

Summer 2005

# InterCom

A Publication for Alumni and Friends of the School of Journalism and Mass Communications



## *MOVING TO THE TOP*

**ALSO IN THIS ISSUE:**

SJMC receives re-accreditation • I-Comm becomes a tradition • Geezers Club stays active

# A Look Inside

## 3 SJMC News

Dean speaks \* Director speaks \* I-Comm Week \* New investigative journalism award \* Newsplex news

## 9 Student News

Graduate student awards \* National internships and awards \* University awards \* SJMC Hearst success

## 12 Sequence News

Super Bowl champions \* Retired professor's bequest \* Viscom growth \* Broadcast studio facelift \* Carolina Reporter student awards

## 16 Development News

SJMC Partnership Board members \* J-school alumni gathering near Washington, D.C. \* LeConte College building project \* SJMC supporters

## 24 Faculty/Staff News

Debbie's Cafe \* Who's new \* USC remembers Robert Jones \* Meet the Geezers Club

## 30 Alumni News

Cliff Hollingsworth's Hollywood screenplay \* A year of wins for Rick Yarborough \* Brad Hamm steps up as IU's new dean \* Alumni Notes



6



11



12



31

This issue of *InterCom* is dedicated in memory of Michael Witkowski, a long-time assistant professor in the journalism school and editor of *InterCom* for many years. Dr. Witkowski passed away in early 2004.

*InterCom* is a publication of the University of South Carolina School of Journalism and Mass Communications.  
Dean: Charles Bierbauer  
Director: Dr. Shirley Staples Carter

On the cover: Architectural rendering of the LeConte College building, the future home of the School of Journalism and Mass Communications. For more information on the LeConte project, see page 18.

## How do we look?



Over the years *InterCom* has gone through more stages than the metamorphosis of a butterfly. It's been a newsletter and a magazine. On newsprint and stiffer stock. Thick and thin. Its publishing schedule has been erratic at best. Generally, it's materialized twice a year with an occasional skipped semester, not unlike a student seeking an uncertain course through the University.

We thought it was time for a change. Last semester we focused on producing an online edition of *InterCom*. That worked. We've also been sending out more e-mail news blasts. Many alumni tell us they like more frequent contact. We do, too. But we also wanted to get something tangible into your hands to put a little gloss on all the activities taking place around the School and College. So, how do we look?

We think this issue is filled with evidence of the School of Journalism and Mass Communications' successes. You'll see our students are among the top achievers at the University—Kinsey Christine Cooper was named this year's top senior female student—and they are distinguishing themselves nationally—Kent Babb placed first in the Hearst student sports writing competition.

We're in touch with more and more alumni—as we should be—and hope to see and hear more of you. I'll explain in a moment.

Our second annual I-Comm week—a tradition since 2004—was a successful salute to the College in good measure because of alumni such as *Fortune's* Hank Gilman, Hollywood maven Sara Price Powell and PR pro Jennifer Knight who came back to share experiences with students and faculty. Check this issue's alumni notes ... and keep 'em coming.

We looked good to the ACEJMC accrediting team that visited us earlier this year and unanimously recommended the J-school's more than 50-years of accreditation remain unbroken. Director Carter has more details on that in her column.

True, the accreditation team noted that the School is still in the crowded and dated Coliseum. But one member told me we're in much better shape than she'd been warned to expect. We've invested substantially in keeping up on technology and done the best we can with a little paint and some new furnishings.

We've upgraded the Carolina News broadcast facilities, added a visual communications lab for our rapidly growing

new major, hired new technical support staff and added faculty each year that Dr. Carter and I have been here.

We even created a place—Debbie's Café—where faculty and staff members can have a cup of coffee and a conversation. Debbie Garris gets credit for that. This has been more a matter of ingenuity than extravagance. We're constantly carving space out of Coliseum crannies to accommodate our growing numbers.

How will we look? The LeConte project is on track. But from my perspective the important thing is that moving the journalism school is a University priority—Dr. Sorensen says so all the time, there is a timetable and there are funding objectives. Oh, yes, you can be a part of that. But we really want you to believe that, despite all previous promises, this time it's more than a wish or a dream.

Kim Bowman, in her few months as the College's development director, has put the LeConte project front and center, and pledges for the building campaign have started to come in. Elaine Taylor, a journalism school alumna, joined us in May as assistant director of development. Kim and Elaine had teamed up earlier at Columbia's EdVenture children's museum.

Now, here's the buried lede to this column.

Next, we want to create a College of Mass Communications and Information Studies Alumni Society. Many of you already belong to the USC Alumni Association. We're all in favor of that. But my experience is that I'm closer to the College of Communications Alumni Society at Penn State than I am to the university association. The college level is where I connect with my friends and colleagues. Such college societies were not a priority here in the past. But that's changing. We think our college should have its own society, and the Carolina Alumni Association agrees.

During the summer, we're asking a task force of interested alumni to propose guidelines for the society—membership, activities, networks. We want to take all the good things many alumni are already doing informally, expand them and extend them more fully to all the College's alumni.

We'd like to hear your thoughts and interests. You can drop me an e-mail, and I'll pass it on to the alumni society task force. It's Bierbauer@sc.edu, and I'm always interested in hearing from alumni.

You'll be hearing more about this, but we hope to kick off the College of Mass Communications and Information Studies Alumni Society at Homecoming in the fall. Of course, you don't have to wait that long to come see us.

A handwritten signature in black ink that reads "Charles Bierbauer". The signature is written in a cursive, slightly slanted style.

# Director Speaks

## How are we doing?



That has been the essential question for the journalism and mass communications program at the University of South Carolina since the implementation of the merger that re-configured the former Colleges of Journalism and Mass Communications and Library and Information Science into a new College of Mass Communications and Information Studies. The Schools of Journalism and

Mass Communications and Library and Information Sciences comprise the new College. Indeed, at the time of the merger, many alumni and quite a few students were concerned that the name change would translate into a diminished stature for the School. Not so far. In the 18 months of my tenure as Director of the School, as I have worked with the Dean of the College, other administrators and faculty, there has been a concerted effort to not only raise the visibility of the School and College on campus, but also to external audiences including the mass communications industry, professional organizations and associations, prospective students and their parents, and perhaps most important, alumni.

### Quality Assurance

Our message to all of our constituents has been consistent: Expect the same quality that has become a tradition of journalism and mass communications education at the University of South Carolina for the past eight decades, and more. Our world-class faculty has grown in the past three years to meet the increasing demands of students (we now are holding steady at an undergraduate enrollment of 1500 majors), the academy and industry.

In the 2005 fall semester, we expect to have 36 full-time faculty and anticipate that we will conduct new searches for faculty hires in all of our sequences over the next few years until we reach an optimum expansion to 50 full-time faculty that would decrease our student to faculty ratio to 30 to 1. Compare that to some of the professional journalism and mass communications programs at universities such as Georgia, Northwestern, and Missouri whose faculty to student ratios are at 15 to 1 or lower. How are we doing in this regard? A lot better than we have been in the past, but not quite as good as we can be.

### Raising the Research Bar

Another area that we have addressed as the new leadership team for the College and School has been the School's

research profile. That was high on the Dean's list as soon as he came on board with the appointment of Dr. Bob Williams as research director for the college. That has been high on our list the past two years as we launched national searches for new faculty, and last year when we replaced the retiring college research director with Dr. Susanna Priest, a scholar in science communication from Texas A&M University. In the past few years, the School has emerged as a key player in significant university research projects including nanotechnology, environmental sciences, new media technology, bio-terrorism, and most recently, health and science communication, thanks to the efforts of professors Sonya Duhé, Andrea Tanner, Rick Stephens, Erik Collins, Ran Wei, Augie Grant and others.

Last year, the School was awarded a \$300,000 grant by Dr. Harris Pastides, Vice President for Research and Health Sciences, to develop a new health and science communication research initiative. The School is also part of an interdisciplinary cluster in Public Communication of Science/Technology/Health and will conduct a national search to fill the position in Risk Communication. The School of Journalism is also the new home of Dr. Dan Stout, formerly of Brigham Young University, and the Journal of Religion and Media for which he serves as editor.

Our goal is to become a local, state, regional, national and international leader in these areas of research as well as other areas that represent our faculty expertise in First Amendment issues, multicultural communication, new media convergence, online advertising and communications and visual communications. How are we doing so far? We are getting better.

### Strengthening Faculty

We want to ensure fairness in the tenure and promotion process so that we can continue to attract and retain a world-class faculty balanced between those with doctorates and those with professional experience, faculty on the academic tenure-track as well as professional tenure-track, and teacher scholars that contribute to our teaching, research and service mission at both the undergraduate and graduate levels. In our most recent re-accreditation visit, the site team praised the contributions and composition of our faculty as one of the program's strengths. How are we doing? We seek to do more.

### Promoting Excellence in Instruction

We are also mindful that excellence in instruction continues to be one of the hallmarks of the Carolina experience. The award-winning traditions of the print and electronic senior semester capstone experiences continue as the students received awards and accolades again this year from the South Carolina Press Association (SCPA) collegiate division and

# Director Speaks

the South Carolina Broadcasters Association (SCBA), the Society of Professional Journalists (SPJ), and nabbing a rare first place in the national Hearst Awards Competition. We value our students—past and present—and want to ensure that they continue to receive the highest level of instruction at the university, and toward that end, the School continues to receive high praise for its “solid curriculum with effective capstones and solid advising and student services,” according to the most recent review from the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC).

The American Advertising Federation recognized our students again as among the Most Promising Minority Students, under the guidance of professor Bonnie Drewniany. This fall, we plan to launch a new student public relations agency under the auspices of the Public Relations Student Society of America (PRSSA), and introduce a new multi-media post graduate internship, to add to an array of curricula experiences designed to prepare our students for an increasingly diverse job market. How are we doing? We are among the best.

## Extending Our Reach

The School is ever vigilant in terms of its responsibility to the various publics it serves. Our public service activities remain stellar—among them the Southern Interscholastic Press Association (SIPA) and the South Carolina Scholastic Press Association (SCSPA), serving more than 3,000 high school students annually—arguably among the strongest in the country. Our Office of Continuing Education continues to provide communication skills workshops annually to more than 2,000 journalists, public affairs officials and mid-career professionals. In the past three years we have extended this outreach to training media professionals and educators in communicating across the multiple media platforms and

shaping convergent media research through the new Newsplex facility, a partnership between Ifra and the University. Under the leadership of professor Ernie Wiggins, the School revitalized the student chapter of SPJ. How are we doing? We continue to excel in this regard.

## Connecting With Alumni

Outreach to alumni remains high on the list of goals for the School and College. The Dean mentions new initiatives for the College; I will re-affirm our commitment to serving the needs of all our students and graduates. We will continue the tradition of honoring alumni for achievements through the Outstanding Young Alumnus and Distinguished Alumnus awards. Last year we recognized two recipients of the Distinguished Alumnus award; this year we will recognize two Outstanding Young Alumnus award recipients. We aspire to better alumni communication with the multiple versions of *InterCom*, print and online, and the alumni e-alerts. Last year, we hired Jennifer Horne to coordinate student scholarships, internships, job placement and alumni activities. She has already made a huge difference in our efforts to achieve these goals, and we will continue to strive to do more.

## Moving Forward

Finally, the School was recently accredited by ACEJMC at its May 6-7, 2005 meeting. As a member of the Council, it was gratifying to see your school come up for a vote before the Council, hear it receive high praise, and then witness a call for the vote after no one asked questions or no discussion. The vote was unanimous and seemed to re-affirm what we all have known all along about journalism and mass communications at South Carolina. We are doing quite well, thank you.

*Shirley M. Carter*

## The Carter Questions

What does a director do?  
What is all the buzz about media convergence?  
How do you see the j-school dealing with the training needs of S.C. daily and weekly newspapers in the decade ahead?

Visit Dr. Carter's iSITE on the School Web site to see her answers to these questions. You can also submit a question to iSITE. Questions of general interest will be posted to the Web on a regular basis.



## I-Comm Week highlights all disciplines of the College

All photos by Patty Kornegay

I-Comm Week, now in its second year, brought students, faculty, alumni and professionals together to highlight each of the disciplines embraced by the College of Mass Communications and Information Studies.

The week's worth of events from April 7 to 13 included discussions, panels and presentations on topics such as the digital divide and those often-swarming photographers of celebrity, the paparazzi.

Bookends for the week were the School of Library and Information Science's Deans' Lecture and the School of Journalism and Mass Communications' Honors Night. Gary Chapman, director of The 21st Century Project at the University of Texas, took the library school gathering on a virtual trek to the outposts of the digital world where even mud huts have wi-fi.

Dean Charles Bierbauer, keynote speaker for Honors Night, told the journalism school honorees that their job in the "real world" they are entering will be to "connect the dots" and avoid some of the recent ethical missteps in journalism and public relations.

The creation of a new journalism competition—the Taylor-Tomlin Award for Investigative Journalism—was announced at Honors Night. Thanks to the generosity of local businessmen Joe Taylor and Don Tomlin, the journalism school will begin awarding the \$5,000 prize next year.

Between the bookends, the shelf was full and encyclopedic.

