The School of Library and Information Science held its Annual Literacy Leaders awards ceremony to recognize community members who have made great strides in reducing South Carolina’s illiteracy rate. Callee Boulware, Rodney Graves and Ida Thompson were honored for their efforts to improve literacy.

The third annual ceremony was held at the South Carolina State Library in September.

Darci Strickland, evening news anchor for WLTX-TV and School of Journalism and Communications alumna, was the master of ceremonies. Charles Bierbauer, dean of the College of Mass Communications and Information Studies, presented the awards.

“Each of the honorees has recognized that literacy is key and are making an impact across the state,” Strickland said. “Literacy is a symbol of importance and something that can never be taken away.”

The awards were created as part of SULS’ Children, Libraries and Literacy initiative, a campaign launched in 2005 to eliminate illiteracy across South Carolina.

Boulware, state coordinator of South Carolina Reach Out and Read for the past eight years, is committed to making literacy promotion a standard part of pediatric care, so that children grow up with books and love reading. Reaching 95,000 children across South Carolina, her efforts have moved the program from 60 sites in 2001 to the 125 sites it currently serves.

“Reading has been a big part of my life,” Boulware said. “I am committed to integrating literacy into standard well-care.”

Graves, director of secondary education in Spartanburg District Seven, is a leading advocate for literacy at the high school level. He supported the first summer reading celebration at Spartanburg High School and because of his vision more celebrations are springing up across the state. Gravet is a model for engaging students, parents and the community in reading.

Thompson, director of Instructional Services for Richland School District One, brings enthusiasm to literacy. As a school librarian for more than 28 years, Thompson began her work with the Reading Is Fundamental program, quickly realizing the opportunity the program afforded her students. Thompson brought the program to the forefront of her agenda and her dedication to grow the program has gained recognition from the South Carolina Department of Education. Her efforts have increased local funds for the program and helped strengthen such programs across the state.
Reflections on Africa: A student perspective by Paul Bowers

“I can’t solve the problems I saw in West Africa. And I don’t have to. My job is to tell the stories of the wailing mothers and begging children and to help people make sense of them. Really, that’s all I’m equipped to do.”

Paul Bowers

I could have stayed home this summer. I could have skipped out on the sweaty nights beneath mosquito nets and the long days spent pondering disease and poverty.

But I wouldn’t have learned the things I did. And I wouldn’t have gotten to write for the New York Times.

I spent the first two weeks of the summer in West Africa with Nicholas Kristof, a Times columnist who’s got a couple of Pulitzers under his belt. We saw five countries, and I posted a blog to the Times Web site every day.

The things I learned ranged from the problems of healthcare in the developing world to the etiquette of eating from a neighbor’s mango tree, but the lessons that will stay with me the longest are the ones about journalism.

For journalists, there are few halls more hallucinogenic than the past. We had to tell many good students, some of whom had received aid the previous year, that we had exhausted our funds.

Expecting people to look for scholarship aid as if you were going to the University of Library and Information Studies is just one of our College’s scholarship students. You already have the highest of expectations from us.

You have the highest of expectations from us.

The face on the cover — enthusiastic and engaging — is just one of our College’s scholarship students. You will meet her and others in this issue of InterCom.

We’re pleased that enrollment in all segments of the College — SIMC, SLIS, undergraduate and graduate — increased this semester. We endured a summer of uncertainty trying to gauge the impact the economic recession would have, apart from the budget cuts we’d already endured and addressed.

As we gradually reached and exceeded last year’s numbers, we also received more requests than ever for financial aid. Many students come to the university with state scholarships. The university provides other assistance. And both our Schools, thanks to generous donors, are able to provide scholarship assistance directly to students.

In the fall we awarded $313,600 to 106 scholarship recipients in the School of Journalism and Mass Communications and $16,500 to 26 students in the School of Library and Information Science. Most awards are for $1,000. Some are higher, according to donor specifications.

It’s every dollar we had available. It’s never enough. With more applicants, the cutoff for financial assistance in the journalism school was at a higher GPA than in the past. We had to tell many good students, some of whom had received aid the previous year, that we had exhausted our funds.

We expect the requests for scholarship assistance to be as high or higher in 2005. Nothing would please us more than to ensure that every deserving student receives some assistance.

Scholarships fall into two categories: endowed and current. Endowed funds need to reach a certain level, typically $25,000, before their earnings are spendable.

The drop in stock market values over the past year had a negative impact on earnings in endowed funds, and the drop in stock market values over the past year had a negative impact on earnings in endowed funds, but we were able to award accrued earnings.

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The advantage of current non-endowed contributions, though we were able to award accrued earnings, had a negative impact on earnings in endowed funds, but we were able to award accrued earnings.
Several decades ago, when I was just beginning my career as an advertising copywriter, I had a recurring dream. My creative director would hand me a pile of pink and blue index cards, telling me to separate the cards, blue in one box, pink in the other. At the end of the dream, I was always excited because I had accomplished the task. I would usually wake up shouting something like “I did it! I did it exactly right! I finished the job!”

I mention this silly — and decidedly annoying — dream because it demonstrates my love/hate relationship with multi-tasking. Completing a task seems so desirable, yet I constantly put myself in situations where finishing much of anything becomes a Sisyphean duty. Looks like I did it again. On Oct. 1, I began my term as president of the Association for Education in Journalism and Mass Communication (AEJMC). Wasn’t one job enough? The short answer is: Yes, my job as director of the School of Journalism and Mass Communication is more than enough to keep me occupied. But, the long answer is: Being in charge of AEJMC for a year will actually let me do my job at the J-school better. Or, at least that’s my theory. Here’s why:

AEJMC’s mission is to “promote the highest possible standards for journalism and mass communication education, to encourage the widest possible range of communication research, to encourage the implementation of a multi-cultural society in the classroom and curriculum, and to defend and maintain freedom of speech, press, and our field.”

When I speak or write on behalf of AEJMC this year, I do so as both the president of the organization and as a faculty member of the University of South Carolina. So, one thing that AEJMC does for the J-school is give it additional national exposure.

Being president also solidifies our School’s commitment to the importance of journalism education and all that it encompasses. This means that our faculty members know I value their involvement, which is vital in this age of “are-we-sure-we-need-to-spend-this-money” budget strategies. The good news is that the J-school has been involved in AEJMC long before I arrived. The Accrediting Council on Education in Journalism and Mass Communications has accredited us since 1954. We have more than 200 years of collective service to AEJMC. And, more recently, at our Boston convention in August, our faculty participated in over 30 events, including presenting research papers, moderating panels, leading workshops and running divisional meetings. It is exciting to see how engaged our professors are in the field of journalism and mass communications.

Since my professional background is advertising and my research focus in recent years has been on the impact of media on adolescents, it is obvious that I don’t know everything when it comes to the field of journalism education. Far from it. But, what AEJMC has given me is a whole bevy of experts who I can rely on to help me better understand our field, which, in turn, has made me more informed about critical media issues, and that has made me understand at a deeper level the issues that impact our students, our faculty and our field.

