*



McNair works with one of the students to create his own character and storyline.



Jarid Munsch

been working alongside the four boys every step of the way, assisting them in developing characters, a storyline and important messages. The novel will be titled "Shootout: A Tale from the Streets." The boys, who range from 15 to 17 years old, also had the opportunity to sit down with two illustrators to see their story come to life. Munsch has worked to publicize the project, taking photos and videos.

"I want to see this book get published," Munsch said. "There are a lot of great things going on here."

"I also want the world to see what my kids are capable of doing," McNair said. "A lot of people automatically judge kids who have been in a detention center as not being creative."

"These kids are talented, they're creative, a lot of them work hard. They have so much potential and I would like for the world to see and recognize that our kids are really powerful."

Throughout this project, McNair has focused on building literacy among the students. It is important to her to not only raise awareness about gang violence, but to show the world that every child deserves an education. Munsch and McNair agreed that this project has arguably taught them even more than it has taught the incarcerated students.

They have provided an opportunity for troubled youth to express themselves and discover talents that they would not have otherwise discovered. The four boys shared how they hope that they can be role models for younger children and show

them opportunities aside from gangs.

The alumni received a \$5,000 Will Eisner Graphic Novel Grant in 2016. The grant has allowed Birchwood to purchase more graphic novels for the school's library and to fund this current project. McNair and Gavigan are traveling to national conventions to present the project and raise awareness for gang violence and literacy. The two hope that by promoting the project, they can create more opportunities like these for troubled youth throughout the nation. This project has grown into more than they expected, McNair said, with her two-fold goal of trying to "reach people who are in gangs or contemplating gangs with our kids' experiences to help them," and "for the world to see how much potential our young adults have." IC

TO DONATE
towards the publication of the novel, please contact
Susan McNair
at
SCMCNA@scdjj.net.

A draft sketch of one of the main characters developed by the students.



Photos provided by Jarid Munsch, SCDJJ/Public Affairs. Two illustrators work with the students to bring their story to life.





Center for Strategic Communications Opens Opportunities for SJMC

Story and Photos by Grace Batton

Communications teams collaborate on their respective campaigns.

What are the ingredients for creativity? Curious minds, ample supplies and an ambiance that encourages intellectual exploration are among them. That's where the new design of rooms 114 and 117 in the journalism school steps in.

The Strategic Communications Center, estimated to be completed in early summer, will enable the school's student organizations - The Carolina agency, the Bateman Team and the Ad Agency - to further their creative efforts and expand client bases.

"I think the fact that we've got an identity and have a place to 'go' is also very helpful," said Dr. Jeffrey Ranta, director of the school's student-run public relations firm, The Carolina Agency. "I'm excited, it's a win for all of us, I think."

Previously, the teams all shared a space that required scheduling for specific projects. This was especially difficult for the Ad Team, since they needed space to plan and revise their integrated communications campaign for the annual advertising competition.

"It's a nice setup where we can all have room in there to sit around the table and discuss face to face," said Maddy Smith, senior public relations student in The Carolina Agency.

The teams have already begun using their new creative spaces to collaborate on projects.

"I like that it looks like a real office. I love just being able to walk into a conference room with my students instead of a classroom and have a conversation with them," said Ernie Grigg, the public relations instructor who oversees the Bateman team, a

year-long, single-campaign class.

"I think it gives a much different vibe, especially with the teams, and makes them realize this is real, it's not just an academic exercise," said Grigg. "Their mindset has changed too. They come in and they see it as real work, not just something they're getting a grade for." Grigg noted that access to its own space has been especially beneficial for the Bateman Team.

"They have to put together a really elaborate campaign book... the design aspect of it is really important, so having access to those programs and not having to fight over lab space all the time is fantastic," said Grigg.

The aesthetics of the facility inspire creativity and innovation; the paint and carpet designs were chosen to mirror a similar design and color pallet of the lobby of the journalism building. Free flowing geometric lines cut into each other in bursts of color, allowing the eye to wander around the walls, just as creativity flows throughout the mind.

"Those who want to work in AD/PR are now given a big opportunity to get more relevant, practical skills that they need to be successful in their first job," Dr. Ranta explained. "That being said, I think there's also a really good opportunity for us to conduct some really interesting research for the benefit of agencies, benefit of communicators all around the country."

Interior designer Whitney Steinbrecher of the Boudreaux Group created the design for the lobby, so Dr. Tanner contracted them for the update as well. Steinbrecher was given pictures of other advertising and public relations firms' offices to reference during the design process.

For the first time, The Carolina Agency will be able to take on clients over the summer; the facility also allows for some introspection.