Students heard from alumni: *Fortune's* deputy managing editor Hank Gilman — "From Small Town Journalist to Fame and Fortune"; Senn Dunn's director of public relations Jessica Knight — "Confessions of a PR Junkie"; and former vice president of Warner Bros. Pictures Sara Price Powell — "Promoting Hollywood."

Outstanding professionals brought global perspectives: author Peter Howe — "Paparazzi and Our Obsession with Celebrity" — and Saatchi & Saatchi chairman emeritus Ed Wax — "Do You Need to Entertain in Order to Sell?"

Post No Bills president Doreen Sullivan spoke about "Promoting Hollywood" while Joe Erwin, chairman of the S.C. Democratic Committee and president of the Greenville-based advertising and marketing firm Erwin-Penland, tackled "Public Relations and Politics." Library school professor Stephen Bajjaly moderated a panel on digital access in rural communities.

The possibilities that lie not very far beyond graduation were demonstrated by this year's winners of the Cocky Award for the best Super Bowl commercial. Twentysomethings Dan Strasser and Joe Sgro of DDB Chicago told how they wrote



and produced the winning Bud Light "skydiver" commercial. Professor Bonnie Drewniany's class judged the ads and chose the annual winner during the Super Bowl broadcast. Cocky, of course, got in on the act.

A low-key high point of I-Comm Week was the mix and mingle opportunity created when the j-school's Partnership Board and the l-school's National Advisory Council gathered with students and faculty over lunch and exchanged ideas, memories and advice. The two schools also shared a tent on the Horseshoe during the University's annual Showcase of exhibits from the colleges.

I-Comm Week will be back, bigger and better, next April. Watch for more details.



Professor Kent Sidel meets with guest Doreen Sullivan, center, and alumna Sara Price Powell following their presentations on "Promoting Hollywood."

# SJMC News



The j-school outstanding seniors show off their awards following the Honors and Awards Night ceremony. *Pictured left to right: Danielle Washington, Jessica Boulware, Adam Beam, Justin Chappell, Erin Colgan, Erin Nelson. Not pictured: Karen Zatkulak.*



The 2005 Cocky Award for best Super Bowl commercial was presented to Dan Strasser and Joe Sgro, creators of the Bud Light “skydiver” commercial.



Saatchi & Saatchi chairman emeritus Ed Wax and j-school professor Bonnie Drewniany.



Members of the Society of Professional Journalists welcomed Hank Gilman, center, *Fortune’s* deputy managing editor, to their monthly brown bag lunch.



Therese Griffin and Dr. Shirley Carter met up with Cocky during a luncheon with partnership board members and students.

## New award created to honor outstanding investigative journalism

At the School of Journalism's annual Honors and Awards Night celebration, Dean Bierbauer announced the creation of the Taylor-Tomlin Award for Investigative Journalism. The \$5,000 annual award, named for and given in collaboration with local businessmen Joe E. Taylor, Jr. and Donald R. Tomlin, Jr., will be presented to the state's outstanding investigative newspaper reporter beginning in 2006.

The award will recognize initiative in discerning an issue and reporting on it, quality of reporting, obstacles overcome in getting the full story, heightened public awareness as a result of reporting and beneficial consequences.

"We were impressed with the in-depth coverage provided by a local newspaper reporter last year on an issue that not only heightened public awareness but resulted in positive change," said Don Tomlin. "We believe recognizing reporters who do

outstanding investigative work will ultimately improve and empower the profession as a whole."

An entrepreneur with interests in real estate, investment banking and venture capital for start-up technology-related businesses, Tomlin at one time owned more than 100 daily newspapers, 22 radio stations and nine television stations.

Joe Taylor is the CEO of Southland Log Homes, the largest manufacturer of pre-cut log home packages in North America, and a founding board member of Carolina National Bank.

"This award links the School to the profession," said Charles Bierbauer, dean of the College of Mass Communications and Information Studies. "As educators, we teach our



Donald R. Tomlin, Jr.



Joe E. Taylor, Jr.

students to dig for details and expose the truth. As journalists, we value investigative work that has meaning for our community and serves as a lesson for our students."

"We are especially pleased that Don Tomlin and Joe Taylor came to us with their desire to recognize good reporting and stimulate more of it," Bierbauer said.

## Journalists from around the world visit Newsplex

This spring was busy in the Ifra Newsplex at the University of South Carolina as journalists from around the globe came to this newsroom of the future to learn about and experiment with advanced news handling techniques.

In February, top executives from Radio Free Europe, based in Prague, journeyed to Columbia to learn about convergence and discuss the agency's future. That same month, students and faculty from Hampton University in Virginia spent a week training in Newsplex. Amalgamated Publishers Inc., an advertising consortium for African-American newspapers in the United States, made the visit possible.

In March, Impresa, a large Portuguese media house, had 13 representatives training in Newsplex. Impresa owns newspapers, magazines

and the SIC television network.

A group of German journalists also visited in March through a program sponsored by RIAS, and top executives from the Madrid newspaper *El Mundo* came to Newsplex for a briefing.

In April, a group of Western Kentucky University students trained in Newsplex, and 12 journalists from Radio Free Europe journeyed from Prague for a week of training.

One of the more innovative projects in Newsplex this spring involved a coverage team made up of five USC students and five professionals who work for Media General in Florence, including three from the *Morning News*, two from WBTW-TV and one from Media General Interactive.

They trained together and as a team covered — across media — Biker Week, which brings an estimated 40,000

Harley-Davidson riders to Myrtle Beach each May.



Randy Covington, assistant professor of journalism and director of the Ifra Newsplex, lectures to staff members of Radio Free Europe in Prague, the Czech Republic.

## Journalism graduate students honored for academic excellence

This spring, the University of South Carolina Graduate School held its annual Graduate Student Day awards ceremony.

Programs, departments, colleges, and special organizations were invited to present awards to graduate students on this day set aside to honor graduate study at the University. The following School of Journalism and Mass Communications students were among those recognized:

Chris McDonald received the University of South Carolina Outstanding Thesis Award for Humanities and Arts for his research "The Legal Implications of Kasky v. Nike for The Future of the Commercial Speech Doctrine." He was also the recipient of the School of Journalism's Bryce Rucker Excellence in Student Research Award for Outstanding Thesis. Chris received his Master of Arts in journalism and mass communications in May 2004 and is currently completing his dissertation for

the Ph.D. in mass communications while attending the USC School of Law.

Marilyn Sarow received the SJMC Bryce Rucker Excellence in Student Research Award for Outstanding Dissertation, "Shaping the Web Message: Measuring the Effects of Computer Usage, Self-Efficacy and Stages of Change on the Acquisition of Knowledge." Dr. Sarow completed her Ph.D. in mass communications in May 2004 and is an associate professor in communications at Winthrop University in Rock Hill, S.C.

Beth Grieger and Juli McLaurin were recognized as Kappa Tau Alpha Top Scholars for having 4.0 graduate grade point averages. Beth is currently completing her practicum in the advertising sales department at *Southern Living* magazine in Birmingham, Ala. Juli is completing her practicum in community relations and public affairs at NBC Universal in New York, N.Y.

For their research presentation in the



**Chris McDonald**



**Lindsey Morrow**

Graduate School language and communications division, Lindsey Morrow and Chris Roberts received first place for their paper "Moving the Bottom Line: The relationship between profits and losses, and their prominence in earnings press releases." Second Place went to Bryan Murley and Kim Smith for their paper "Bloggers Strike a Nerve: Examining the intersection of blogging and journalism."

The students were also recognized for their accomplishments during the SJMC Honors and Awards Night celebration in April.

## Print journalism students take on Capitol Hill

This year, two SJMC students, Allyson Bird and Justin Chapura, were selected as members of the Politics & Journalism Semester in Washington, D.C. The program is offered to 13-14



**Justin Chapura visited with Congressman John Spratt while interning in Washington, D.C.**

students internationally each semester through the Washington Center for Politics & Journalism. While working full-time for their respective news bureaus, the students attended seminars twice a week with top names in politics and journalism.

Bird, a print journalism student and member of the fall class, worked for Media General News Service, which owns newspapers and broadcast facilities in the Southeast.

Last summer, she interned in the features department at *The Post and Courier* in Charleston and she blogged the Democratic National Convention as a part of the Wireless Election Connection Team. Her other newspaper experience includes copy editing

and writing columns and news for *The Gamecock*; covering state legislature for The Associated Press; and interning at *The Charleston City Paper*.

Chapura, a print student with a minor in political science and member of the spring class, spent the semester interning with National Journal Group, Inc., a leading publisher of magazines, newsletters, books, and directories for people who have a professional interest in politics, policy and government. He covered the Hill for the company's *Congress Daily*, a twice-daily news service.

Chapura has covered campus news for *The Gamecock* and worked with the marketing department at *The State* to promote columbiatunes.com.

To read more about Allyson's and Justin's experience and to view photos, visit the School's Web site.

# Student News

## PR student receives University's highest honor



As Kinsey Cooper walked toward the stage to receive USC's highest honor, one thought occupied her mind: "This is the highlight of my college career."

That highlight is the Algernon Sydney Sullivan Award, given each year to one male and one female graduating senior for outstanding academic achievements, campus leadership, exemplary character and community service.

"What an incredible conclusion to my college experience," said Cooper, who received her award from University President Andrew Sorensen at the annual University Awards Day ceremony in April.

The Easley High School graduate's record of service to Carolina and the community is lengthy:

- Memberships on the Freshman Council, Student Gamecock Club, Public Relations Student Society of America, Student Alumni Association, the Ada B. Thomas Advisor of the Year Award committee and the Garnet Circle Alumni Council.

- Active in Carolina Productions, which included membership on the Homecoming Commission and chairing the Garnet Gala.

- Executive committee of USC's popular dance marathon and chair of the University's family relations committee.

- Delta Delta Delta sorority member, where she was vice president of chapter development, secretary, chairman of alumnae relations and a member of the standards committee. She has been selected as a national field consultant for the sorority and will travel around the country after graduation.

Her service also extended to Sorority Council where Cooper was president and a member of the recruitment team and judicial board, a Greek Camp representative and chair of the membership education committee. She was this year's Greek Woman of the Year.

Her volunteer activities included site leader for the Martin Luther King Jr. Day of Service, the Family Connections of South Carolina Buddy Walk, the American Heart Association Ball and the FIRST Robotics Palmetto Regional competition.

She held internships with the Carolina Alumni Association, EdVenture Children's Museum, Palmetto Health Easley and Easley Presbyterian Church.

Cooper was a USAA Scholar, University Scholar, Palmetto Fellow, and the recipient of the Carolinas Healthcare Public Relations and Marketing Society Scholarship, the Collegiate All-American Scholar Award and the Budweiser of Columbia Journalism Scholarship.

Not only did Cooper receive the Sullivan award at the Honors ceremony; she also was named a Carolina Outstanding Senior for 2004 and chosen for *Who's Who Among American Colleges and Universities*.

Her 3.96 grade-point average earned her membership in honor societies including Omicron Delta Kappa, for which she was historian; Mortar Board; Alpha Lambda Delta; and Kappa Tau Alpha, the journalism honor society. She also was on the National Dean's List, the President's List and the School of Journalism's Dean's List.

## University awards recipients

### Diana Marino

Diana Marino, a recent graduate of the journalism school, was named USC's Outstanding Woman of the Year. Marino, of Columbia, S.C., graduated in May



with a degree in public relations. An Honors College student, she was involved in Omicron Delta Kappa, Mortar Board, University 101 peer leaders and the varsity swim team from 2001-2002. On University Awards Day she was named an Outstanding Senior and to *Who's Who Among American College and Universities*.

### Shevon Stoddart

Shevon Stoddart, a senior advertising student, was named USC's Female Athlete of the Year. An Olympic athlete of the Athens 2004 Summer



Olympic Games, she is one of the stars of the University's track and field team. Stoddart, of Uniondale, N.Y., is a Dean's List student and an athletic scholarship recipient. This summer, she will travel to Jamaica to compete in the trials for the world championship.

# Student News

## SJMC continues Hearst success



This spring, Kent Babb, a fall 2004 print graduate of the School of Journalism and Mass Communications, was awarded first place in the 45th annual William Randolph

Hearst Foundation's Journalism Awards Sports Writing Competition. This led him to travel to San Francisco in May and compete in the Hearst National Writing Championship. Not only did Babb earn second place in the Best in Student Writing competition, his article titled "The Gift of Speed," which appeared in the USC student magazine, *Garnet and Black*, won Best Article of the Year. Overall, Babb was awarded a total of \$7,000 in scholarships from the Hearst Foundation.

While a student at USC, Babb won a prestigious Dow Jones Newspaper Fund editing internship at *The Sporting News* in St. Louis. Currently, he is employed as a sports writer at *The State*.

Two other SJMC students were recognized by the Hearst Foundation this year. Kristin Chandler, a fall 2004 print graduate, received 9th place in the Feature Writing competition. She received a \$500 scholarship for her article "The Face of the Issue" which appeared in the *Carolina Reporter*.

Parul Joshi, a broadcast senior, received 20th place in the Television Broadcast News competition. She was recognized for her stories "Buying Prescription Drugs from Canada" and "Same-Sex Marriage in South Carolina."