Finally, what AEJMC has done for me is help me appreciate on an even deeper level, how exceptional our School of Journalism and Mass Communications is. As a president of AEJMC, I interact almost daily with faculty, administrators and students across the country. And, while the interaction is stimulating, at the end of the day, I sit back, thankful, yet again, that I’m a part of the family here at USC. Now, if I could just stop having wacky dreams….

What do a public relations expert, a media historian and a former international correspondent have in common? They are the new faculty hires at the School of Journalism and Mass Communications. This fall, Dr. Sei-Hill Kim, Dr. Kathy Roberts Forde and Dr. Miron Varouhakis joined the J-school’s faculty, furthering the School’s mission of research and scholarship.

Dr. Forde, assistant professor and media historian, came to USC after spending four years at the University of Minnesota in the Twin Cities. Her interests of media law and literary journalism add to the School’s curriculum, providing students with a deeper understanding of mass communication law.

“I am deeply committed to the idea that quality journalism is crucial in the creation and sustenance of a vibrant democracy. I have a lot to learn about the University and the School’s strong undergraduate program, but I’m enjoying getting to know my colleagues and students,” she said.

Dr. Forde has taught undergraduate courses in journalism history, media law, and information gathering and evaluation. In 2008 she published her book, Literary Journalism on Trial: Maxwell v. New Yorker and the First Amendment. She is also the winner of the Frank Luther Mott-KTA book award and the AEJMC History Division book award.

Dr. Varouhakis is a visiting assistant professor with seven years of professional media experience. He has worked as a foreign correspondent for The Associated Press covering the Iraq War, the 2004 Olympic Games and the regional World Economic Forum.

What attracted him to the University of South Carolina? “South Carolina is a research one institution and I like the direction the J-school is going,” he said.

Dr. Varouhakis is teaching undergraduate journalism writing and research methods. In the spring he is slated to teach a new military correspondence course that will focus on the tactics reporters should use when working with military personnel.

“The course will teach students about the military’s structure. They will learn how to cover and analyze aspects of the military that they find interesting. And, they will learn it all in one semester. It’s sure to be eventful,” he said.

Dr. Varouhakis is excited to join the J-school’s faculty. “The campus is lively and the students are extremely spirited. It’s an adjustment, but one that I am enjoying.”

Dr. Kim, an associate professor, enjoys sports and television when he isn’t teaching. “I like to golf, watch Animal Planet and play with my children. My interests extend far beyond what I teach my students in class,” said Dr. Kim.

His ability to balance his outside activities with his teaching responsibilities makes him an excellent teacher. He parallels his experience as a public relations practitioner with his work outside of academia, which is why students enjoy his teaching style.

In the past, Dr. Kim has taught courses in public relations and politics at Auburn University. His areas of expertise include political communication, public health and public relations. Dr. Kim’s research has appeared in a number of journals, including World Futures and Public Relations Review.

“Support for research and talented students attracted me to the University,” said Dr. Kim.

"South Carolina was the next best step for me and my family. Compared to Auburn, Columbia is huge. But, I am glad to say that my family has settled in. Everything looks great, and as an added bonus I have found many wonderful restaurants that I love.”

J-School Adds Three New Faculty Members

Dr. Carol J. Pardun
Director, SJMC

Dr. Pardun and Dr. Sam Hastings, director of the School of Library and Information Science, will alternately their columns for InterCom. Look for Hastings’ thoughts and insights in the spring issue!
It’s That Time of Year Again

In the midst of the holiday season, bookend ed between memories of too much Thanksgiving turkey and the anticipation of begin ning the New Year with grand and glorious resolutions, we’ve entered into what could be described as a sort of year-end 3-G mindset of giving, gratitude, gifts and goals. In an era in which folks start carving Halloween pumpkins the day after the Fourth of July and Christmas decorations go up soon thereafter, musing about gratitude, gifts and goals might, by this time, begin to sound like hackneyed holiday clichés. But let me risk it.

Overall, 2009 has been a successful, albeit challenging, year. Financial strains, which often impact student needs, continue to be felt by many. Nonetheless, our loyal alumni and friends have responded graciously and generously in ways that support our students as well as our dedicated faculty and staff. I know that many of you have experienced your own financial setbacks, but you’ve remained steadfast in honoring commitments and creating new ones. You’ve presented gifts of priceless time, tireless volunteerism and mission-centric financial support. In so doing, you’ve demonstrated your belief in the ideas and the people that comprise our College and our University. You know who you are and so do we. Thank you very much.

Your support has shown up in a variety of ways. We’ve announced several major gifts this year thanks to Ken Baldwin, Central Carolina Community Foundation, Jim Hayes, Larry Thomas and Verizon Communications. We’ve received several significant gifts in kind for which we are grateful from BP America, Jack Bryan, Sam Hastings, Leonard Price, Roger Leonard, SpiritTelecom and Nancy and Lee Zimmerman. Members of the College’s Dean’s Circle have provided no-strings-at tached support that is especially meaningful during economic downturns. And the year is not over yet in case you’d like to make any last-minute gifts........

There are countless numbers of you who have become involved with our initiatives. Cocky’s Reading Express comes to mind. To the 200+ guests who attended February’s Red Carpet Premiere, thank you for your continued interest and, in many cases, participation. There’s more to come in April (Book for an evening of CockyTales presided over by a 6 ft. red rooster). And thanks to the faculty staff leadership of SIMC’s Tom Weir and SLIS’s Nonie Price, we are enjoying a successful Family Fund Campaign.

There are a number of you who simply are always there for us – literally. Largely be cause of the leadership of my assistant director, Elaine Taylor, we have an increasingly impressive College Alumni Society membership whose volunteer staffing support of our many events is invaluable. Ditto, the College’s “Street Team” of faculty-recommended student volunteers. And there are those faculty and staff who can be counted on rain or shine.

Let’s see, where am I? Gratitude, gifts … ah yes, goals. We have some lofty ones for the coming year. We’re on the threshold of a pivotal building campaign for the School of Journalism and Mass Communications. There will be rewarding opportunities at all levels, so plan to be involved. We’ll have virtual building tours ready to present in January. Please consider hosting an alumni gathering in your area.

‘Tis the season to be grateful, to be generous, to be hopeful. I truly believe 2010 will be a transformational fundraising year for our College. Let’s make that a New Year’s resolution that we keep.

New RCPL Director is One of Our Own

An alumna of the School of Library and Information Science would like the library to be the first place people go when they have a spare hour. Melanie Huggins, who began her career at Richland County Public Library, has returned 15 years later as its executive director.

The West Columbia native entered the Master of Library Science program at USC in 1995. She specialized in youth services and graduated in 1996.

Huggins said being a children’s librarian is the best training for being a library director. She said librarians who serve youth have a philosophy of respecting children, talking directly to them and helping each child find the right book. She believes that same philosophy should be applied to adults.

“I want every person who walks in to any of our libraries to have the best customer service,” Huggins said.

After graduating from USC, she moved to Charlotte with her husband, J.C., who earned his Master of Mass Communication degree from USC in 1993. She worked as a children’s librarian for four years at the Public Library of Charlotte & Mecklenburg County before becoming its Youth and Outreach Services director. Huggins led the creation of ImagInOn, a combined children’s library and theater, which opened in 2005. “I would love to do something like that here,” she noted.