"I think that this new center gives us an opportunity to turn a microscope on our own capabilities and allows us to talk more authoritatively about how good we are and what kind of benefit we can bring," said Dr. Ranta. IC



THE DEETS

- Estimated completion is early summer
- New interior design by the Boudreaux Group
- Additional computers and furniture in rooms 114 & 117
- New designated spaces for communications organizations only



Professionals Join SJMC Board

Story by Allison Goings

A new Professional Advisory Board will help the School of Journalism and Mass Communications stay connected to the business world. "Our undergrad program and master's programs are professionally oriented so having an advisory board that we can interact with helps the school keep our pulse on what's going on in the industry," said Dr. Andrea Tanner, Associate Dean and Director, School of Journalism and Mass Communications.

The board will serve as a passageway to the professional world, helping faculty ensure the continuing ability of the school to prepare students for communications careers while also forming a stronger connection between the school and business world.

"USC's School of Journalism and Mass Communications prepared me so well for my career in TV news, so I want to do everything I can to help other aspiring journalists get the same excellent experience as I did," said Jenni Knight via email. Knight is a broadcast alumna currently producing the 6 p.m. news for WYFF in Greenville, S.C.

"Whether that's mentoring students, keeping the school informed about internship and job opportunities, or helping ensure the curriculum is in line with current trends in my field, I look forward to working with the board to keep SJMC top-notch and help it grow even more," said Knight.

"It's a two-way street. The advisory board comes to our school periodically, gives us advice, meets with our students, but then also introduces us to other people in the community," said Dr. Tanner. "I'm looking forward to having the partnership with these people who are in the industry of journalism and mass communications."

Many of the members of the board are SJMC alumni who are excited to

Photos by Lewis Zeigler
Attendees at the SJMC
Professional Advisory
Board meeting,
March 21, 2017.

give back to not only the school, but also the administrators and professors who helped them on their path to a career in journalism.

"I was honored to be considered for a spot on

the board. It's so important, in my opinion, to stay connected to your alma mater," said Christine Scarpelli via email, a news reporter for WSPA 7 in Spartanburg. "As a student, I thought it was really helpful to be able to hear from recent alumni about their experiences in the professional world. I also feel so invigorated after I leave the new journalism school. It motivates me to make the University of South Carolina proud."

Another key component of this board is diversity. Dr. Tanner wanted to create a diverse board in terms of race, profession and age. "We have representatives from broadcast journalism, multimedia journalism, public relations, advertising, and visual communications," she said. "We have representatives across our majors, and then I also wanted to include alumni and friends that are in different stages of their careers because I think they bring different things to the board." Professionals were all nominated by faculty and alumni. All members will serve a three-year term and are expected to attend one meeting each semester. Each member is an annual donor to the School of Journalism and Mass Communications, as well.

The first "interest meeting" for the professional advisory board took place in March to talk about goals and ideas. The first official professional advisory board meeting is set to take place in the fall of this year. IC



Jenni Knight (top) and Christine Scarpelli.



Dr. Andrea Tanner speaking at the event.

More Than Sports

Story by Colin Jones

Charles Bloom

Journalism alumnus Charles Bloom's job changed as the final buzzer sounded for the NCAA women's basketball championship. With J-school students A'Ja Wilson and Allisha Gray leading, the Gamecocks are national champions. Similarly, journalism alumnus Matt Hogue's job reached a new height when Coastal Carolina University won last year's College World Series. Bloom and Hogue oversee promotion and public relations for the Gamecock and Chanticleer athletic departments.

CHARLES BLOOM

Bloom graduated with a public relations degree in 1985, already having served as an undergraduate and graduate assistant on the Gamecock Student Information Desk. "Even when I was very young, I always had an interest in newspaper and journalism," he said. "I can remember when I was playing Pony League baseball, I was writing stories for my weekly newspaper after the games were over." Bloom's interest really evolved when he got to college. He was able to broaden his interest



Bottom Left: Photo by Patrick Green
A'Ja Wilson cuts the net after South Carolina wins the NCAA Women's National Championship April 2, 2017.

Bottom Right: Photo by Brian Baer
Allisha Gray celebrates in the fourth round game against Florida State.

Photos provided by Matt Hogue
Hogue with Michel Enanga (left)
and Tristian Curtis (right) from
the men's basketball team.

even more and gain valuable experience while working as a student at our school engaging in work he has always been interested in. Bloom practiced his writing and communication skills while taking classes here. At the other end, some students come into school with little idea of what they will want to do after college and even end up changing their interests. The overall college experience can help students decide what they like and help them think about a future career. "When I started at this school, I was a business major and switched to journalism after the first week," said Hogue. "My focus was to enter the world of sportscasting."