The Journalism Awards Program is conducted under the auspices of accredited schools of the Association of Schools of Journalism and Mass Communication, and fully funded and administered by the William Randolph Hearst Foundation. It consists of six monthly writing competitions, three photojournalism competitions, two radio and two television broadcast news competitions, with championship finals in all divisions. More than 100 undergraduate accredited schools of journalism in the U.S. are participating in the program.

## Student named Vance L. Stickell intern



Carrie Frondorf, an advertising junior in the School of Journalism, has been named a 2005 Vance L. Stickell Memorial Internship

winner. She was selected as the most outstanding member of the University of South Carolina's student chapter of the American Advertising Federation and one of the Top 10 AAF students in the United States.

This internship pays \$5,500 for ten weeks at a major agency or media firm (\$1,500 for relocation expenses plus \$4,000 salary). Frondorf will complete her internship at *The Atlanta Journal-*

*Constitution* this summer.

She is the 8th USC j-school student to receive this national honor.

### Previous winners:

2004: Justin Bajan interned at GSD&M in Austin, Tex.

2002: Korry Ingleman interned at the *Austin American-Statesman*.

2001: Melissa Millen interned at CNN in Atlanta, Ga.

2000: Sean deLuna interned at DaimlerChrysler in Detroit, Mich.

1999: Katie Bland interned at the *Los Angeles Times*.

1997: Emily Free interned at the *Los Angeles Times*.

1996: Susan Goodwin interned at the *Los Angeles Times*.

## PR student elected USC student government president



USC students elected PR major Justin Williams student government president earlier this year. For his public relations campaigns course, Williams created a campaign to help him win the election. He presented the plan to professor Beth Dickey and the class in March.

## Advertising student selected for national internship



Alexis Bass, a junior advertising major from Aiken, S.C., has been selected for a nationally competitive internship by The Advertising Club of New York. She will work with TargetCast

TCM from early June to mid-August. TargetCast TCM specializes in communications planning, including Internet advertising and direct-response advertising. Bass was chosen from more than 200 students nationally.

## The Super Bowl champions – according to the j-school

By Adam Roy  
Graduate Student

For one USC faculty member, Super Bowl Sunday is more than an undeclared national holiday filled with football and commercials – it’s an educational opportunity.

Students in associate professor Bonnie Drewniany’s Super Bowl Commercials 1984-2005 course know this firsthand. They spent spring semester learning the importance of brand identity, product likeability and persuasiveness through a review of Super Bowl advertising.

“The course provides an opportunity for students to gain insight into the history of Super Bowl advertising while, at the same time, participating in a real-time analysis of effective advertising,” Drewniany said.

Her students and other faculty met on Super Bowl Sunday in USC’s Newsplex to rank the 2005 crop of commercials. Students used remote-control polling devices to rate the commercials on predetermined criteria after seeing them.

The winner: Anheuser-Busch’s commercial where the plane’s pilot follows a six-pack of beer out the door of an airplane – without a parachute.

That didn’t surprise Drewniany. “It had an unexpected twist and showed how passionate consumers are about the brand,” she said.

It was one of ten 30-second spots Anheuser-Busch ran during the game. At \$2.4 million per showing, the brewer not only has to make you laugh but also make you want to buy the product.

Drewniany teaches that while humor may catch your attention, it isn’t effective if the message doesn’t persuade

you to buy and support the brand.

“Budweiser advertising has been continually strong at speaking to a variety of audiences through a variety of messages,” she said. “While the skydiver spot got a lot of laughs, the commercial that showed people applauding the American troops tugged at your heartstrings.”

Drewniany begins with the best and worst commercials of all time and leads her students through a discussion of the history of Super Bowl advertising. The course’s topics include the cost and benefit of Super Bowl advertising, the evolution of humor and animal-themed commercials and the portrayal of minorities.

Second-year advertising student Brooks Hearn, who took the course in spring 2004, said Drewniany relates trends in Super Bowl commercials to



Students and faculty gathered at Newsplex on Super Bowl Sunday to rank the commercials.

# Ad/PR News

events in American history.

“The concept of Super Bowl ads has changed over time – they continue to be more expensive and more publicized each year,” Hearn said. “The course linked these changes to changes in American pop culture.”

Drewniany, who will teach Super Bowl Commercials again next spring, said her favorite commercial this year was Anheuser-Busch’s Clydesdales spot.

“I loved seeing the menagerie of animals that wanted to join the Clydesdales,” she said. “I’m impressed at how these magnificent horses have

taken on human-like characteristics without becoming cutesy or cheapening the brand.”

Drewniany, who was advertising copy director at Macy’s and has been a visiting professor at Syracuse University, is co-author of *Creative Strategy in Advertising* and *Advertising and the Mature Market* and has chapters in *Images that Injure*. She has taught creative strategy, retail advertising management, “Ad Nauseam,” Super Bowl Commercials and the advertising practicum.



Professors Van Kornegay and Bonnie Drewniany huddle with the Lay’s referee.

## How our students ranked this year’s Super Bowl ads

Ranking	Persuasiveness	Brand Identity	Enjoyability	Overall Best
First Place	Anheuser-Busch skydiver	Pepsi P Diddy	Anheuser-Busch skydiver	Anheuser-Busch skydiver
Second Place	FedEx Burt Reynolds dances with bear	Pepsi bottles sing	Ameriquest Mortgage romantic dinner	FedEx Burt Reynolds dances with bear
Third Place	Anheuser-Busch Cedric designated driver	MasterCard famous brand icons	FedEx Burt Reynolds dances with bear	Pepsi bottles sing
Fourth Place	Pepsi bottles sing	Anheuser-Busch skydiver	Ameriquest Mortgage robbery	MasterCard famous brand icons
Fifth Place	Warner Bros. Batman begins	Anheuser-Busch Clydesdales & wannabes	Anheuser-Busch Cedric designated driver	Pepsi P Diddy

## Advertising students continue the tradition

Two advertising students have won American Advertising Federation honors to keep the School of Journalism and Mass Communications’ winning tradition alive.

Camea Gilyard was named one of the most promising minority students in the nation, and Danielle Washington was named to AAF’s national honor roll.

Both students were recognized during a 2 1/2-day program at the New

York Athletic Club on Feb. 8-10. AAF’s Most Promising Minority Students program was filled with opportunities for the students to network, interview and be honored by some of the top advertising agencies, media companies and advertisers in the country.

USC and Howard University are the only programs in the nation to have students win this honor every year since it began in 1997.



Danielle Washington, left, and Camea Gilyard.

## Retired professor's bequest connects with visual communications students

By Marshall Swanson  
University Publications

A former professor's bequest has let some USC students discover how Apple's iPod promises to redefine the way people work in photography, just as it has redefined the way they listen to music.

Students in the new visual communications major at the School of Journalism and Mass Communications are among the first to learn of the iPod's photographic storage capabilities, thanks to a \$3,000 bequest from the late Jack McGrail, a photojournalism professor who taught at the School from 1951 to 1977.

"Jack McGrail said he wanted the money to be used to benefit students' education, and he mentioned photography in particular," said Vance L. Kornegay, an associate professor of journalism.

Kornegay said \$2,000 of the bequest bought four photo iPods. The journalism school anticipates using the remainder

of the gift to fund an award recognizing outstanding student work.

In just a few years, iPods have radically changed the way people listen to music. They can create their own play lists of more than 5,000 selections and listen in whatever order they want, wherever and whenever they want.

Photo iPods, introduced in December, are portable storage and play units for large digital video and photo files that can be stored on the compact 40 gigabyte hard drives. Users can instantly look at thousands of images without a desktop or laptop computer.

The School's new photo iPods are about the size of a pack of cigarettes and are inscribed with McGrail's name and his years of service with the University. The School's advanced visual communication class is using them to store video, and the advanced photography class is storing still images that can be shown on a large projection device.

Kornegay figures students, after

working with the iPods this semester, will come up with other innovative uses.

"I think it's cool the way an old-time photo journalism professor has linked to a new generation of journalism students through this gift," Kornegay said, noting the happy coincidence of the bequest's arrival just as the School's new major was starting this year.



Jessica Boulware, a senior viscom major, uses an iPod to project a photo from one of her assignments on the wall. (Photo by Michael Brown)

## Visual communications continues to grow

By Kristi Laube  
Print Journalism Student

A new visual communications major took root in the School of Journalism and Mass Communications this past academic year as a way to meet a growing need for journalists and others with those specialized skills.

It took about two years of planning to get the new major started, said Van Kornegay, the associate professor who heads the sequence widely known by the shorthand "viscom." He researched other schools' visual communications programs and found they were "an important part" of what is being offered.

For example, he learned that about one in six journalism students at the University of North Carolina-

Chapel Hill concentrates in visual communications.

Assistant professor Scott Farrand, who worked with Kornegay to start the sequence, said that until now many journalism students were interested but could only take visual courses as electives.

Visual communications aims to graduate students with a trained eye for the effect of a visual package. Students in the sequence build skills in graphics, design and photography.

"Students get to stay in the world of journalism but meet the desire to express themselves visually," Kornegay said.

About 85 students transferred into the sequence during its first year. Kornegay hopes to eventually see as many as 160

students enrolled in the major.

"The number of viscom students should increase with the arrival of incoming freshman," he said.

Starting next year, Journalism 364, Introduction to Visual Communications, will be required for all journalism students. Farrand said this gives students a taste of visual communications and better prepares them for future careers.

"Visual communications gives students the opportunity to be involved in the message and the chance to be a multipurpose communicator," Kornegay added. "The outlook for opportunities in design and visuals is good through the end of the decade because visual communication is a major growth area in journalism."

## Carolina News studio gets a facelift

By **Julia Sellers**  
Print Journalism Student

Where the “Carolina News” newsroom could once have been mistaken for a used-furniture outlet, now the broadcast senior semester workplace is a modern production center.

Until this past semester’s renovations, the layout had been essentially where things could fit as they were donated, said Harvie Nachlinger, a former TV news director and an instructor in the electronic sequence. Or, as assistant professor Rick Peterson describes it, things looked like a secondhand furniture store.

In order to make the class function better, the studio and workrooms had to be remodeled.

“I wanted it to function like a television newsroom,” said Nachlinger, who has built professional newsrooms for a number of stations.

“The chief consideration is open communication,” he said.

In the old setup, cubicle walls were high and videotape editing was done in an area that made it difficult to communicate with the main newsroom. “It was not anyone’s fault; it was just put together that way,” Nachlinger said.

Now, there are new chairs and cubicles. New computers were brought in, and industry-standard software was installed.

The new editing system was written



**Students in the broadcast senior semester now have new computers, software and other equipment to better prepare for the afternoon show.**

specifically for newsrooms, Nachlinger said. Students now use Associated Press ENPS which is widely used throughout the industry. “We write all scripts on the system and we can view CNN feeds,” he said.

The newscasts are better, too, because the system keeps track of time as the show progresses so that the staff knows if it is behind or ahead of schedule.

“It takes a little while to learn the new system,” he added. “Students

typically spend several weeks getting up to speed.”

Next year, the beginning broadcast classes, television production and electronic journalism will learn to use ENPS so that students are familiar with the system before they arrive in senior semester.

“This gives us the ability to better meet objectives of senior semester which include putting them in a real work environment,” Nachlinger said.

## Carolina Reporter students earn eight awards

Reporters and editors from the *Carolina Reporter*, the print senior semester newspaper for the School of Journalism, won eight awards at the 2004 South Carolina Press Association Collegiate Competition.

The awards for Division I, large schools, were announced at the March SCPA convention in Spartanburg.

Awards include:

**Tricia Ridgway**, first place, specialty page layout and design; third place, arts and entertainment story, “Lighting director sets the scene at the Koger Center.”

**Melissa Ridings**, first place, illustration or informational graphic, “Experience this.”

**Julie Knetzer**, second place, feature

story, “Art therapy brings ‘Hope’.”

**Carla Wynn**, second place, specialty page layout and design; third place, illustration or informational graphic, “The whole family has cancer.”

**James Warden**, second place, illustration or informational graphic; third place, specialty page layout and design.

# Development News

## The big move - our top priority



Dear Alumni and Friends:

Have you heard the good news? Your favorite j-school is moving to the top! Not just to the top of the charts in terms of being one of the nation's best schools but also to the top of the campus. And it's about time!

Our move to the LeConte building, expected in 2009, has everything to do with you and your willingness to get involved in our fundraising efforts during the next few years. In fact, we'll be hosting alumni gatherings in cities across the country to share details with you - our loyal graduates and friends - about our long-awaited and long-overdue project. If you'd like to help organize one of these events in your area, please call me at 803-777-6898.

In addition to our "big move" priority, we continue to value your generosity and support of scholarships, fellowships, technology needs, awards, Dean's Circle and more. You are the reason the j-school keeps getting better all the time.

I look forward to working with you as we move to the top!

Kim Bowman  
Director of Development

## SJMC Partnership Board Members

The partnership board serves in an advisory capacity to the School in the areas of development, alumni relations, student recruitment, communications and curriculum.