She said one idea would be for the library to team with Richland County Recreation Commission so that children can do more physical things to learn how to read. “I think libraries are better served, and people are better served, when they’re in joint-use facilities,” Huggins said.

Huggins is happy to be back in Columbia, close to her parents while raising her children. She, her husband and three children moved back to Columbia from St. Paul, Minn., where Huggins was the library director for three years. Her husband currently telecommutes, traveling to Minne
Celebrating Scholarships

By Emily Ko

Because the SLIS undergraduate program is new, most of its scholarship recipients are graduate students. Dr. Sam Hastings, SLIS director, says she is eager to see the number of undergraduate scholarships grow.

“Without these scholarships, my family and I would not be able to afford the cost of out-of-state tuition at the University. Thanks to the scholarships I’ve received from the School of Journalism and Mass Communications, I’ve earned an exceptional education while being relieved of substantial financial obligations,” Lytle said.

Scholarships allow Lytle to excel at the university where she serves as president of USC’s chapter of PRSSA. With some financial burdens alleviated, the high achiever is also broadening her options for her future beyond USC, aiming to enroll in law school.

For the 2009-2010 school year, SIMC awarded 196 students a total of $312,660 from 40 scholarship funds. The school gave 46 scholarships of $500 and 15 scholarships ranging from $5,000-16,000. The School of Library and Information Science awarded 14 scholarships to 16 students this year. The dollar amounts range from $150 to $5,000, equaling $16,599.

Many of these scholarships are awarded to freshmen and are renewed for all four years of the students’ collegiate careers. Because students keep their scholarships, one student per class represents each scholarship.

Pre-College Scholarships

By Chris Harvye

The South Carolina Broadcasters Association has been one of the most generous and consistent donors of scholarships for School of Journalism and Mass Communications students for the past 15 years. In that time, SCBA has helped further the education of more than 200 journalism students at USC.

“Support of broadcast students has always been a top priority for us,” SCBA Executive Director Shari White said. “Our partnership with USC is a long-standing and very special one, and we enjoy our opportunity to support both undergraduate and graduate students. We feel the most important thing we can do as industry leaders to assure the continued growth and vigor of our industry is to invest in the broadcasters of tomorrow.”

After years of donating scholarships to the fund, the South Carolina Broadcasters Association formalized the effort and established the SCBA Education Foundation in 1982. Since then it has awarded hundreds of thousands of dollars in scholarships. SCBA funds a $2,000 scholarship for an undergraduate J-school student every year, and the Richard M. Gray Graduate Fellowship is awarded to one student enrolled in the J-school’s graduate program.

The need for student scholarships has grown immensely. White said SCBA hopes to inspire other organizations to follow their lead.

SCBA — 35 Years of Support

By Tenisha Waldo

The College’s newest scholarship recipients had the opportunity to meet and thank those investing in their education at a recent scholarship luncheon.

It was the first such event of its scale for the College, connecting students with their scholarship donors. Charles Bierbauer, the College’s dean, said it has hosted smaller gatherings for students and donors, but that this year’s scholarship luncheon was the largest “thank-you” yet.

“I think it’s certainly a tribute to the people who believe in what the College is doing and have invested in its students,” he said.

USC President Harris Pastides addressed the participants. He said while students are applying in record numbers, the decision for many comes down to the smallest amount of financial aid or scholarship assistance.

Pastides said events such as the College’s scholarship luncheon are a great way for students and their supporters to get acquainted on a personal level. “I think it’s a wonderful coming together,” he said.

“Opportunities to thank the people who make it possible for our students to succeed are rare. The more we can do it, the better we do it,” said Dr. Sam Hastings, SLIS director.

Freshman Adam Harms of Toledo, Ohio, was awarded the Sig and Judy Huitt Scholarship in Journalism and Mass Communication, and said he was honored to meet the couple helping him pay for his education.

Virginia Weathers, volunteer librarian and head of public services for Thomas Cooper Library, voiced similar sentiments about lunching with SLIS second-year graduate student Bethany McGowan, recipient of the Cooper-Davis Fellowship.

Henry Hall, president and publisher of McClatchy-owned The State newspaper, said after the luncheon that he was glad he met Southern Illinois University Carbondale student Anthony Palmer, who received the McClatchy Minority Scholarship and Fellowship.
Stephanie Huckabee
J-school Alumna Exercises Her Degree In Unique Way

Stephanie Corley Huckabee is not your typical broadcast journalism graduate. You won’t find her behind an anchor desk, on the streets interviewing, reporting the local weather, or talking with football coaches at halftime.

You will still find her in front of a rolling camera. Last April, Huckabee launched PowerFit, a comprehensive health and fitness program which advocates healthy living and a joyful life. Her program consists of five DVDs containing workouts targeting key muscle groups and a 14-day meal plan guide. Huckabee not only created and developed the program, she also serves as its spokeswoman and fitness specialist.

“I absolutely love hearing from women who are figuring out that they have to take care of themselves in order to take care of others,” Huckabee says. In addition to the DVD set, Huckabee also manages a Web site where she blogs daily fitness tips, inspirations, personal stories and PowerFit news.

Dr. Andrea Tanner, an associate professor in the School of Journalism and Mass Communications and Huckabee’s friend, thinks PowerFit is a good example of how to use the skills learned in college in a unique way. “I think what’s neat is that she has been able to translate the communication skills she learned here into something she loves.”

Raised in Aiken, Huckabee began her studies in broadcast journalism in 1990. “All I knew about broadcasting as a profession was that Joan Lunden and Katie Couric seemed to have exciting jobs, so I decided that’s what I wanted to do. Of course, I had no idea how hard people have to work to get to that level!” Huckabee said.

After graduating with a bachelor’s degree she decided to diversify her talents by earning a Master of Arts in Teaching. She then took a job at Dutch Fork High School in Irmo, S.C. where she was an English and mass media teacher and ran the school’s daily news broadcasts.

Huckabee was also expanding her fitness knowledge and skills. In 1996 she became certified by The Firm, a local fitness studio that has earned national fame by selling more than 10 million copies of its DVD collection of workouts. She received national certification in group fitness, personal training and Internet training through the Aerobics and Fitness Association of America. She began teaching fitness classes at The Firm studio in Columbia, S.C.

She was soon offered the opportunity to lead five fitness videos and appear in many others. This led to a career hosting infomercials and selling products for The Firm on QVC.

“I got my first chance at hosting an infomercial in 2002, and it was my training from the J-school that absolutely landed me that opportunity. I had to read from a piece of paper, but at the same time walk from one point to another and try to glance at the camera as much as possible. It all came so naturally to me as part of my experience at USC where I learned to project confidence in front of the camera.”

Now, Huckabee is a success story with the launch of PowerFit. “The combination of a broadcast journalism degree with a master’s degree in teaching truly prepared me for what I’m doing now. Whether I’m on a large set, shooting outside or even working on a green screen, I believe my studies at Carolina thoroughly prepared me to handle the pressures of production and enjoy the challenges I face.”