MATT HOGUE

Hogue, a 1993 journalism graduate currently serves as Director of Athletics at Coastal Carolina. He said it is important that students explore all the options and gain as much experience as possible. "Don't be afraid to take a job, even if there is little or no pay. Getting involved in any kind of way is very important." These alumni work in sports-related fields and have many responsibilities that require skills that they learned in the School of Journalism and Mass Communications. As an athletics director, each day is really different. "Surprisingly you don't just sit around looking at stats and schedules all day," said Hogue. "There are many more pieces that go on behind scenes to ensure that our student athletes are successful and advance off the field." There are a great number of staff members who help every day to try and create a successful environment for the athletes. "I think it is underappreciated how much effort goes into issues that are crucial for our student athlete's successes on and off the field," he said. "Our goal as a staff is to prepare our athletes for successful lives after college."

Students in our school gain new knowledge and experience every day to help them one day earn the job they have always dreamed of. There are many valuable lessons learned while attending college, with a number of great opportunities as well. Bloom pursued his interest throughout his college experience and now oversees our women's softball team. You never know what field you will go into until you discover what you have a passion for. In Hogue's case, he discovered a passion for journalism immediately and turned it into a career. IC



Hogue interviewed
by Joe Cashion after
Coastal Carolina
wins its first National
Championship, June 2016.



Wish Upon a Star

Story by Christa Schuping

It was the corporate culture of Disney that attracted journalism school alumna Suzi Kutcher. Whenever meeting new people within the company, “You are expected to share your favorite Disney character after your name and what you do—it’s just part of the atmosphere,” she said. She attributes this to the kind and respectful spirit of Walt Disney still being alive within the company culture.

“I am a wedding assistant for Disney’s Fairy Tale Weddings. I assist with the day-to-day logistics of holding a wedding at Disney,” Kutcher said. “Everything from ensuring ‘When You Wish Upon A Star’ plays as you walk down the aisle, to making sure Mickey and Minnie aren’t late to join you for your reception, and of course making sure that our couples have the best day and experience of their lives!”

Kutcher found her calling through her University 101 class with instructor Chris Huebner, and changed her major to advertising. Her favorite class was Integrated Campaigns because it allowed her to work with a real client and travel to a competition where her team won third place. After sophomore year, Kutcher participated in the Munich Maymester program. In Germany, she collaborated with foreign agencies to complete a group project, and that opportunity proved to her that she was heading in the right direction. “The trip made me realize that this is what I enjoy doing and showed me that I am actually good at what I’m passionate about,” said Kutcher.

Kutcher’s transformative study abroad experience led her to the search for a valuable internship. Her love of adventure and princesses steered her to the Disney College Program, where she spent nine months working at the Magic of Disney Animation. Due to her experience as a University Ambassador, she was chosen to put on a show about Mushu the Dragon from Mulan.

In her senior year, Kutcher interviewed with various

advertising companies, but her “wish upon a star” was to return to Disney. She was thrilled to be offered a position in the corporate citizenship department of the public affairs team at Walt Disney World in Orlando. Because of the event planning and social media experience she had gained through prior internships, she adapted quickly to the position. Next, she moved to the content relations department and became a Synergy and Franchise Marketing Coordinator, which allows her to create marketing campaigns promoting new movies inside all of the Disney parks. When composing press releases for exclusive events like new movie screenings, she relies heavily on the skills she gained through her j-school classes, crediting the writing classes specifically for helping her to master AP Style.

Despite how big Disney is — seven dwarfs, 101 dalmations, and countless princesses— Kutcher describes it as a family. Lofty titles don’t intimidate there, because even if you are being introduced to the CEO, he will still share his favorite Disney character (it’s Eeyore, from “Winnie the Pooh”) as part of his introduction, and expect to learn yours as well. **IC**



Photos provided by Suzi Kutcher

Top: Suzi in Carolina gear at the China Pavilion in Epcot. Suzi’s favorite Disney character is Mulan.

Below: Suzi at “picture point” used for weddings.

Right: Suzi and colleague Robbie Bromley in front of the iconic castle and Walt Disney statue.



Media, Civil Rights and an Evolving Future

Story by Paige Bryant

The civil rights movement was not an accident,” says filmmaker Stanley Nelson. Nelson, McArthur Genius Fellow and Emmy-winning filmmaker, has dedicated his career to making influential documentaries about the history of diversity and civil rights.

The School of Journalism and Mass Communications recognizes the need for positive growth in diversity in the media and supports this through its biennial History of Media and Civil Rights Symposium. This fourth symposium was held March 30-April 1 featuring Nelson as keynote speaker.