### Chair

W. Lee Bussell

### Vice Chair

Richard O'Dell

Andrew Babb  
Robert Bentley  
Maurice Bresnahan  
Barry Brown  
Reba Campbell  
William C. Collins  
Diane Creel  
Cynthia L. Davis  
Joe Erwin  
Beth Fondren  
Manuel Gaetan  
Cynthia Gilliam  
Therese Griffin  
Ann Hayden  
Robert Hitt  
Jim Hoagland  
John Huff  
P. Sigmon Huitt  
Jarvis Latham  
Mark Lett  
Harry L. Logan

Jane Brooks Mays

Sam McCuen

Bill McElveen

Fred Monk

Van Newman

Trish O'Connor

H. Graham Osteen

Clayton Owen

Brandolyn T. Pinkston

Marcia Purday

William Reynolds, Jr.

Bunny Richardson

Robin Roberts

Bill Rogers

William Saunders

A. Emerson Smith

L. Cody Sossamon

Bud Tibshraney

Margaret Wallace

John W. West



Lee Bussell and Bob Bentley pose with Cocky during a partnership board luncheon.

## Dean's Circle

Dean's Circle members are those who give \$1,000 annually in unrestricted funds. This support allows us flexibility to provide the extras that ultimately give our students a quality education and hands-on experience.

This aspect of our development program is only in its second year but, we trust, it is growing. When you think about giving to the School of Journalism and Mass Communications, please consider helping to widen the Dean's Circle. Your generosity will go a long way.

### Dean's Circle Members

Robert Bentley, Greenwood, S.C.  
Lee Bussell, Columbia, S.C.  
Mimi and Tom Cunningham,  
Wilmington, N.C.  
Dr. Manny Gaetan, Columbia, S.C.  
Jim Hoagland, Washington, D.C.  
Sig Huitt, Rock Hill, S.C.  
Jane Brooks Mays, Columbia, S.C.  
Van Newman, Columbia, S.C.  
Mark Platte, Honolulu, Hawaii  
Robin Roberts, Alexandria, Va.

# Development News

## Alumna joins College staff



Elaine Taylor, a 2003 public relations graduate of the School of Journalism and Mass Communications, was thrilled to join the College of

Mass Communications and Information Studies as the new assistant director of

development this May.

Prior to coming on board with the College, she served as a marketing/sales associate for EdVenture Children's Museum where she was responsible for marketing and sales of museum programming.

Before joining EdVenture, Taylor worked as a customer service representative for Continental American Insurance Company.

During her undergraduate studies at USC, she was involved in PRSSA and Fellowship of Christian Athletes. She also completed internships with the

Adams Group, South Carolina Tennis Association and Global Spectrum/Colonial Center.

"It is so exciting for me to be back at the University working with a team of faculty and staff who truly believes in the future of this College," she said. "Their vision for moving forward will bring out the best in our signature programs while raising the awareness of our newest offerings and initiatives.

"It is a great time to be at the j-school and I look forward to sharing our news with alumni and friends everywhere."

## J-school alumni gather near Washington, D.C.

More than 40 graduates of the School of Journalism and Mass Communications gathered at the home of Robin and Beth Roberts in McLean, Va, on Thursday, May 19. The event was designed to reconnect alumni living in the D.C. area and to share information about two of the School's newest initiatives - the creation of an alumni society and plans to relocate the College of Mass Communications and Information Studies to the LeConte building on Gibbes Green by 2009.

"With six decades of alumni present, I'd say the event was a wonderful

success," said Charles Bierbauer, dean of the College. "We plan to host similar events in other cities around the country where large numbers of our alumni live and work."

Bierbauer added, "Re-engaging our graduates is a top priority for us as we work to move the School forward. The more we come together, the greater the difference we will make."

If you are interested in helping to plan an alumni gathering in your city, call Kim Bowman at 803-777-6898 or email her at [kbowman@sc.edu](mailto:kbowman@sc.edu).



Proud alumni Bill Douglas and Audrey Easaw reminisce about the "good times" in the Coliseum.



Dr. Shirley Staples Carter, director of the School of Journalism, discusses the School's relocation efforts with alumnus Carl Sessions Stepp, center, and former faculty member Jim McElveen and wife Mary.



Alumni Tracey Robinson and Robin Roberts, center, pose with Tucker Eskew, friend of the j-school.

# Moving to the top

## To the top of the campus! To the top of the charts!

By Adam Roy  
Graduate Student

Don't be alarmed when the message "It's really going to happen this time" appears on USC students' T-shirts, on the bumpers of alumni and faculty vehicles, or in a letter in your mailbox.

Simply ask a student, faculty or staff member of the School of Journalism and Mass Communications, and they'll tell you the School really will leave the Carolina Coliseum basement and move to the LeConte College building in the center of campus.

"The move is definite, and it's really going to happen," says Dr. Shirley Staples Carter, the School's director, who coined the phrase.

Those close to the School know the "big move" has been talked about before. Most recently, plans to move to the Petrigru Building at Green and Pickens streets fell through because the building was too small and because of timing and funding issues. However, Charles Bierbauer, dean of the

College of Mass Communications and Information Studies, says this time it's different.

University President Andrew Sorensen and the board of trustees have pledged support and proposed funding for a new home for the journalism school and the College to which it belongs. Plans put the School in LeConte by 2009, Bierbauer said.

"Since my time here, I've gone from revisiting dead end projects and broken promises to focusing on moving this school forward," he said. "In the past, 'the move' has been a continued broken promise, and now the LeConte building is the future."

LeConte, on Pickens Street, a short walk from the Russell House student center and the Horseshoe, provides space central to the University and will accommodate future technological needs, compared with the Coliseum which is outdated and on the edge of campus.

"We're in the business of communication, and just like

any corporation or organization, communication is absolutely vital to a university," Bierbauer said. "It's fitting that the j-school be in the heart of campus."

Before the proposed move, three things must happen:

— Upon completion of the new health sciences building at Assembly and College streets in mid-2006, the Arnold School of Public Health will leave its current home at Green and Sumter streets.

— The math and statistics department then can begin renovating the former School of Public Health building. The department is scheduled to move out of LeConte in mid-2007.

— Renovations then will begin on LeConte and should take about 18 months before the journalism school can move in.

### **Paying for it**

The University is counting on donations and state legislative support to pay for the estimated \$20 to \$25 million



The LeConte College building is the future home of the School of Journalism and Mass Communications.

# Development News

cost, Bierbauer said.

The legislative portion would come from an education bond bill expected to pass next year. Ideally, Bierbauer said, that would cover about half the cost. That means at least \$12.5 million in private donations will be needed.

Bierbauer, along with the College's development director, Kim Bowman; Carter; and Dr. Dan Barron, director of the School of Library and Information Science, has started the process of finding and cultivating relationships with alumni, corporate leaders, and journalism and mass communications organizations.

They're asking two questions: How did this School make a difference in your life? And how will you make a difference in the School's future?

"We aim to find out what drives the personal connection between alumni and the School," Bierbauer said. "Was it a certain professor? A certain course? Their first byline in the University newspaper?"

From the basement of the Coliseum, Bowman has the primary job of getting those answers and developing a capital campaign to raise the needed funds.

"Kim will get the job done," Bierbauer said. "She possesses the two most important qualities of a good development person. She cares and she's enthusiastic."

Bowman says the campaign officially begins fall 2006. Before then, she hopes to have commitments for several large donations and naming opportunities.

Ultimately, she said, alumni support will determine the move's success. Now, however, she is focused on forming relationships with media organizations like Gannett and Knight-Ridder, but especially South Carolina's family-owned daily and weekly newspapers.

"So many of our students get their starts at these smaller newspapers or in smaller radio and TV markets," she said. "It's important that these organizations be part of this project from the beginning. We wouldn't want to do it without them."



View of the j-school's new 250-seat auditorium.

Bowman said the School's top message needs to be that while many times during the past few decades there has been talk about relocating, this time "it's really going to happen."

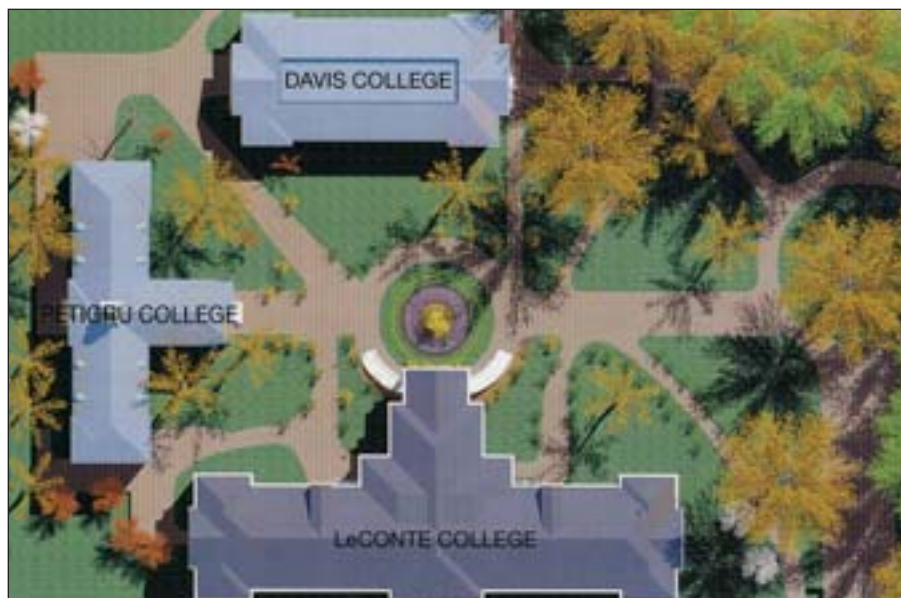
"We need people to be enthusiastic and excited about this project," she said. "We've got to have people believing that this is the right project at the right time and that it's good for our students, staff, faculty and University."

Better facilities will help recruit students and improve relations with alumni, Bowman said. The move also

is vital to the School's primary goal of becoming one of the top five in the country for journalism and mass communications education.

"This School has been successful for decades from the basement of the Coliseum. We have won awards, books have been written, students have gone on and done amazing things," she said. "Imagine what we can do in a new building."

The School wants to become a global leader in convergent media and in the communication of public



The 70,000-square-foot building will be centrally-located on Gibbes Green at the heart of the USC campus.

# Development News

health, science and religion. Other goals include enhancing and expanding the undergraduate and graduate programs. Progress already is being made, and the move to LeConte will complete the package, Bowman said.

“Do you know the book – ‘Good to Great’?” she asked. “We’re already a good school, but now we’re going to be great.”

## How to Get Involved

Alumni will receive more information on how to donate as the fall 2006 start of the capital campaign approaches, Bowman said. In the meantime, she encourages alumni to become active in the College’s new alumni society, which will start this fall, or to contact the School with any fundraising ideas or opportunities.

“I call it opening a door,” Bowman said. “To have alumni networking and helping us find potential donors will be the difference between a run of the mill campaign and a remarkable one.

Suggested donation levels will be developed as the cost becomes more definite, Bierbauer said. “There will be various ways to donate including naming opportunities, in-kind donations and technology gifts.”

The financial support could help fund a Super News Desk that will combine print, broadcast and online newsgathering and presentation; a 250-seat state-of-the-art auditorium; an interactive history of communication experience; or a hall of fame dedicated to alumni who contributed to the campaign or have made significant contributions in the media industry.

“We hope the look and feel of the building will welcome and excite prospective students, their parents and all other visitors to the College and University for years to come,” Bowman said.

Bierbauer puts it this way: “It is now time to take the School to the next level – something that cannot be done in our current location.”



The new School will showcase a converged newsroom, a TV studio, campaign and presentation rooms, a research center, smart classrooms, Distance Education capabilities and more.

## Lend the j-school a helping hand



The School of Journalism and Mass Communications is gearing up for a big move and we need your help. Located in the basement of the Carolina Coliseum since 1969, the school plans to relocate to the heart of the campus by 2009. In more than 70,000 square feet, the j-school’s new home will be state-of-the-art. It will include a 250-seat auditorium with broadcast capability, a multi-media converged newsroom, an interactive j-school history experience, multiple news and design laboratories, smart classrooms on all four floors and

as many as 211 windows!

In order to make this move possible, we’re asking all alumni and friends to roll up your sleeves and lend a hand! We need to raise \$20-\$25 million within the next four years to realize this long-awaited dream.

We’re hosting receptions in cities across the country and reaching out to news organizations, foundations, and friends. If you would like to play a role in our big move, call Kim Bowman at 803-777-6898 or [kbowman@sc.edu](mailto:kbowman@sc.edu). Find out how you can get your very own pair of our *magic* moving gloves.

### National Campaign Advisory Committee

**W. Lee Bussell, chairman & CEO, Chernoff Newman**

**Rita Cosby, anchor, MSNBC**

**Diane Creel, chairman, CEO and president, Ecovation, Inc.**

**Jim Hoagland, associate editor and senior foreign correspondent, *The Washington Post***

# SJMC Supporters

The following alumni, friends, corporations and foundations made gifts to the USC School of Journalism and Mass Communications during the months of January 2004-May 2005. This information was provided by University Development. Should you notice an error or omission, please call 803.777.6898.