Huckabee hopes to continue the success she has found with PowerFit. Although she may not have a typical broadcast job, she is extremely grateful for the skills she learned at the J-school and is excited every day to apply them in innovative ways.

“Whether I’m on a large set, shooting outside or even working on a green screen, I believe my studies at Carolina thoroughly prepared me to handle the pressures of production and enjoy the challenges I face.”

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On a brisk October morning, the Journalism University 101 class stands outside the WLTX television studio chatting, waiting. They shuffle their feet around the building as Rich O’Dell, president and general manager, shows them the recording studio, master controls, and marketing and advertising departments. You can see they are excited by the way they whisper to each other as they move from room to room. You can tell they really want to be there by the questions they ask, even if none of them wants to be the one to show it. They are, after all, first-semester freshmen.

Fifteen of the 22 students in this group are part of the new Journalism Living and Learning Community, housed on the ninth floor of Columbia Hall. All 15 are journalism majors. Living and learning communities are built on the premise that students who live and take classes together, share common interests and have common goals will perform better and be more engaged and involved within their areas of interest.

Stephanie Warren is the class mentor and she agrees. “They are more bonded than your average U101 class. They study together and are in many of the same general education classes,” says the second-year Master of Mass Communication student. She says, “I love the J-school, and having earned my undergraduate degree here in public relations, I know I have something to share. I want to make sure these students can get as much as they can out of the major and the School by giving them a head start in their U101 class.”

Visual communications freshman Chris Brown says, “I think the stuff we do in class is helpful. It’s interesting information we wouldn’t learn anywhere else. They relate everything back to journalism, which is really cool.”

Instead of learning things such as the shuttle system on campus, these students are discovering what the field of journalism holds for them. They visit television stations, newspapers, and they hear student panels on campus organizations. “We make everything work for their benefit and show them what they need to be successful journalism majors,” Warren says.

“We hope to see the LLC fill up an entire floor and possibly become available to upper-class students,” says Lauren Welch, the LLC liaison and U101 teacher. She agrees with Warren’s observations about the students being close, saying these students have a sense of belonging with others with shared interests.

The LLC and the Unio class will continue to hone in on what our incoming students need and want from their new environments as journalism majors and future journalism professionals.
InterCom, the biannual alumni magazine of the College of Mass Communications and Information Studies, is brought to you by students in the Magazine Production and Internal Communications class.

The course, taught by Lisa Sisk, is an upper level elective focused on magazine production for an internal audience. The students have produced this issue of InterCom, as well as material for the InterCom pages on the College’s Web site.

“This class is an excellent venue to showcase our students’ talents for our alumni and other friends,” Sisk said. “I’m pleased that Dean Bierbauer and the two school directors have been so supportive. They’ve encouraged us to think beyond a typical magazine format and have inspired us to pursue a variety of stories,” Sisk said.

The 12 undergraduate and three graduate students have a variety of backgrounds and interests, such as creative writing, law, graphic design, editing and fashion. Sisk is excited to introduce you to the student writers and designers.

Author of the book “The Crickets Know My Secret,” Acecily Alexander is a sophomore print major from Charleston. Emily Ko is a junior public relations major and sport and entertainment management minor. She’s from Ellicott City, Md. and hopes to one day work at a business that helps children.

Jennifer Lias is a senior public relations major and Spanish minor from Pittsburgh, Pa. She hopes to attend law school next year to study media law and return to teach at the University of South Carolina.

Charlotte Bishop is a senior print journalism major. She’s from Rock Hill and likes to write poetry.

Gary Mansell is a senior marketing and entrepreneurship major and advertising and public relations minor. He is from Greenville and a member of Alpha Phi Alpha Fraternity, Inc.

Senior public relations major Carly Gallagher is from Boca Raton, Fla. She currently works as an advertising representative for The Daily Gamecock.

Rebekah Nale is from Savannah, Ga. She is a public relations major and will graduate in December.

Columbia native Whitney Chisholm is a senior public relations major with a minor in health promotion, education and behavior. She is currently a member of the J-school’s Street Team.

Also from Columbia, Chris Harvie is a senior public relations major. He will be graduating in December.

Rachel Adams is a senior public relations major from Morgantown, W.Va. She hopes to attend graduate school in Texas and travel to Europe upon graduation.

Visual communications major Lizzie Erickson is a junior from Washington, D.C. She currently works as the assistant design director at The Daily Gamecock.

Joseph Hett is a senior advertising major from Jenkintown, S.C. He likes writing comedies and action stories and has a passion for entertaining the public.

Graduate student Kathryn McKay is studying integrated communications. She’s from Chicago, Ill, and received her Bachelor of Science in political science and Bachelor of Arts in English from Charleston Southern University. She will be getting married next year.

Also studying integrated communications, Shayla Merritt is a graduate student from Buffalo, N.Y. and earned her Bachelor of Arts from Syracuse University in education, mathematics and policy studies. She works in the Office of Student Engagement on campus.

Tedra Coakley is a graduate student studying print journalism. She’s from Charleston and earned her Bachelor of Arts in print journalism with a minor in marketing from Hampton University. She currently works for J’Adore magazine as the associate editor, and also works in the USC Office of Media Relations.

For extended coverage on all of our stories, and to learn more about the students, visit 

http://cmcisintercom.blogspot.com
The College of Mass Communications and Information Studies is attracting doctoral students from across the country — and around the world. The School of Journalism and Mass Communications and the School of Library and Information Science welcome seven new students. Although some are familiar with USC, others are from northern states, southern states and even China. And although their hometowns and backgrounds are different, they all are after the same goal…a doctoral degree from one of the College’s two schools.

Brett Borton and Caroline Foster both earned degrees from the J-school — Borton has a Master of Mass Communication, and Foster, a Master of Arts. Since graduating, Borton has been working in public relations and marketing management. Foster was a freelance writer and editor of South Carolina Wildlife magazine. They’re nearing the end of their first semester in the program and busier than ever, Foster said. “The life of a teaching assistant/doctoral student is incredibly stimulating and overwhelming. I love everything I’m doing here, but I wish I had more time to do it.”

Another SLIS student, Yao (Emma) Zhang, is not only new to USC, but also new to the country. Originally from China, Zhang received her bachelor’s degree in English Linguistics and Literature from Nankai University before entering her master’s in Multilingual Information Management from the University of Sheffield, U.K. last January. Zhang was involved in a study of HIV/AIDS and decided that SLIS would be the perfect place to further her study. When she learned about USC’s program, Zhang said to herself, “Ok, that is exactly the place I want to go.”

By Chris Harvie

BY Rebekah Nale

DAVIS COLLEGE CELEBRATES 100TH BIRTHDAY

Why have a birthday party for a building? Many of the University of South Carolina’s School of Library and Information Science students think back to their days at USC and remember their time in Davis College. Because the building is such an integral part of those memories, its 100th birthday simply could not go unnoticed.

SLIS celebrated the 100th birthday of Davis College, a building central to USC, on Oct. 25, 2009. Alumni, students, faculty and staff sipped cups of hot tea after touring Gibbs Green and the Horsehoe with Elizabeth West, archivist for USC at the South Carolinaana Library, in celebration of 100 years of building knowledge.