“The role of the media in historic civil rights struggles deserves close attention so we can understand how those words and images that now repel us came to be: how the vulgar and violent treatment of people was accepted as a way of life and how activists worked with media – and created new media – to resist that social order and shape a new one,” said Christopher Frear, SJMC doctoral student and co-organizer

of the event.

With historians and journalists coming from across the country, the event has gained importance for the journalism school.

“South Carolina has a rich media and civil rights history and that story has not been told,” explained one of the event founders Dr. Kenneth Campbell. “We think this is an opportunity to tell that story and to tell it not only in the context of South Carolina, but the broader context.”

Journalism has a massive impact on the civil rights movement because of the ability of people of different times being able to write and talk about what was going on, and capture some pivotal moments on camera.

Columbia Mayor Steve Benjamin said, “The power of having the camera on the moments determined the views of America...the land of the free and the home of the brave.”

Because the camera played such a powerful role in the civil rights movement, Nelson wants to continue to make an

impact in the positive growth of diversity through his films such as “Freedom Riders.”

“I thought it was a story to be told and no one was going to tell it, but there’s a way to tell it,” says Nelson.

At the symposium, Nelson shared a preview from his new film, “Tell Them We are Rising,” a documentary on historically black colleges and universities. The film features many students from the past 170 years and their actions in the civil rights movement.

“Tell Them We are Rising” documents the passion of many individuals to fight for their rights. The film will be released next year.

Dr. Campbell believes the symposium is a necessity not only for growth, but more importantly, informing society of its influence on the civil rights movement because “race touches just about every issue.”

Frear said, “Most simply, I’m involved in the symposium because it matters.” **IC**

Photos by Lewis Zeigler
Guest speaker Stanley Nelson (right) and Mayor Steve Benjamin (left).



Dr. Kenneth Campbell

“Race touches just about every issue.”
-Dr. Campbell

Alumni NOTES

1970s

Walter Sprouse, BA, 1973, has been named to Consultant Connect's 2017 list of North America's Top 50 Economic Developers. In addition, he has also been named one of Georgia Trend magazine's 100 Most Influential Georgians for 2017. Sprouse has served as executive director of the Augusta Economic Development Authority in Augusta, Ga., since 2003.

1990s

Kristie Bohm Byrum, MA, 1996, has been elected to the Public Relations Society of America College of Fellows. She earned her Ph.D. from Clemson University in 2014 and is an assistant professor of mass communications at Bloomsburg University of Pennsylvania.

Lorene Kennard, MLIS, 1999, is director of the North Riverside Public Library District in North Riverside, Ill.

Hal Kirkwood, MLIS, 1993, has been inducted into the Purdue University Book of Great Teachers, where he works as an associate professor of library science. He is the only librarian currently honored with this designation, which recognizes teaching faculty who have demonstrated sustained excellence in the classroom.

Tamara Law, BA, 1997, MLIS, 2009, is a reference and instructional librarian at Allen University in Columbia.

Stuart Lee, BA, 1999, recently served a one-year appointment as team lead for the White House Special Council for Strong Cities Strong Communities in Raleigh, N.C. He now works for the USDA in outreach and communications.

Marty Young, BA, 1999, has received the 2017 Academy of Country Music Award for Large Market Broadcast Personality of the Year. Young is a radio morning show host for Curtis Media Group, 94.7 QDR, in Raleigh, N.C.

2000s

Hilary (Dyer) Brannon, BA, 2008, MMC, 2012, has joined the University of South Carolina Department of Student Life as communication and events director. In addition, she is the recipient of the 2016 National Outstanding Collegiate Advisor award for Alpha Chi Omega.

LaJoia Broughton, MMC, 2005, has joined the South Carolina Legislative Black Caucus as executive director.



Ashley Festa, BA, 2002, and Andrew Festa, BA, 2003, welcomed daughter Delaney Anastasia on August 15, 2016.

Amber Guyton, BA, 2008, is a product management director at USAA Federal Savings Bank in San Antonio.

Matt Moore, BA, 2009, produces the 6 p.m. news for WMBF-TV, an NBC affiliate in Myrtle Beach, S.C.

Holly Sanders, BA, 2001, has joined Immedion's Columbia, S.C., location as a marketing association. Sanders previously worked for County Bank in Greenwood, S.C.

David Walton Smith, BA, 2006, is a producer/director for Courageous, CNN/Turner's brand studio. He leads projects for short-form documentaries, branded content and broadcast commercials that air throughout Turner/CNN's network of cable channels and websites.