\* Indicates gift to fund the LeConte Project

## Alumni and Friends

### \$100,000 and above

Phyllis B. DeLapp

### \$50,000-\$99,999

\*W. Lee Bussell

\*P. Sigmon Huitt

### \$10,000-\$24,999

\*Robert Bentley

\*Charles Bierbauer

James G. Holmes

### \$5,000-\$9,999

Danielle Randall Bauer

Roy C. Frazee

\*Manuel Gaetan

Mack and Jennifer Whittle

### \$2,500-\$4,999

Katherine L. Coppock

Estate of John H. McGrail

### \$1,000-\$2,499

Kenneth W. Baldwin, Jr.

\*Kim Bowman

Bonnie L. Drewniany

\*Therese Griffin

Charles M. Keefer III

\*Harry Logan

Jane Brooks M. Mays

Ben and Henriette Morris

Van T. Newman

Van T. Newman, Jr.

Charles R. O'Malley

Albert T. and Lilla W. Scroggins

Emerson Smith

Michael Smith

Linda H. Stephens

Jane M. Temple

### \$500-\$999

Judith M. Burns

Myra D. Byars

Thomas and Mary Cunningham

Sylvia J. Daughtry-Brown

Jim Hoagland

Carolyn B. Holgate

George L. Johnson

Eugene K. Jones

Virginia P. Looper

James M. Mayfield

Mark Platte

William D. Poe, Jr.

Michael Brent Simmons

Sarah E. Tragord

Ernest L. Wiggins

### \$250-\$499

Karen P. Ashmore

Laurin M. Baker

Tonya Bolden

Warren S. Bolton

Jennifer A. Broome

Christopher A. Burgin

Shirley Staples Carter

David J. Crockett

Frank and Kathleen Deloache

Christopher M. Horn

James P. Howle, Jr.

Bruce E. Konkle

Susan B. Legrand

Juan C. Molleda

Virginia T. Prunty

Michael W. Quinn

Foster M. Routh

Gwen M. Shoneke

Sherri R. Timmons

Stephen F. Varholy

Erin Galloway Wilson

### \$100-\$249

Janet L. Abbazia

Jean H. Ballentine

John Edward Benson

Johnny D. Boggs

Randy B. Boland

Thad Bruner

Phillip F. Carter

Tammy Dixon Cauthen

Walter B. Copeland, Jr.

Jacquie S. Corley

Michael A. Creel

\*Cynthia L. Davis

James A. Debutts

Elizabeth Brown Dickey

Marilyn D. Dubil

John and Marcia Duffy

Michael A. Emerson

William H. Ferguson, Jr.

Rex H. Gale

Wilmot S. Gilland, Jr.

Michelle S. Grabow

William J. Haynes

Carson M. Henderson

Ellen H. Henderson

Lawrence W. Hinkle

Susan C. Hirschman

Melba C. Ivey

Amy Gray Jordan

Tom R. Klipstine

Thomas S. Kotti

Renee S. Layson

Jeffrey A. Lea

W. Bruce Manning

Theresa C. Masters

Jan Gabriel McAllister

Paul W. McClanahan

Sam E. McCuen

Susan Louise McGill

Jack McGregor

Ann A. Michaelis

Ellison L. Moore

Susan G. Motes

Rick and Kelly Gordon Moxley

Victor and Betty Murdaugh

Clark Newsom

Mary E. Padgett

Nancy Carone Parker

Jerry Dean Pate

Lorna Peterson

Wanda A. Proteau

Brandon F. Pugh

Sally A. Pulliam

Karen F. Randall

Rosalind P. Raymond

Stephen and Karen Riddell

Darrell Joseph Riley

Aida Rogers

Howard T. Rowell

Lisa F. Rowland

Rion M. Rutledge

# SJMC Supporters

Cylinda C. Scruggs  
Amy A. Spiegel  
Walter C. Sprouse, Jr.  
Linda J. Stephenson  
Carl S. Stepp  
Susan F. Stevens  
Elizabeth Campbell Stoney  
Sandra J. Taylor  
Leigh A. Unterspan  
William F. Watson  
James G. Welborn  
Wendy Welch

## \$99 and below

Rudy and Sonya Ables  
Keisha Nicole Alexander  
Jessica Andrews  
Holli Elizabeth Armstrong  
Dorothy R. Ashe  
Amy L. Atkinson  
Russell and Lisa Aucoin  
Catherine D. Baker  
John and Debra Baker  
Russell and Jennifer Banister  
May B. Barr  
Ronald E. Bass  
Margaret R. Binette  
Oscar and Edith Black  
Steven Blanchard  
Randy B. Boland  
Lynn M. Bramer  
Barry Breibart  
Sarah Brock  
Margaret S. Brooks  
Rania Kaisha Brown  
Sarah S. Brown  
Claudette Brown-Hogan  
Regenia D. Bruner  
Catherine Bryson  
Sandy Bucknam  
Edward L. Byrd  
Mary Ann Byrd  
Valerie Lee Byrd  
Elisha K. Carbonaro  
Julie Choate  
Jessica Ciho  
Warren B. Clayton, Jr.  
Lisa A. Cloyd  
Richard Cockerham  
Cynthia J. Cok  
James J. Corbett  
Laura Hendrix Corbin

Alan E. Cordonier  
Steven R. Crane  
Charles and Patti Crenshaw  
Cecilia S. Cristol  
George and Ethel Croft  
Gail H. Crouch  
Christine S. Crumbo  
Thomas A. Davis  
Dawn M. Dawson  
Deena and Dallas Dendy  
Tracie G. Dent  
Albert L. Dozier  
Hyatt T. Drake  
Joseph and Brend Jo Dralle  
Kathleen S. Duncan  
Gary and Robin Dunn  
Laurie B. Dykes  
Darlene B. Eichler  
Julie Ann Eyerman  
Madeline W. Fagan  
Patricia P. Fassnacht  
Carol Ferguson  
Amy Marie Flick  
Caroline B. Foster  
Bridget B. Fuller  
Lori Noble Gallagher  
Kim Geddie  
Susan E. George  
William B. Goodrich  
Jordan Crist Goodwin  
Peter N. Grana  
Darrah L. Granger  
Joseph W. Grant, Jr.  
Berkeley Grier  
Lisa N. Hall  
Candice Sitton Hannigan  
William B. Harvin, Jr.  
J. Russell Herring  
Melissa Mills Herring  
Diane Cooksey Hewitt  
Sharmin Barnes Hill  
Lee Hockman  
Shannon M. Holley  
Victoria A. Hood  
Jen Horne  
Bonnie Baldwin Horneman  
Laura Wells Huff  
Rodney M. Hunt  
Susan Isaacs Bright  
Ernest L. Isenhower, Jr.  
Bill and Patricia Jackson  
Arthur M. James  
Catherine W. Johnson

Elizabeth Johnson  
Betty Gaskin Jones  
Robert M. Jones  
Toni M. Jones  
Sam Moore Joyner  
Jennifer B. Kaple  
Karin B. Kapsidelis  
Paula B. Keaton  
Jared B. Kelowitz  
David R. Kiernan  
Deborah A. Kimzey  
Joanne C. Korth  
Linda Lane Kulmann  
Stephanie E. LaBella  
Vanessa Sill Lacy  
Donna Livingston Laird  
Kimberly B. Land  
John N. Landreth, Jr.  
Denise W. Leong  
Dana O. Lewis  
Nerice R. Lochansky  
Dan B. Mackey  
Michael E. MacMillian  
W. Bruce Manning  
Duncan J. Mansfield  
Maria G. Marshall  
Fairey Weaver Marttinen  
Kathleen Mayer  
Daniel Christopher McAdams  
Wilbur H. McCartha  
William and Leslie McCauley  
Julius W. McKay  
Dwayne P. McLemore  
David and Denise McWhorter  
Anne L. Mercer  
Ansley M. Hoke  
Margaret M. Mertens  
Mary H. Middlebrook  
Daniel and Jama Miley  
Charles A. Miller, Jr.  
William and Cynthia Miller  
Evelyn L. Millhouse-Fort  
William A. Mischner  
Reid H. Montgomery, Jr.  
Vinson L. Moore, Jr.  
George W. Morris, Jr.  
Gary C. Moss  
Newton Chalmers Neely  
Vanessa C. Nelson-Reed  
Karen A. Nettles  
Lissa J. Neunsinger  
Julie G. Nichols  
Lucy A. Nolan

# SJMC Supporters

Don and Pamela Oglesby  
 Christina Gail Pack  
 Virginia W. Padgett  
 Nancy L. Palazzolo  
 Eileen V. Papitto  
 Daniel and Denise Patterson  
 Barbara M. Pearson  
 Mr. and Mrs. Patrick Peer  
 Patrick K. Phillips  
 Ernest W. Pressley  
 Chrisoula Worsley Quincannon  
 Kristen L. Rajchel  
 Alexis F. Rapo  
 Gary and Barbara Redding  
 Glenn Roberson  
 Thomas P. Robertson, Jr.  
 Stacie Lewis Rockaway  
 J. Rodney Rogers  
 Mary B. Rose  
 Paul L. Ross  
 William B. Sanders  
 Marilyn S. Sarow  
 Carol Schierlmann  
 John and Jacquelyn Schley  
 Anne M. Schneider  
 David Lorenzo Shabazz  
 W. F. and Linda Shaw  
 Susan P. Sheely  
 Barbara M. Short  
 C. Barry Sisson  
 Mary L. Smalls  
 Bruce M. Smith  
 Yvonne G. Smith  
 Cindy Smithers  
 Kimberly Sousa-Peoples  
 Susan A. Spencer  
 Judy J. Springs  
 Margaret M. Porter Stanley  
 Ronald S. Stokes  
 Hugh R. Suhr  
 Harold V. Sullivan, Jr.  
 Sara Svedberg  
 Talmahjia M. Sweat  
 William B. Syrett  
 Demetrius Taylor  
 Lisa Wade Todd  
 Beverly Finlayson Triber  
 Debra R. Van Tuyl  
 Lorrie Y. Vanbuskirk  
 Mark Albert Vantreuren  
 Nancy J. Wall  
 David M. Walters  
 Jon P. Wardrip

Tamela K. Watkins  
 Amy Lynn Welch  
 Edward S. Welch  
 Michelle Whitbeck  
 Carol Anne Whitworth  
 Kristin S. Wild  
 Karen A. Willis  
 H. M. Wilson  
 Ann Winters  
 R. Allen Wood  
 Martha Jane K. Zachert  
 Lana Carter Zehr

## Corporations and Foundations

**\$25,000-\$49,999**

Post and Courier Foundation

**\$10,000-\$24,999**

Knight Ridder, Inc.  
 National Media Incorporated  
 Scott Howell & Company, Inc.  
 South Carolina Broadcasters Association  
 South Carolina Cable TV Foundation

**\$5,000-\$9,999**

Chernoff Newman  
 IABC/South Carolina  
*The State* newspaper

**\$2,500-\$4,999**

Columbia Advertising Club  
 IBM Corporation  
 Ifra Newsplex  
 Liberty Corporation  
 The Liberty Corporation Foundation  
 William Randolph Hearst Foundation

**\$1,000-\$2,499**

Carolinas Healthcare Public Relations  
 Gannett Foundation, Inc.  
 The Greenville News  
 Military Librarians Division  
 Scripps Howard Foundation  
 South Carolina Bar Foundation  
 South Carolina Research Authority  
 Times and Democrat  
 WYFF-TV Greenville

**\$500-\$999**

BellSouth Telecommunications  
 Coastal Educational Foundation  
 GE Foundation  
 SC Press Association Foundation, Inc.  
 South Carolina Press Services, Inc.

**\$250-\$499**

Aon Foundation  
 The Outlaw Group, LLC

**\$100-\$249**

Brown-Forman Corporation  
 The Duke Energy Foundation  
 Johnson & Johnson  
 Lockheed Martin Corporation  
 The Media Place, Inc.  
 Norfolk Southern Foundation  
 Sonoco Foundation  
 Time Warner

**\$99 and below**

Big Time Advertising  
 Dreher High School Band  
 FirstEnergy Foundation  
 Hewitt Associates  
 Lee Helmer Design  
 Nationwide Foundation  
 Safeguard Solutions By  
 Tribune Broadcasting Company

## Thank you!

We value your continued support and look forward to working with you on future projects and endeavors. We can't "move to the top" without you!

Kim Bowman  
 Director of Development  
 (803) 777-6898  
 Kbowman@sc.edu

Elaine Taylor  
 Asst. Director of Development  
 (803) 777-7118  
 Etaylor@sc.edu

## Faculty/Staff News



### ‘Debbie’s Cafe’ open for business

By Adam Roy  
Graduate Student

“Square footage, installation costs, paint samples, more cabinet space, brighter lighting” – when Debbie Garris talks it sounds more like she’s on HGTV than working behind a desk in the School of Journalism and Mass Communications.

Fortunately for the School, Garris hasn’t become a TV star – yet – and remains as administrative assistant to the School’s director and as its “resident interior decorator.”

She’s been busy redesigning the office spaces in the basement of the Carolina Coliseum. In October, she unveiled the renovated faculty and staff kitchen.