Former SLIS Director Dan Barron said, “It felt good to see old friends and meet some of the new folks who will keep the traditions of service and leadership moving forward.”

Davis College was built by King Lumber Company of Charlotteville, Va. and was completed in 1909 for a grand total of $34,273. Originally built to house the English department, this was the first new building to be built on USC’s campus since the Civil War.

It was named in honor of the late Professor R. Means Davis, for whom Davis Field is also named. He taught several classes at USC, including history, political economy and law.

Edward L. Green described Davis in his book, A History of the University of South Carolina: “He kept his office open at all hours and welcomed every student in that came. To many he gave assistance not only in their studies but also in kindly advice, or even in instruction in shorthand or some other branch of practical knowledge.”

It was truly a homecoming. So many generations of deans, directors, alumni, faculty, staff and students filling the halls of Davis College to look back at the first 100 years, to sing “Happy Birthday” and to toast the next 100,” Dr. Pat Feehan, associate professor, said.

Roger D. Leonardi, a professional artist and husband of the current director, created a beautiful oil painting of Davis College, Davis College: The First Hundred Years that was available for sale at the birthday party. Guests were given three small photos of the print as a gift for coming to the ceremony.

Previous deans and directors Barron, Fred Roper and William F. Summers along with distinguished professors Charles Curran, Robert Williams and Linda Lucas Walling, who taught at Davis College for more than 100 years combined, also attended this special event.

As guests gathered around the birthday cake, Professor R. Means Davis, personified by Dr. Charles Curran, and Professor Havilah Babcock, personified by Andy Thomas, made memorable speeches about their times in Davis College.

“Professor R. Means Davis” concluded his speech with, “here’s a health,” as guests honored USC tradition by raising their right fists in the shape of a cup.

The real Professor Babcock inhabited the halls of Davis College from 1927-1964, although it is rumored that his ghost still roams the building in the form of smoke. Professor Babcock’s persona brought his speech to a close with his witty motto, “Work hard and quit suddenly.” He claimed that although South Carolinians work hard, they do not let that interfere with their leisure time.

History carried the day at the birthday party. Guests reminisced about times past and envisioned future achievements at the beautiful building. Here’s to 100 more, Davis College!
Viscom Professor Covers the World

By Aecily Alexander

Instead of teaching classes this summer, Denise McGill, an assistant professor in the visual communications sequence, traveled to place her students may only see in National Geographic or on the History Channel.

McGill spent three weeks along the Mediterranean to release the steps of Paul the Apostle. She spent time in Greece, but her third trip to the Mediterranean to retrace the steps of Paul the Apostle. McGill spent three weeks along the Mediterranean area. More than half of the New Testament was written in Greek around what is now Turkey. "The cities are like museums. It’s like living through history," says McGill, the 2009 Beckman Stewart Academic Excellence award winner.

The New Testament is all about the Mediterranean and tells us about the Christian faith. It was McGill’s first visit to Greece, but her third trip to the Mediterranean in the past three years.

"It’s amazing that the Christian holy land is Israel. The New Testament is all about the Mediterranean and tells us about the Christian faith," says McGill.

Her Mediterranean trip is part of her project "Sacred Sites," which will be a publication of the images she has captured. She is interested in the sacred sites of all religions, but especially the Mediterranean as an important part of the Christian faith.

Paul the Apostle spent a great amount of time in the Mediterranean area. More than half

of the New Testament was written in Greek around what is now Turkey. "The cities are like museums. It’s like living through history," says McGill, the 2009 Beckman Stewart Academic Excellence award winner.

McGill is already using her experience here at USC. She’s made presentations in her classes that focus on how culture and communication are a part of communication. She also found that some sites have potential to be in the future publication.

The fact that I’m working in the field means I now a lot more about what current trends are in the industry. They come up in class conversations on a regular basis," says McGill.

McGill wants this experience to bring more media opportunities for her students and colleagues. She believes her projects give her a type of energy that has an impact on the people around her. It influences her as a person, the type of work she expects from her students, and her own conversations throughout the campus. The visual communications expert is also learning how Greek, Roman and Islamic sites relate to each other. Those sites have potential to be in the future publication.

"I think travel is essential for all students, especially journalism majors. It helps us learn about the world around us," she says.

Next spring McGill’s students will get to share her photo adventures during a popular Maymester course. "I’m thrilled that the classes are being taught by faculty members that I’m familiar with," said Dean Bierbauer. McGee was inspired for the new class by his trips to Greece during the 2009 and 2006 Maymester sessions. "I told him he couldn’t do it unless I got to travel with him," joined Dean Bierbauer. The dean worked as a broadcast correspondent in eastern Europe during the time that many of these events occurred. He saw firsthand the role the media played during the Cold War, and the eventual downfall of communism. He hopes this course will teach the understanding of the active and informative role that media can play in covering events.

J-School Expands International Opportunities

By Rachel Adams

The School of Journalism and Mass Communications continues to expand its opportunities for international journalism studies by sending students out as well as bringing them in. This academic year, some faculty members prepared for class trips overseas and European scholars visited the J-school.

For the last few years, a Maymester class has traveled to Germany with Associate Professor Richard Moore and Scott Farrand, a visual communications instructor. Their students got the chance to earn course credit while crossing international borders. The two-week trip showed students how to communicate across conventional

and informal boundaries by using print and electronic media.

Now with the help of Dean Charles Bierbauer, Moore and Dr. Gordon Smith, director of the Walker Institute, more SJMC students will have the opportunity to study international journalism over both 2010 summer sessions with the Walker Institute, more SJMC students will have the opportunity to study international journalism. There will be a strong focus on the Hungarian uprising, the rise of Solidarity in Poland and the tumbling of the Berlin Wall.

"I think it will be intriguing for students to see places they’ve only heard about, read about and seen video clips about," said Dean Bierbauer.

This class is not a production class like the Multimedia Journalism major, but a more of an academic class with a blend of media and political science.

Farrand and Moore with their Maymester 2009 students at BMW in Munich

Moore was inspired for the new class by his trips to Germany during the 2009 and 2006 Maymester sessions. "I told him he couldn’t do it unless I got to travel with him," joined Dean Bierbauer. The dean worked as a broadcast correspondent in eastern Europe during the time that many of these events occurred. He saw firsthand the role the media played during the Cold War, and the eventual downfall of communism. He hopes this course will teach the understanding of the active

and informative role that media can play in covering international opportunities for international studies continue to expand. SJMC hopes to increase the availability of foreign travel, both outward and inward.
Fun and Games: Research Tools for SLIS Faculty.

Ron Brown

How can Atari, Super Nintendo, PlayStation and Pac-Man influence learning? Dr. Ron Brown is using his passion for video games and research to answer this question. An assistant professor in the School of Library and Information Science, he is interested in video games from a learning perspective and plans to partner with the Georgetown, S.C., public library to further investigate video gaming programs in libraries.