2010s

Kristin Amsden, MLIS, 2010, has been named a 2017 Emerging Leader by the American Library Association. Amsden is an ACCESS librarian at Richland Library in Columbia, S.C.

Jonathan Battaglia, BA, 2012, was promoted from communications specialist to assistant director of communications at the International Association of Machinists and Aerospace Workers in Upper Marlboro, Md.



Paula Williamson, BA, 2002, has joined McNair Law Firm in Columbia as communications manager. Williamson will manage the firm's public relations efforts and support marketing initiatives across its eight locations.

Photo courtesy of McNair Law Firm, P.A.

Ed Cahill, BA, 2010, senior director of content for the professional soccer team Orlando City SC, helped lead a social media campaign that won the Major League Soccer 2016 Year-End Executive Award for Social Media Activation of the Year.

Paul Critzman, BA, 2014, has been named runner-up for the Radio Television Digital News Association's TV News Producer of the Year award among the Carolinas large-market stations for work he did while at WYFF in Greenville, S.C. Critzman now works as a cinematographer, camera crew member and news producer in Los Angeles, Calif.

Hannah Cromer, BA, 2014, has joined the KRIS 6 news team in Corpus Christi, Texas, as a reporter.

Vince Dacus, BA, 2015, is the media specialist at Fairview Baptist Church in Greer, S.C.

Josh Dawsey, BA, 2012, has joined Politico's White House team. Dawsey previously worked as a New York City Hall reporter for The Wall Street Journal.

Christina Fuller-Gregory, MLIS, 2011, has been named a 2017 Emerging Leader by the American Library Association. Fuller-Gregory is a makerspaces librarian with Spartanburg County Public Libraries.

Sarah Gledhill, BA, 2015, has been promoted to assistant public relations manager at Boston Ballet.

Sarah Gough, MLIS, 2011, has been named a 2017 Emerging Leader by the American Library Association. Gough is a programs and partnerships librarian at Richland Library in Columbia, S.C.

Mackenzie Grant, BA, 2015, is communications coordinator for the University of South Carolina School of Law.

Amanda Johnson, MMC, 2011, is communications manager at Carolina Country Club in Raleigh, N.C.

Abbey O'Brien, BA, 2016, has received the Radio Television Digital News Association's first place award for Student TV Reporting for her Carolina News Story, "Potential Cancer-Curing Plant." O'Brien now works as a reporter for WBTW-TV in Myrtle Beach, S.C.

Nicole Smith, BA, 2015, MMC, 2016, has won first place in the ChooseATL Ultimate Job Interview Contest, an initiative to recruit top talent to metro Atlanta.

Kaitlin Stansell, BA, 2012, has been named the Radio Television Digital News Association's TV News Reporter of the Year in small-markets in the Carolinas group. Stansell is a reporter with WMBF-TV in Myrtle Beach, S.C.

Jennifer Stewart, BA, 2010, is the communications director and ministry assistant at Calvary Baptist Church in Florence, S.C.

Patrick Sutton, BA, 2013, has been promoted to senior vice president at Paragon Public Relations in Hoboken, N.J.

Theresa Wagner, MLIS, 2011, serves as a liaison librarian to the Spring Lake campus of Fayetteville Technical Community College in Spring Lake, N.C.



Melissa Keefer, MLIS, 2015, has been named 2016-17 Teacher of the Year as well as Top 5 Honor Roll Teacher in Fort Mill School District at Springfield Middle School in Fort Mill, S.C.

Photo provided by Keefer

Submit your Alumni Notes to
REBEKAHB@mailbox.sc.edu



Top Photo provided by Fox News, Book Photo from Amazon.

Ainsley Earhardt, BA, 1999, has authored a book, "Take Heart, My Child: A Mother's Dream."



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-H.A. (Humpy) Wheeler, 1961, then School of Journalism

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• **The CIC Dean's Circle Fund** provides needed resources to allow our dean to continue the College of Information and Communications' educational mission. Young alumni of the past decade join the Dean's Circle with a gift of \$500, while all other alumni join with a gift of \$1,000 or more.

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Photo by Lauren Crank

City Recognizes Greenhouse Studio in New USC Journalism School

The Boudreaux Group, a Columbia architectural firm, has won an award for “New Construction in a Historic Context” from Historic Columbia for the journalism school’s new broadcast studio. The Kennedy Greenhouse Studio, built in 2015, replaced the greenhouse that once stood near the University of South Carolina Horseshoe. The new studio sits among historic buildings and rose gardens and brings new life to the historic district with its transformation from a botanical greenhouse into a glass-enclosed broadcast studio.