“Before the renovations, I wouldn’t even call it a kitchen,” she said. “Sure, it had a sink, fridge and a microwave, but they were all seeing the better part of 30 years, and on top of that, the space was cluttered, outdated and misused. It wasn’t inviting or pleasant to be in.”

Now, “Debbie’s Café” is complete with white cabinets, brighter yellow walls, new floor covering and counter tops, a table and chairs set and a new refrigerator, microwave, dishwasher and coffee maker. All in all, Garris said, “It’s a place that’s clean, friendly and feels like home.”

Garris first was asked to redesign the dean’s office in spring 2002. By sketching plans and working directly with USC’s facilities department, she took down walls, made additional working spaces, painted and added carpet.

“I opened the space up,” she said.

Next came the renovation of the office for the School’s new director, Dr. Shirley Carter. Garris had the space expanded, the carpet and furniture replaced and the walls repainted.

“Then, I got on the light kick,” she said. “I replaced just about every hallway light with a new brighter one.”

Garris said a professor told her that replacing the lights and redoing the kitchen are the two best improvements

the professor has seen since joining the School.

It was mid-2004 when she and Dean Charles Bierbauer stood in the kitchen and, according to Garris, she said to him, “I’d love to get my hands on this room and gut it.”

She says the dean replied, “Get me an estimate.”

What followed was a woman on a mission. Determined to create a warmer, cheerier space where faculty and staff could relax and enjoy each other’s company, Garris researched paint samples, purchased appliances and kept the facilities department on tight deadlines. Less than six months later, the kitchen reopened as “Debbie’s Café” and under different management.

“Some professors swear my desk is positioned in a way where I can see what’s going on in the kitchen at all times,” Garris said.

The rules are simple:

– Keep the coffee off the floor and the counter.

– Wipe down the inside of the microwave.

– Put dirty dishes in the dishwasher not in the sink.

– All food in the refrigerator gets thrown out on Friday.

“I clean the kitchen every day, sweep and mop it every Friday, and run the dishwasher once a week,” Garris said.

“Forty to 45 people, not including graduate students, use it, and I want it to stay clean and tidy.”

Dr. Erik Collins, associate director for graduate studies and research, said that before Garris’ renovations nobody congregated in the kitchen or sat down for lunch.

“She’s a little lady that’s 90 percent heart who loves people and would move heaven and earth to help you,” Collins said. “The kitchen is just one of many things Ms. Garris has done to make our lives better here in the Coliseum.”

Sandra Hughes of graduate student services knows firsthand about Garris’ willingness to help a co-worker. When Hughes needed a new desk, she went to

# Faculty/Staff News

Garris. Within the week, the facilities department had a new one in place.

"I remember a cabinet in the hallway that I really liked, but it happened to be for another staff member," Hughes said. "I mentioned this to Debbie, and the next day an identical one was sitting outside my office."

Garris responds modestly. "I just want to help make it better for everyone, especially for those who have been here awhile," she said.

Her true passion, however, is not interior design, but steeplechase horse racing photography.

While taking a photojournalism class in 1998, Garris took pictures at the Carolina Cup steeplechase race in Camden. She said she became hooked on horse racing and has traveled to Georgia, North Carolina, Virginia and Florida to cover races and attend horse shows. Her work has been published in *Steeplechase Times*, *Careers in the Horse Industry* and *National*

*Steeplechase Annual*.

"The first time I photographed a horse race I was a bit terrified," Garris said. "I could feel them coming down the track before I saw them."

Now, five years later, she says she is a lot calmer and stays safe by following the No. 1 rule of thumb – "When you're on the track, keep your eyes on the horses."

Her love for steeplechase racing goes beyond taking photos. An admitted stats junkie, Garris follows jockeys, changes in rules and horse racing around the country.

"One of my life goals is to go to the Triple Crown's three races – the Kentucky Derby, Preakness and Belmont," Garris said.

The way she has immersed herself in redesigning the school's work spaces is similar to how she said she has immersed herself in horse racing photography.

"I'm the kind of person who sets

her mind to something and does it 100 percent," she said. "I don't know why, but I just enjoy projects, despite all the headaches and unmet deadlines – it's the end result that makes it worth it."

Her dedication does not go unnoticed, especially recently when the School underwent accreditation review.

"Debbie was the force behind getting this place spruced up and looking good for the accreditation visit," Hughes said. "Her ideas and renovations were the icing on the cake you could say."

Garris continues to find and make new space for additional faculty. Her daydream, of course, is to move the School into a newly designed building with more space for faculty, staff and students.

"Until then, you make do with what you have, and you get creative," she said. "I even thought of downsizing the men's bathrooms and turning the extra space into offices." Then she adds: "Shhh. Don't tell anyone."



Faculty members Laura Smith, Pat McNeely, Ernie Wiggins and Cheryl Harris, seated, gather in 'Debbie's Cafe' and chat over morning coffee.



# Faculty/Staff News

## Who's new in the j-school

This spring, the School of Journalism and Mass Communications welcomed two new members to the faculty and one visiting assistant professor. Cheryl Harris, Lisa Sisk, and Ron Geskey all teach in the advertising and public relations sequence.

### **Cheryl Harris, Associate Professor**

Dr. Harris came to the School of Journalism from Lehigh University in Bethlehem, Pa., where she served as Director of Communications and Marketing for the Rossin College of Engineering and Applied Science. Dr. Harris, a former professor at California State University and New School University/Parsons School of Design in New York City, has more than 20 years of professional experience in marketing and research.

In 1996 she founded an Internet consulting and research firm Northstar Interactive, Inc. for which she served as both CEO and board chair. Northstar developed custom web-based software for a range of global clients. Dr. Harris was also president of Internet and Media Research Center in San Diego.

Her web design work as Senior Vice President of Datek Online, Inc. earned accolades for Datek as No. 1 for "Ease of Use" (Gomez Advisors); Money magazine's Top 50 financial websites; and NetRatings ninth "stickiest" website in the world.

Dr. Harris received her bachelor's and master's degrees from Ohio State University. She earned her Ph.D. from the University of Massachusetts-Amherst.

### **Lisa Sisk, Instructor**

Lisa Sisk joined the School of Journalism as an adjunct in 2001 and as a full-time instructor this spring. Most recently she worked at Palmetto GBA, the government programs division of BlueCross BlueShield of South Carolina, where she was responsible for the communications and outreach needs of a number of the company's government contracts.

Sisk began her work in the public relations field in St. Louis with Manning, Selvage & Lee, where she handled public relations and investor relations for clients ranging from non-profits to Fortune 500 companies. She also has worked with several non-profit organizations and in the corporate, government and public education sectors of communications and PR.

She is a member of the board of Capital

Senior Center and has been involved with the South Carolina chapters of the International Association of Business Communicators and the Public Relations Society of America. She is a former board member of IABC, City Year Columbia and the Wildlife Coalition.

She earned her bachelor's degree in communications from Lindenwood College in St. Charles, Mo., attended graduate school at Southern Illinois University at Carbondale for two years and earned her Master of Arts in journalism from USC.

### **Ron Geskey, Visiting Assistant Professor**

Professor Geskey spent this past semester sharing his experience in the auto industry. He led the development of a new Interpublic Group (IPG) company, General Motors R\*Works, which was created to handle regional and local promotional efforts for all GM divisions and business units.

Geskey began his career with Leo Burnett in Chicago where he served in the agency's account management and media departments. Following 10 years at Burnett, Geskey spent two years at Texas Tech University as a lecturer in the advertising program, teaching media planning and advising the student AAF Competition.

He returned to the agency business where he worked for D'Arcy as vice president of marketing and was later recruited by Campbell Ewald to serve as SVP media director of the Chevrolet Motor Division. After several years, Geskey moved into Chevrolet account management as group senior vice president. He created and ran Chevrolet's regional marketing operation, started and managed the retail automotive division, launched Chevrolet's initial international branding efforts, and expanded Chevrolet's multi-cultural marketing.

Geskey received his bachelor's and master's degrees in mass communication with minors in marketing from Southern Illinois University. He also did doctoral work at Texas Tech University.

## Remembering Bob Jones

Robert "Bob" Jones, a respected and beloved former faculty member of the School of Journalism and Mass Communications, died February 8.

Before coming to USC, he had spent most of his career at the University of Minnesota, where he was director of the School of Journalism for more than 20 years.

Jones was one of the best known and most highly regarded journalism educators in the country. He served as president of the Association for Education in Journalism and Mass Communication and the old American Association of Schools and Departments of Journalism, and he headed the Hearst Foundation steering committee for many years.

After he "retired" from Minnesota, his old friend Joe Shoquist, former dean at the University of South Carolina, persuaded him to join the faculty. He worked mostly with graduate students and served as director of graduate studies for several years. He held the McKissick Chair in the School from 1986 to 1993.

Bob loved his students and was beloved by them. He will be dearly missed.



## J-school's history runs deeply through the Geezers Club

**By Ron Farrar**  
**Distinguished Professor Emeritus**

Our official title, I suppose, is something like the Retired Professors of Journalism at the University of South Carolina. But Henry Price started calling us the Geezers Club, and the name stuck.

It's not much of a club – just a few retirees who have lunch together once a month. Usually there's a guest speaker, often a local celebrity, who will talk informally about some contemporary issue involving the mass media or higher education or politics. About 10 of us show up more or less regularly, and sometimes we invite a few other folks to join us.

Those guests at the Geezers lunches enjoy the relaxed atmosphere and lively conversations, or tell us they do anyway, and as they leave they often say something nice about our still being interested in current events At Our Age. One visitor was so impressed with the Geezers Club that she asked me to write this little piece about it.

I was probably the wrong person to ask, for I see the Geezers differently. I used to work with the members, nearly all of them, and during those years they weren't geezers at all but hard-driving professionals fully on top of their game. They weren't always so relaxed back then because they took their teaching responsibilities seriously, and dedicated teaching can be stressful. Their workplace was hideous—those windowless caverns beneath the Coliseum—and their academic unit was chronically understaffed and underfunded. But these Geezers-to-be somehow got it done. They were good, those Boys of Summer—and fall and winter and spring—and they left their mark.

The brief examples that follow will fall far short of doing real justice to anyone, but at least may begin to suggest some of the contributions my

colleagues and friends made in the days before they became Geezers:

--*Perry Ashley*. Respected scholar and recognized authority on journalism history who was chief editor for the *Dictionary of Literary Biography's* series of volumes on American newspaper journalists. Served for years as associate dean of the College and as interim dean for more than a year. He knew details of the College's budget better than anybody, but refused – despite the nosy efforts of many of us – to gossip. Indeed, he was a model of propriety, decorum and professional integrity to a generation of his colleagues.

--*Lou Brierley*. Perhaps the wittiest and best-liked member of the faculty. Taught graphic design to hundreds of students who didn't much like the subject and made professionals and even stars out of those students who did.

--*Jerry Jewler*. His book on creative

strategy, now in its umpteenth edition, is the gold standard in its field. But key people in other areas of the academy know him as one of the two educators who made the University of South Carolina the world's leader in student retention. He lectured extensively in the U.S. and abroad, especially about University 101, which he helped create. The student retention book he co-authored long ago passed the 100,000 mark in sales. He is appreciated across the campus as a sensitive and caring teacher, honored by the American Advertising Federation as the Advertising Educator of the Year and one of the primary reasons the advertising sequence rose to the front rank of programs in that field nationally.

--*Jay Latham*. Current "president" of the Geezers, former broadcast news teacher and former announcer for "Firing Line" and other national programs on public broadcasting – as well as announcer for USC commencements and other ceremonial

### **By Professor Erik Collins** **Associate Director for** **Graduate Studies and** **Research**

--*Ron Farrar*. The model for the quintessential college professor, Ron joined the faculty of the College of Journalism and Mass Communications in 1986, and retired on August 14, 2001. He taught courses in history, media law and introduction to journalism, at both the undergraduate and graduate levels, directed the graduate program and assumed the position of interim dean in July of 1999.

Ron was an inspirational teacher, a noted scholar in journalism history and media law, and an innovative administrator who helped jumpstart the J-school's move into the 21<sup>st</sup> Century with the acquisition of Newsplex. Legions of former students will testify that Ron's guidance and support were the catalytic agents that propelled them to successful careers in the professional and academic worlds.



## Faculty/Staff News

occasions. His former students include many of the well-known newscasters throughout the state and region.

--*John Lopiccio*. Taught hundreds, perhaps thousands, of students broadcast production—no easy task under the best of conditions, but truly daunting when equipment is lacking and what there is may not work. Served for years as graduate studies director. His research had much to do with enhancing the visibility of the Movietone News archive, an invaluable resource for the University.

--*Henry Price*. Those of us who worked with Dr. Price considered him the ablest copy-editing teacher in the business—a choice ratified by the Freedom Forum, which honored him as one of the four top journalism educators in the country. Served as associate dean for undergraduate affairs for a long time, then a year as interim dean of the College. He is widely known and respected by editors, a number of whom are his former students, and by colleagues across the campus, who elected him to a term as Faculty Senate chairman.