“I would like to find out if there are specific programs and specific learning objectives that we can achieve with gaming programs. For example, can we use the library and gaming to better inform students about flu and how to stop the spread of germs?” he asked.

Dr. Brown’s questions don’t stop there. How can we pair games with specific learning objectives? What if we could match certain video games to specific reading skills? What if we could match video games to help people learn information? Can the flow through video games how different people receive and translate information?

Although not responsible for starting the project, Dr. Brown would like to continue his partnership with the Georgetown library and help them to do research. The partnership initially started when Dwight McInvaill spoke at The University of South Carolina. McInvaill’s library won a national award for literacy and innovation, which introduced Dr. Brown to the project. Since his visit, McInvaill and the Georgetown BYTES coordinator Donald Dennis (see next story) have been enthusiastic about partnering with the School.

Dr. Brown believes six video game consoles and games — including Atari and Super Nintendo and PacMan — could serve as models for children and adults alike. “I selected a variety of video games and compared them to how they relate to my life,” he explained. By playing Tetris, Dr. Brown can work through fears or obstacles that could hinder goals in life. He also discovered an important life lesson. “I learned how to become a good sport by playing Pac-Man on the Atari.”

In addition to his research, Dr. Brown teaches a variety of courses at SLIS, including Information Organization and Retrieval, Design, Management of Databases, and Digital Libraries. He also is developing a new course for Spring 2010, which will teach students about improving the search rankings of their Web pages and online ads.

Only a select few make a living by mixing business with pleasure and Dr. Brown is blessed with this opportunity. Dr. Brown has turned his passion for learning and video games into research that many would envy. “My overall goal would be to demonstrate a model for getting students to learn by using games,” he said.

SLIS is currently conducting research on the effects of the grant. Dr. Brown administers the research for the initiative. “Kids learn that reading is not all that terrible and they can have fun while doing it,” he explained. With the introduction of the electronic game consoles, we saw an increase of children coming to the library,” he said with a smile.

Donald Dennis, BYTES Project manager, said, “With this grant you are bridging the gap between the traditional library and the library of the future. The gaming and technology program will keep young people off the streets and out of gangs, helping to improve their education and self-esteem by making them part of a public gaming community. In the end they will be better educated, more employable, and better members of the community at large.”

So far this year, 94 children have participated in the game lab program. The Georgetown public library system currently has three branches participating in the BYTES Project: Andrews, Carvers Bay, and the main branch. The grant is scheduled to run for three years.

By Joseph Hett

Georgetown Game Lab: Where Books Meet Video Games

Some young people view their local public library as an uninviting place. Well, the complete opposite happens in Georgetown, S.C. Young people finally anticipate their next library visits.

In a society where reading has been becoming dormant, there is hope. A convergence with the oldest form of mass communication — books — and new electronics, games is transforming this quiet coastal county into an intellectual getaway.

SLIS Assistant Professor Ron Brown says participating children seem to finally enjoy spending time at the library. The Georgetown public library’s game lab has been up and running since early 2009.

When young people come into the library and check out books, they accumulate points they can then use to participate in the game lab. The more books they read, the more hours they gain in the game lab.

The Georgetown library system received a grant from the National Science Foundation’s Digital Technology, Libraries and Learning Experience Series. The $600,000 is a grant-funded endeavor for Lowcountry libraries to increase literacy by making reading fun for local youth. The Frances B. Bunnelle Foundation donated the funds for BYTES Project.

Dwight McInvaill, Georgetown Library director, said, “The initial grant paid for a gaming club to entice teens to come in and use the library to earn more gaming time. The club added a video game design component and a digital arts component, Apple computers and handheld cameras to create music, film and art.”

“For BYTES Project, Donald Dennis (see next story) has been an important life lesson. “I learned how to become a good sport by playing Pac-Man on the Atari.”

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By Lizzie Erickson

SLIS Alumnus Gives Back

Bryan’s view on donating is simple. “Everybody has an obligation to give back when they’ve benefited from something.”

Therefore, Bryan is more than just a graduate of the School of Library and Information Science. The 1974 alumnus shows immense support and appreciation for the School that led him where he is today through his frequent and generous gifts to his alma mater.

Bryan entered the College in 1973 to pursue a Master in Librarianship. The school was then called the College of Library and Information Science. The dean, Dr. Wayne Yenawine, suggested Bryan apply for a part-time job at the Attorney General’s office, a position that would allow him to assist with research and emerging computing technology. He got the job, which soon led to a full time position where he supervised the office’s law library and its law clerks. “I lucked into a very good job,” Bryan stated.

Bryan is grateful for the connection that made him that led to his future career. This gratitude is the reason he firmly believes in giving back to the library school. “If people don’t give back to the school, it won’t have a future,” Bryan said. He wants to help ensure that future students have the opportunities he had.

Since his graduation, Bryan has found multiple ways to accomplish that. He regularly contributes to the annual alumni fund, and has started two scholarships for students of the library school.

Most recently Bryan helped refurbish the conference room in Davis College. Bryan noted that ever since his graduate years, he saw that the school lacked an adequate and professional looking space for meetings with faculty, staff and donors alike. He wants the school to be the best it can, because he believes education is one of the most important things in a person’s life. “Education matters and nothing is wrong with holding people to high standards. Nobody grows without that.”

The revamped conference room is a space that he hopes will make a good impression on anyone who visits the school. “Every impression you make could be a good first impression,” he said.

“Jack Bryan’s gift of new conference room furniture turned a cramped and out of style room into a beautiful and functional meeting room. We were so proud to put our accrediting panels in such a great space! It is our dedicated alumni like Jack Bryan who keep us going!” Dr. Sam Hasting, the library school’s director said.

Bryan’s example has had an impact on other alumni. Dr. Nancy Zimmer- man and her husband, Lee, have also contributed to the conference room, donating new side chairs.

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DREWNIANY RECEIVES EXCELLENCE IN SERVICE AWARD
BY CARLY GALLAGHER

Bonnie Drewniany, associate professor at the School of Journalism and Mass Communications since 1990, was honored as the faculty recipient of Excellence in Service Award at the School’s awards banquet on Oct. 22. It is the first time a faculty member has received the award.

“I have had the fortune of touching the lives of a broad range of people through my service on national advisory boards to smaller, everyday acts that impact individual members of the Carolina family,” says Drewniany.

Drewniany exemplifies service to the Carolina community through involvement in numerous organizations. She serves on the National Advertising Review Board of the American Advertising Federation as one of 10 public members. In addition, Drewniany holds leadership positions on the district, local and college levels, exemplifying AAF’s mantra, “the unifying voice of the advertising industry.”

The AAF honored Drewniany with a National Special Recognition Award in 2006 as the nation’s only professor to nominate a winning Most Promising Minority Student every year since the inception of the program in 1997.

“The true honor is the sense of pride I get in seeing how this competition can make a difference in our students’ lives. Our most promising minority alumni have rewarding careers in advertising, working at global advertising agencies on prestigious accounts such as Procter & Gamble, McDonald’s and Unilever,” says Drewniany.

She is an honorary lifetime member of the American Advertising Federation Club of the Midlands. In addition, she serves as faculty adviser to the Student Advertising Federation.