--*Charles Sanders*. A former managing editor of the Columbia

*Record*, Charlie was lured into public relations to serve the textile executives of South Carolina at the highest level – and to win a coveted Order of the Palmetto. Moving into teaching late in his career, he brought solid, real-world insights to his students, who appreciated his caring concern and courtly manner. Known to raise his voice only when the Gamecocks are winning.

--*Al Scroggins*. When a youthful Scroggins took charge of it in the '60s, journalism at USC was little more than a department. A generation later, he had made it a College, in every sense of the word. When he retired, Dean Scroggins was the longest-serving head of any journalism program in the country, a record that may still stand. He assembled a powerhouse faculty, including former media stars, and gave the South Carolina program the national visibility it has enjoyed ever since. For many alumni and friends of the College, the soft-spoken, elegant Al Scroggins will always be “The Dean.”

--*Joe Shoquist*. Hired from the *Milwaukee Journal*, where he had been a distinguished managing editor, Joe agreed to serve as dean for five years—and did so skillfully and successfully. Negotiating new resources long overdue,

he was able to expand the faculty and, more important to him, change its profile and make dramatic progress toward diversity. His leadership also brought the program additional national respect through his continued work with the Associated Press Managing Editors Association and the AEJMC Accrediting Committee, both of which he had at one time headed. Internally, his achievements also included pushing for, and getting, approval of a doctoral program—this and more during a term characterized by growth, professionalism, high morale and, in an important tradition of the place, civility.

--*Chris Vlahoplus*. For years a vice president of the University and secretary of the Board of Trustees, he grew weary of the brutal politics of the James Holderman presidency and chose to move to the classroom. He accepted his new – and far less elaborate – surroundings cheerfully and with grace, and enjoyed the opportunity to draw upon his professional years as a wire service reporter and as PR adviser to a governor and a couple of senators back in Illinois. He is enormously popular in Columbia, especially with political and business leaders. (Warning: Having lunch with Chris in a crowded restaurant is not a good idea: So many



Some of the retired professors of the j-school gather regularly for lunch and fellowship. Pictured left to right: Charlie Sanders, Lou Brierley, Henry Price, Joe Shoquist, Ron Farrar, Jay Latham, Perry Asley, Jerry Jewler, Al Scroggins, John Lopiccio and Chris Vlahoplus.

# Faculty/Staff News

politicians and civic bigwigs will drop by to pay their respects that you may not get around to your food.)

A couple of other retirees who live in Columbia don't make it to the Geezers meetings, alas, but they, too, are important in the College's history:

--*Lloyd W. Brown*. He of the mellifluous voice, who not only taught a full load of broadcast courses but also had charge of undergraduate student records and was an invaluable source of support to deans and associate deans for many years. Bill Brown seemed never to leave the office, and he especially loved Saturdays and Sundays because he could get more work done with fewer interruptions. When he retired, several persons had to be hired to replace him, and few know more, or care more deeply, about radio and radio history than this good man.

--*Mary Caldwell*. One of the first women on the male-dominated (Chauvinistic? Or merely traditional and slow to change?) faculty, Mary not only survived but also became sequence chair in public relations. She directed Bateman teams to national awards and supervised numerous special events in the College while she taught—and nurtured—hundreds of students into good careers in public relations.

Finally, five more retirees should be Geezers, and they would be if their retirement homes were anywhere near Columbia:

--*Bill Goodrich*. A former big-city ad man who chaired the advertising sequence for years and built it into one of the best. He assembled top faculty – his hires included Bonnie Drewniany and Jon Wardrip, to name only two – and prodded the AAF student ad team to one championship after another. He, too, as his colleague Jerry Jewler would be later, was chosen AAF's national Advertising Educator of the Year.

--*Don McKinney*. Came to the academy after an outstanding career—*New York Daily News*, *Saturday Evening Post* and *McCall's*, where he was managing editor for about 20 years. His polished professionalism and laid-back teaching style endeared him to his students as he developed superb courses in magazine journalism and a student magazine, *Cola*, which, sadly, did not survive long after his retirement. His book on magazine article writing, which grew out of his lecture notes here, remains the best available on the subject.

--*Ralph Morgan*. A tough-minded advertising pro, respected by, and connected to, agencies and other businesses all over the country. He is especially popular with Atlanta's advertising community, where he was a prominent player before entering teaching. Frequently called in as an advertising and marketing consultant, he was admired by his students, who learned from Ralph's management style what it would be like to work for a savvy advertising executive.

--*Henry Schulte*. Following a grand career as a newspaper editor and, among much else, holder of the Kiplinger Chair in journalism at Ohio State, Hank "unretired" long enough to give USC's renowned senior semester some of its best years. Now, at an age when most would be content to relax on the beach (and Hank owns his own beach, incidentally, just off the Georgia coast), he remains a devoted and active defender of press freedom and reporters' rights and is still called upon as a writing coach and editorial consultant.

--*Don Woolley*. His off-the-wall classroom mannerisms could not disguise that he knew more about the nuts-and-bolts of news photography than just about anybody. Active in the National Press Photographers Association, he was familiar with virtually every Pulitzer Prize news photo of recent years and its background

– probably because he had interviewed the shooter. Not every student got on Woolley's wavelength. But those who did became, or are rapidly becoming, successful photojournalists.

That provides only the merest suggestion of what the Geezers achieved inside the Coliseum. Much more could be added about their contributions to the life and culture of the larger community. Just three examples: John Lopiccolo was state lay leader of South Carolina Roman Catholics. Jerry Jewler was active in Columbia's little theater productions. Perry Ashley served as president of the school board. And on and on.

Nobody owns an academic enterprise, of course, but some of us, if we are lucky, are awarded custody of one for a while. Not as owners, but stewards. We Geezers had our day and have since grown older, added a few pounds, seen some more doctors and simply slowed down. Or shut down. (Though Brierley continues to conduct graphics workshops for professionals, and Woolley writes a regular newspaper column, and Price and Latham have done some part-time teaching, and others of us still do a little writing.)

The Geezers are confident the College they left behind is in capable hands. They like what they have seen of the new Dean and the new faculty. They rejoice at the infusion of financial support from the central administration and at the wonderfully high marks accorded the program by outsiders during the recent reaccreditation visit. Today's stewards, in other words, are excellent.

And yesterday's stewards, now today's Geezers, weren't bad either.

To see more photos of the Geezers Club visit the School Web site and check out the new "Geezer Chronicles" iSITE.

<http://www.jour.sc.edu>

## Cliff Hollingsworth makes his feature film screenwriting debut

By Marshall Swanson  
University Publications

*The Cinderella Man*, an newly-released movie about legendary Depression-era boxer James J. Braddock, hit theaters on June 3, and the Oscar buzz already has begun.

"It's definitely one of the greatest rags-to-riches stories in all of sports," said Clifford N. Hollingsworth, who wrote the original script for *The Cinderella Man*. The film promises to be the breakthrough project in a screenwriting career that the Barnwell, S.C. native embarked on after earning bachelor's and master's degrees in journalism and education from USC in 1977 and 1979.

Ron Howard is directing the movie, with Russell Crowe as Braddock and Renée Zellweger as his wife, Mae. *Cinderella Man* portrays the return to the boxing ring of a once down-and-out former light heavyweight boxer who eventually faces Max Baer, the heavyweight champion of the world.

The story of how Hollingsworth brought Braddock's life to the screen is no less inspirational, in part because the screenwriter managed to get a foothold in what one industry insider warned him was "the hardest business in the Western Hemisphere to break into."

Part-time jobs kept food on the table while a series of fortuitous events provided Hollingsworth much-needed encouragement during his early years of struggle in Los Angeles. He got strong responses to his early scripts and even had a script optioned by a fledgling production company though it later foundered. He eventually was invited to studio meetings to talk with producers who liked his work, but their enthusiasm always stopped short of a sale.

About the time Hollingsworth, a lifelong boxing fan, thought of throwing in the towel to pursue another line of work, he remembered Braddock, whose life comprised one of the most famous

boxing stories of all time. Producer/director Penny Marshall loved his script about Braddock beating overwhelming odds and being embraced by the American working class as a symbol of

its hopes and dreams. She took the script to Universal Studios, which optioned the screenplay in 1996.

What followed, owing to the usual vagaries of Hollywood filmmaking, was another frustratingly lengthy period of time before production of the movie would begin in mid-April. In the interval, several luminaries were discussed for the movie's leading roles before Howard, Crowe, and Zellweger signed on for the project.

"Delays like this happen all the time," Hollingsworth said, "especially when a studio views a picture as a potential award winner. In situations where they're going for the cream of the crop to work on a film, you invariably run into delays because somebody might not be available right away."

Now that the movie has been released, Hollingsworth is ready to pitch new scripts he's been holding with the assistance of the duo that helped him negotiate *The Cinderella Man*, Ed McCormick, a Denmark, S.C., agent, and Irby Walker, '76 law, a Conway attorney.

"I've already done a lot of research," he said, "and I've got a lot of things in the works."



Cliff Hollingsworth  
(Photo by Michael Brown)

## Indiana University selects Brad Hamm as dean



On July 1, Bradley J. Hamm will step into his new role as dean of the Indiana University School of Journalism. Hamm has served as interim dean at Elon's School of Communications in North Carolina and currently serves as associate dean and associate professor.

He worked as a sports writer in the 1980s for *The Salisbury Post* in Salisbury, N.C. After completing graduate school, he worked as a broadcast editor for The Associated Press in South Carolina, covering the 1988 election in the state.

He changed paths and decided to focus on journalism education after acquiring his master's degree at the University of South Carolina School of Journalism and Mass Communications in 1990. He received his bachelor's degree in communications from Catawba College and his Ph.D. in mass communication research from the University of North Carolina in 1996. Hamm has taught at Elon since 1989 and was appointed as an assistant professor in 1995.

He said he hopes to bring the lessons he's learned at Elon to IU with him. Though he's leaving Elon, it will hold a place in his heart.

# Alumni News

## A year of wins for Rick Yarborough

Rick Yarborough, investigative producer at WCNC-TV in Charlotte, N.C., has had an incredible year of wins. Recently, he received the prestigious Alfred I. duPont- Columbia University Award for a 13-part investigation report entitled "Medicaid Dental Investigation." This award recognizes excellence in broadcast journalism and is now regarded as the most prestigious prize in television and radio news.

Two years ago, Yarborough, a 1995 graduate of the School of Journalism and Mass Communications, helped launch the investigative unit at WCNC-TV. The investigative series started with a cry for help from a single mom on Medicaid. At her son's first dental visit, dentists separated the four-year-old boy

from his mother, strapped him down for hours and drilled 16 of his baby teeth at once as his mother paced the waiting room, demanding to see him.

WCNC-TV showed how one group of dentists cashed in on kids few other dentists would treat and billed taxpayers for tens of millions of dollars - much of it for unnecessary work. For this report, Yarborough also received a George Foster Peabody Award and the Scripps Howard Foundation Jack R. Howard Award.

Yarborough has earned four Emmys in the Mid-South Region for his investigative reports along with work on stories involving evacuation plans from North Carolina nuclear power plants, personal safety and

hurricane safety. He's also received two Edward R. Murrow regional awards and two RTNDA of the Carolinas awards.

Starting his career in 1995 at WIS-TV in Columbia as morning line producer, Yarborough moved up to coordinating producer before heading to WCNC-TV in 2000 where he worked in special projects.



## SJMC seeks a few good e-mail addresses

Would you like to receive occasional e-mails about activities at the School and College? Send an e-mail to: [LISTSERV@LISTSERV.SC.EDU](mailto:LISTSERV@LISTSERV.SC.EDU). Include this in the body of the e-mail: [SUBSCRIBE SJMCNEWS](#) firstname lastname. We're striving to collect 100% of our alumni e-mail addresses. Help us out!

## Help wanted

Looking for a job? Have a job you'd like to advertise? Visit the SJMC online job bank. Visit the j-school Web site and view the database of job openings for students and alumni. Also, organizations, businesses and employers may submit job openings directly to the job bank by using the online form. Go to <http://www.jour.sc.edu/opps/jobs/index.html>.

## The American Advertising Federation is looking for you!

The AAF is in the process of revamping its Web site to include more information about college chapter members. The first installment has been the creation of the NSAC - "Where Are They Now" page. Dating back to 1973, this page offers a snapshot of the career opportunities that have been offered to National Student Advertising Competition presenters and collaborative team members. Visit <http://www.aaf.org/college/history/pastpresenters.htm> and see if you are listed. To submit your information, contact Leslie Wade at [wade@aaf.org](mailto:wade@aaf.org).

## Pass us a class note!

If you have something to share, let us know. One of the best-read sections of any alumni publication is the class notes. We'd like to hear about your professional and/or personal news.

Please send your info to [jenhorne@sc.edu](mailto:jenhorne@sc.edu). Or by mail to: Jen Horne, University of South Carolina, School of Journalism and Mass Communications, Columbia, SC 29208. You can also submit your information on our Web site, <http://www.jour.sc.edu/alumni/index.html>.

Don't forget to send a photo!

# Alumni Notes

## 1970s

**Gatling, Leeds Holly:** 1972, BA, marked her 11<sup>th</sup> year as executive director of South Carolina Citizens for Life in Columbia, S.C. and member of the board of directors of the National Right to Life Committee. In April, she marked her second anniversary as the NRLC secretary and member of the NRLC executive committee.