Distinguished Alumni Return to Alma Mater for Awards Dinner
BY EMILY KO

As the School of Journalism and Mass Communications gathered to celebrate the achievements of five alumni and a professor, one sentiment was shared by all: the support of the faculty and staff is a driving factor in students’ success.

The Distinguished Alumni Awards Dinner on Oct. 22 at the Capital City Club in Columbia, S.C. honored three distinguished alumni and two outstanding young alumni.

“It’s a full circle for the faculty as they see the fruits of their labor with the outstanding careers of their students,” opened Director Carol Pardun.

Faculty members introduced their former students and shared why these alumni are so deserving of their awards.

Dr. Ken Campbell began by commending Dr. Brad Hamm for his contributions to collegiate journalism, saying, “His knowledge is indispensable.” Dr. Hamm earned his Master of Arts degree in 1990 and is now the Dean of Indiana University’s School of Journalism.

Dr. Hamm recalled how his diverse learning experience at USC helped him determine his professional goals. “I came to Columbia as a newspaper person and expected to leave as one, but I learned about history and agenda setting and left as a teacher,” he said.

Brad’s twin brother, Benjy Hamm, is editorial director of Landmark Community Newspapers, LLC and earned his MMC degree in 1991. Professor Jay Bender named the former Associated Press reporter the “newspaper man.”

Professor Erik Collins praised her achievements, saying, “Look out, world, there’s no telling how high she can go!”

Associate Professor Bonnie Drewniany received the School’s Excellence in Service award. Please read more about her achievements in the sidebar.

SJMC’s Distinguished Alumni Awards Dinner was truly a chance for the honorees to come home to the SJMC family they care about so much. Dr. Brad Hamm expressed these feelings as he closed his acceptance speech:

“When I look at these tables, these are the people I care about. When I come back to Columbia, I’m interested in how the streets have changed and the new journalism building, but I care about the people. I want the people to know how much they’ve changed our lives.”

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Outstanding Young Alumni recipient Pushpa Gopalan earned an MMC degree in 1999 and now serves as vice president of Leo Burnett USA. Though she was unable to attend the dinner, she was still honored. Dr. Erik Collins praised her achievements, saying, "Look out, world, there’s no telling how high she can go!"

Associate Professor Bonnie Drewniany received the School’s Excellence in Service award. Please read more about her achievements in the sidebar.

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By Carly Gallagher
Did you know?

As a graduate of our College, you are automatically a member of our Alumni Society. Did you know that? No. Few. Just a complimentary membership opportunity in hopes of having you involved. So now that the issue of membership is out of the way, it is time that you plugged in. What a great opportunity for the New Year! And if you are already involved, thank you.

Our College’s Alumni Society was founded in 2005. It comprises alumni from the School of Journalism and Mass Communications and the School of Library and Information Science. We work together to establish camaraderie and loyalty and, at the same time, support events and initiatives benefiting the College.

This group has continued to grow throughout its four-year history. We have a strong base of volunteers who meet once a month to plan events and programs for journalism and library alumni.

We share ideas and thoughts on ways we can connect alumni to each other, students, faculty and the community. We have many volunteers who staff special events throughout the year such as Homecoming, I-Comm Week, May Carolina Alumni Weekend, lectures and receptions.

So you may be thinking, “Why should I get involved?” Who better to ask than three of our alumni volunteers?

Elaine Taylor
Assistant Director of Development

Alumni volunteers Melissa Fletcher Gentry, cocky, Chryst Shain and Talyse Burkett enjoy Gamecocks on the Green.

“Especially now that I’m away from Columbia, I appreciate the importance of a strong alumni network. From finding new business opportunities to cheering on the Gamecocks, the USC CACIS Alumni Society is a true ‘value add’ to our graduates, and hopefully a great selling point for potential students,” said Jack Claypool, ’83.

In addition to supporting the College, you can also support your own ambitions. Think about the benefits of connecting with others in your chosen field. Considering that most positions fill before they are ever advertised, the benefits of networking are alive and well.

Whether it’s staying in touch with your fellow alumni, keeping up to date on College and School happenings or growing professionally and personally, getting involved with the Alumni Society is a great way to make it all happen. Let’s make 2010 the best year yet!

Contact me if you’d like to get involved. I can be reached by phone at 803-777-7118 or by e-mail at taylorem@box.sc.edu.

Go Gamecocks!

1960s

Mackey, Dan – 1963, BA, is the chairman of the South Carolina State Library Board of Trustees. He retired in 1999 as director of South Carolina State Budget and Control Board’s office of regional development.

Sheek, Ann Ellis – 1961, BA, writes a bimonthly column in the Charleston Courier in Charleston, N.C. She celebrated her 50th wedding anniversary in May and has two sons and six grandchildren.

1970s

Bader, Catherine Derrick – 1970, BA, is a sales account executive for WWBT TV NBC 13 in Richmond, Va.

Callison, Dale – 1978, MMC, is a technical writer for Microsoft Corporation in Redmond, Wash.

Creech, Michael Allen – 1970, BA, retired in 2006 as news section chief for the South Carolina Department of Natural Resources. He recently released a revised and expanded edition of his book on South Carolina’s state dog, the Boykin spaniel.

Farmer, Joe – 1974, BA, is the public information director for South Carolina Emergency Management Division in West Columbia, S.C.

Keefover, Charles – 1976, BA, retired from the Palm Beach Post. Keefover created the Kershawn Linwood Scholarship supporting the College of Mass Communications and Information Studies.

Ligon, Melissa Sightler – 1979, BA, is the deputy administrator at the Sullivan County Election Commission in Blountville, Tenn.

Love, Thomas Behmke – 1977, MLS, is retired.

Phillips, Carolyn – 1974, BA, retired in 2002 and relocated to Greenboro, N.C.

Show, Marcia Powell – 1972, BA; 1976, MA, is a senior staff attorney and Elder Law Unit Head for South Carolina Legal Services state-wide nonprofit law firm. She was the 2007 recipient of the Ellen Hines Smith Legal Services Lawyer of the Year award from the South Carolina Bar.

1980s

Andrews, Elizabeth – 1980, BA, is a self-employed editor and writer in Noblesville, Ind.

Alexander, Ann Farmer – 1986, BA, is the director of communications for First Presbytery of Columbia, N.C.

Eichler, Darlene Bays – 1985, MLIS, has written a book titled “Trunk Tales” and a series of books titled “Rose Series.”

Friedlander, Brett – 1980, BA, is a sports columnist, covering Atlantic Coast Conference football and basketball, for the Gardner-Webb University (N.C.) Star-News. He is also a co-host of a weekly radio sports talk show on WFNC 640AM in Fayetteville, N.C. He has published his first book, “chasing Moonlight: The True Story of Field Dreams’ Doc Graham.”

Gale, Margaret McNab – 1983, MLS, was appointed commissioner #7 for the Historical Commission for a four-year-term in Ml. Plains, S.C.

Green, Gloria – 1989, MMC, started a faith-based entertainment company, Gloria G Green Entertainment, that represents authors, speakers and athletes for public appearances and public relations services in Nashville, Tenn.