**Walsh, Cheryl Anne King:** 1974, BA, received her Masters of Library and Information Science degree from the University of Pittsburgh. In December 2004, she was named reference librarian at Butler Area Public Library in Butler, Pa.

**Beard, Randy:** 1976, BA, has been the executive sports editor/columnist of the *Tallahassee Democrat*, a Knight-Ridder newspaper since 1999. He has worked at seven newspapers in Florida and South Carolina and the last 16 years as a sports editor. He served a two-year term as third vice president of The Associated Press Sports Editors group from 1998-1999. He resides in Tallahassee, Fla.

**Hall, Jerry:** 1977, BA, is a senior director in the XM Sales & Marketing Solutions Group at XM Satellite Radio Holdings. His most recent project involved the creation and delivery of an integrated broadcasting, advertising, pr and promotional campaign featuring Elton John's new release "Answer In The Sky" to support the launch of the XM MyFi, the world's first portable satellite radio receiver. The program included 36 hours of exclusive Elton John interviews and music on XM Satellite Radio. The XM programming and promotion was underwritten by AirTran Airways as part of the launch of XM Satellite Radio on their new fleet of planes. AirTran planes with XM are signified by XM Logos and Elton John decals on the outside of planes and can be seen at airports nationwide. The

AirTran campaign included TV, radio, outdoor and a global pr campaign. He resides in Newton, Pa.

**Patrick, Cheryl Diane:** 1977, BA, has been promoted to procurement director at Orangeburg Calhoun Technical College in Orangeburg, S.C. She has been with the College since February 2003. She earned her CPPB designation in June 2004.

## 1980s

**McCurry, John:** 1980, BA, is senior editor at *Site Selection* magazine, the nation's oldest business publication covering economic development and corporate real estate. A former managing editor of *Textile World* magazine, he also serves as North American editor for *Technical Textiles International* in the U.K. and is a regular contributor to *Apparel*, *International Fiber Journal*, *Knit Americas*, *World Sports Activewear* and *SportsEdge* magazines. He resides in Cumming, Ga.

**Cornfield, Howard:** 1981, serves as president, general manager and partner of the Quad City Mallards in Moline, Ill. They are recognized as one of the top professional minor league franchises in hockey. Over the past eight years, the Mallards have set records both on and off the ice including numerous attendance records and record-breaking success on the ice. Howard was recently recognized by *Just Hockey* magazine as one of the 15 most influential people in minor league hockey.

**Gunnells, Charlene Marie:** 1986, BA, in December 2004, she earned her master's degree in education-social sciences with a major in political science at The Citadel in Charleston, S.C.

**Hewell, Harold:** 1986, MA, worked for several years as a news reporter for two mid-size daily newspapers after earning his master's degree. Two years later, he enrolled in law school. He graduated

from California Western School of Law and has been in private practice since 1994. In that time, he has represented a wide range of clients in civil and business litigation both in federal and state courts. He currently represents consumers in several ongoing class action lawsuits. He resides in San Diego, Calif.

**Patterson, Gary:** 1986, BA, founded Ideation, LLC, specializing in consulting for large-scale systems integration, project management and ERP optimization. Prior to a successful seven-year management-consulting career with KPMG and PricewaterhouseCoopers (later IBM), he held several positions in finance, operations and IT with NCR, PMSC and LaserPrint Service. He earned a BA in public relations and a master's in business administration in 1988. Gary lives in Chapin, SC with his wife, Lezlie and two sons Adam and Eric.

**Vasilisa Hamilton** received her BA in 1986 from the School of Journalism. An editor in the publications office at USC. She recently published her first book, *Papa Didn't Preach: Words of Wisdom for Daddy's Girl*. For more information, go to [www.PapaDidntPreach.com](http://www.PapaDidntPreach.com).



# Alumni Notes

**Jenkins, R. Vance:** 1987, BA, has been named a Carnegie Fellow at Middlebury College's Bread Loaf School of English. He will continue his post-graduate work in English literature this summer at Lincoln College, Oxford University, U.K. Jenkins entered the field of English and journalism education four years ago after a 15-year career in advertising and public relations management. He was previously a senior communication strategist for a Washington, D.C. based consulting firm.

**Clark, Meg:** 1988, BA, has been working in magazine circulation as a consultant for the past ten years. She helps new and established publications with their subscription, direct marketing, and business planning needs. She resides in San Francisco, Calif.

**Sousa-Peoples, Kim:** 1989, BA, is the director of orientation at the University of North Carolina in Greensboro. After earning her bachelor's degree and working for a couple of years at *The State*, she returned to USC to earn a master's degree in higher education. She worked as the assistant dean of students at Sacred Heart University in Fairfield, Conn. for five years before returning to school. She earned a Ph.D. from the University of North Carolina at Greensboro in higher education administration in 2001. She has two daughters, Alison and Aubrey.

**Sumner, Tracy:** 1989, BA, serves as senior graphic designer for Mercer Consulting in New York, N.Y.

## 1990s

**Bell, Ivan:** 1990, BA, serves as vice president of sales for Radco Industries, Inc. in Charlotte, N.C.

**Thomason, Nancy Jo:** 1990, BA, is practicing law in Anderson, S.C. She graduated from the USC School of Law in 1992 and she has been practicing

as a solo practitioner since 1997. Her law firm practice includes family law, personal injury, social security disability and criminal law.

**Blackwell, Kathryn:** 1991, BA, has been named executive features editor of the *Austin American-Statesman* in Austin, Tex., where she lives with her husband Steve Scheibal.

**Thomas, Robert D.:** 1991, BA, is the assistant news director at KOB-TV in Albuquerque, N.M.

**Robinson, Steven R.:** 1992, BA, is the president of ISG International, Inc, a leading insurance and financial services brokerage headquartered in Cambridge, Md. He attended the School of Journalism from 1988-1992 but did not graduate on time. He returned to school in 1999 to finish his degree. Although his official graduating year is 1999, he attended class events with the class of 1992. He started with ISG in 1995, creating the marketing department and establishing the brand of both the company and its leading product. He developed a distribution network of more than 400 agents and brokers nationally, which grew revenues by more than 400 percent and gained such national recognition as: 2000 "National Marketing Agency of the Year" by the 40,000 plus readers of *Rough Notes* magazine, 2001 "Business of the Year" finalist by *National Underwriter* magazine and 2004 "Best Practices Agency" by the Independent Insurance Agents & Brokers of America. In 2002, he became chief operating officer and increased revenue in the leading sector of the business by more than 30 percent in one year. He is now responsible for the profitability of all business units, in addition to the support functions of marketing and claims/risk management.

**Barnes, Allison:** 1993, BA, is the business manager for KJUL, KSTJ, KKLZ in Las Vegas, Nev. Beasley Broadcast Group owns the stations.

**Lowe, Heather:** 1993, BA, is earning her master's degree in integrated marketing communications from West Virginia University. She continues to work in public relations for MeadWestvaco Corporation in Summerville, S.C.

**Pearce, Marian Douglas:** 1994, BA, joined Flint Energies as manager of public relations in Warner Robins, Ga. She manages all public relations at Flint, including external communications to members and internal communications with employees. Flint Energies is the seventh largest of Georgia's 42 EMC's and the 33<sup>rd</sup> largest of the nation's nearly 1,000 rural electric cooperatives.

**Coggin, Tanya Stroman:** 1995, BA, welcomed the third addition to her family, Michael Nathan, born June 24, 2004. She enjoys her work as a Stephen Minister at John Knox Presbyterian Church, offering Christian care giving to those in need. She resides in Greer, S.C.

**Miller, Maureen:** 1995, BA, is the writer and copy editor for CNN's Anderson Cooper 360 in New York City.

**Nordby, Thomas:** 1996, MMC, serves as the assistant vice president of business operations at National Defense Industrial Association in Arlington, Va. Over the past six years, he has been very active in the association/non-profit field. He earned the highest certification given for non-profit executives in January 2004, Certified Association Executive (CAE). The American Society of Association Executives (ASAE) awards this certification.

**Keenan, Kristyn Joye:** 1998, MMC, is the editor of *SouthCarolina* magazine in Greenville, S.C. She has been with the company since its inception in November 2003. The magazine is a bi-monthly, statewide lifestyle magazine focusing on the people, places, lure and legend of South Carolina.

# Alumni Notes

## 2000s

**Goyette, Eleanor “Elli” Plummer:** 2000, MMC, is editor at the *Hampshire Review* in Romney, W.Va.

**Krause, Daniel John:** 2000, BA, has been promoted to work on a groundbreaking multiple sclerosis therapy account at EURO RSCG Life, a leading pharmaceutical advertising agency in New York, N.Y.

**McCullough, Carrie Elizabeth:** 2000, BA, has been promoted to associate publisher at Harbor House – a publishing house in Augusta, Ga. She is responsible for the daily operations of the book publishing company, including its representation at Book Expo in New York.

**Scott, Cedric:** 2000, BA, is the director of promotions and marketing at Regent Broadcasting of Flint, Inc. in Burton, Mich. He also hosts a top-rated afternoon show, which helped the station earn one million dollars for the first time ever. He also helped increase station ratings by 86 percent.

**Bonds, Tracy:** 2001, BA, was named director of public relations for the Souper Bowl of Caring. She is responsible for all national media and public relations efforts for the charity which has generated more than \$24 million for those who are hungry and hurting.

**Richards, Jeremi Michael:** 2001, BA, is currently working for Johnson and Johnson in the medical field. In 2004 he was named the No. 1 sales representative in the nation and the company. Richards works in hospitals and clinics in the Bay Area in California dealing with Alzheimer’s, schizophrenia, bi-polar, and the anti-infective markets.

**Schmidt, Katherine Dawn:** 2001, BA, has been working in the advertising department of the *Improper Bostonian*

magazine in Boston, Mass. for over two years. She has recently been promoted to work with media, entertainment and arts. Through this new genre of the business, she has been able to meet and work with some of the most successful TV, radio, news, print and theater people in the business. She is excited that her background at USC has given her the extensive knowledge to understand the business from all sides of it - therefore always prepared for roadblocks if they fell in her way.

**Walters, Brad:** 2001, BA, accepted a job at the *Washington Post*, where he is a copy editor with some page design duties. Previously, he worked as a news designer at *The News & Observer* in Raleigh, N.C.

**Still, Kristin:** 2002, BA, has recently moved to Wisconsin to work as a regional manager for GMR Marketing, the country’s largest event marketing firm and a division of Omnicom.

**White, Sharon Genice Lee:** 2002, BA, earned her master’s degree in education in 2004 at USC, focusing on community and adult programs. She also earned a graduate certificate in women’s studies. She is currently a doctoral student in the USC College of Education, in the field of curriculum and gender studies. She is working for the TRIO program, where she serves as the assistant to the coordinator for the Ronald McNair post-baccalaureate achievement program.

**Engram, Mandi:** 2003, BA, is an assistant in the development department with Sisters of Charity Providence Hospitals and Healthy Learners in Columbia, S.C. Her duties include the coordination and design of fundraising and marketing materials, media relations and communications, database management and accounting.

**Fields, Elizabeth Mason:** 2003, BA, is the assistant director of alumni affairs at Wofford College in Spartanburg, S.C.

**Shrewsbury, Jeff:** 2003, MA, was named national marketing and communications manager for FairPoint Communications in Charlotte, N.C.

**Neal, Rebecca:** 2004, MMC, is a public relations specialist at Henderson Advertising in Greenville, S.C.

**Skipper, Allison:** 2004, BA, has joined the South Carolina State Ports Authority in Charleston, as a public relations associate.

As such, she coordinates communications efforts for news media, employee and community relations as well as special events. The South Carolina State Ports Authority, established in 1942, owns and operates public seaport facilities in Charleston, Georgetown and Port Royal, handling international commerce valued at \$39 billion annually.



**Shuman, Alison Cain:** 2004, BA, graduated on Dec. 13, with a degree in advertising. As a student, she participated on the third place national J. Carroll Bateman

Competition Team known as Palmetto Solutions. Shuman was recognized in May as a University of South Carolina Outstanding Senior and as a recipient of the *Who’s Who Among American College and University* student award. She is currently working as the administrative assistant to scholastic journalism organizations in the School of Journalism and Mass Communications.



# Have you checked our iSITE lately?



[www.jour.sc.edu](http://www.jour.sc.edu)

# Alumni Society Kick-Off

College of Mass Communications and Information Studies

Saturday, Oct. 22, 2005

SCETV

Looking for some j-school friends you've lost touch with? Look no more!

The College of Mass Communications and Information Studies is launching its very own alumni society this fall. We plan to kick things off two hours prior to the start of the homecoming football game. Don't miss out!

Questions? E-mail Elaine Taylor at [Etaylor@sc.edu](mailto:Etaylor@sc.edu). Stay tuned for more details and get ready to reconnect. You'll be glad you did!

InterCom

<http://www.jour.sc.edu>

University of South Carolina  
School of Journalism and Mass Communications  
Columbia, SC 29208

Non-Profit  
Organization  
U.S. Postage  
PAID  
Permit #766  
Columbia, SC