Welch, Edward “Ed” – 1980, BA, 1992, MMC, is the assistant director of public relations and Web coordinator for Southern Wesleyan University.

Whitlock, Elizabeth Allison – 1983, MLS, is employed with Athens-Clearke County Public Library, in Athens.

1990s

Adams, Jennifer Wood – 1992, BA, and, 2004, PhD., will be the director of the journalism program at Auburn University this spring. Adams has been with Auburn University since 2003 and recently became tenured.

Bascaro, Paul – 1994, BA, is the director of creative services for Livyy, Inc. in Emeryville, Calif. He has a new military family comic strip being launched nationally by the Washington Post Writers Group syndicate.

Bradsher, Charles A. – 1992, MLS, is a librarian for the Defense Technical Information Center in Fort Belvoir, Va. He recently returned from Afghanistan on his third overseas tour with the Army National Guard.

Carullo, Jared F. – 1998, BA, is the weekly set writer for NBC’s Today Show.

Ellerbe, Dawn – 1996, BA, has been named assistant athletic director for marketing and promotions for Cal State East Bay. She is also a world-class record-holding Olympic athlete for the hammer throw in track and field.

Evans, Martha K. – 1995, MLS, has retired in Great Falls, S.C.

Galloway, Erin A. – 1996, BA, is the executive director for the Midlands Division of the March of Dimes.

Green, Laird – 1986, MLS, is married and a financial planner and advisor for Beckwith Financial.

Hudakkee, Stephanie Corley – 1994, BA, is a fitness trainer with a series of fitness videos.

Huggins, Melanie – 1995, MLS, is the executive director of Richland County Public Library.

Kennedy, Ann – 1995, BA, is the publisher of two weekly newspapers, The Hampton County Guardian (Hampton, S.C.) and Jasper County Sun (BajAdgefield, S.C.).

Lee, Jeffrey A. – 1992, MA, is the executive director of Middle Tennesee Medical Center Foundation in Murfreesboro, Tenn. He was named as a fellow of the Association for Healthcare Philanthropy, the highest honor provided by that organization.

Magg, Robin Lee – 1993, MLS, is employed with Bark Avenue Pet Resort in Charleston, S.C.

Mendoza, Cristobal – 1999, BA, is the director of the Century 21 branch in Caracas, Venezuela.

Moisés, Ryan – 1990, BA, is employed with Progress Energy.

Revenaugh, Tanna – 1995, MLS, is a retired reference librarian supervisor.

Sackett, Jennifer A. – 1994, MLS, is the director of the Lincoln County Public Library in Linculnton, N.C.

Strickland, Dari – 1997, BA, is the 2009 STAR Award Television Perpetuity of the Year.
2000s

Beam, Adam — 2000, BA, was honored with the Gonzales Award from the SC TMA. He was nominated by his peers in the newspaper for his positive, can-do attitude.

Breker, LaDonna J. — 2005, BA, is a managing editor for The Observer News Enterprise in Newton, N.C.

Bender, Tracy Bonds — 2001, BA, is the interim executive director for the Souper Bowl of Caring in Columbia, S.C.

Boyles, Crystal — 2005, BA, is employed at Clemson University working in the Office of Web Services as the Web writer.


Cochran, Tonia Pearson — 2003, BA, is the director of marketing and communications of the Central Carolina Community Foundation in Columbia, S.C. She also serves at the public relations chair for the American Advertising Federation of the Midlands.

Cody, Tamilla — 2004, BA, is a writer for merkemgroup.com in New York City.

D’Amore, Matthew A. — 2008, BA, is a retail sales consultant for AT&T in Claver, S.C. He recently received an award for customer service excellence.

Davis, Jess — 2008, BA, has been accepted into law school at the University of Texas.

Dyer, Hilary H. — 2008, BA, is an admissions counselor at the University of South Carolina.

Engram, Mandi N. — 2001, BA, is the director of marketing of Midlands Authority for Communications, Sports and Tourism. She received the Leadership Columbia Class of 2000 Glenn Jacobs Leadership Award.

Foust, Madeline C. — 2008, BA, is a production assistant for ESPN.

Gellaty, Christine M. — 2008, BA, is an on-air weather forecaster for the NBC affiliate Wbtv in Columbia, S.C. She is a part of the WBT team that won the Emmy for Best Newscast.

Goldenberg, Jordan — 2009, BA, is the personal assistant for Darren Star, producer of Beverly Hills 90210, Melrose Place and Sex in the City, in Santa Monica, Calif.

Hallums, Kimberly — 2007, BA, is the youth development assistant for the Community Preservation and Development Corp. in Washington, D.C.

Hartney, Mary — 2009, BA, is the director of audience engagement at The Baltimore Sun.

Hoppman, Karla — 2006, BA, got married in Romania, where she did a Peace Corps stint.

Hughes, Meghan — 2007, BA, is the press secretary for US Senator Lindsey Graham.

Human, Bethany L. — 2005, BA, is the director of information technology for the Episcopal Diocese of Upper South Carolina in Columbia, S.C.

Johnson, Bernadette J. — 2003, MLIS, is a reference librarian at Francis Marion University.

Jones, Kristy “Kiki” — 2005, MMS, is the director of marketing for Minor & James Medical in Seattle, Wash.

Love, Caroline — 2006, BA, started law school this fall at the University of South Carolina.

McCullar, Becky — 2008, BA, has moved to Nashville, Tenn., and is working as a freelance photographer. She and her husband own a multimedia company.

McCormack, Nick — 2009, BA, is working with the Clinton Chronicle to help expand its Internet visibility.

Messano, Amy D. — 2008, MLS, is a public services librarian at Aiken Technical College.

Miller, Katherine M. — 2006, BA, will be launching a boutique event planning firm, Katherine Miller Events, specializing in full-service wedding coordination in South Carolina.

Moisley, Lyndsey — 2003, BA, has taken an exciting job at the Robberman in Lumberton, N.C.


Overstreet, Andrea L. — 2005, BA, is a studio production artist for WITV CET in Atlanta, Ga.

Parker, Janet L. — 2008, BA, is the senior morning news producer for WACH FOX 57 in Columbia, S.C.

Riley, Alex — 2009, BA, is a sports writer, covering primarily Class A Midlothian High School, with Waxahachie Newspaper Inc. in Texas.


Smith, Gina — 2000, MA, a reporter for The State, interviewed Gov. Mark Sanford at the Atlanta airport when he arrived from his Christmas trip to Argentina.

Stratton, Nicholas — 2006, BA, has a financial services practice with the Northwestern Mutual Financial Network based in Columbia, S.C., serving the entire state.

Tompson, Charles — 2004, BA, is the editor of the Lake City News & Post in Lake City, S.C.

Tomlinson, Nick — 2006, MMC, is the communications manager for Patriots Point Naval and Maritime Museum in Mt. Pleasant, S.C. Tomlinson works aboard the ship, USS Yorktown.

Quocuta, Deborah A. — 2006, MLS, is the branch manager for Lake City Library in the Florence County Library System.

Zayas, Kimberly Ann — 2008, BA, is a graphic designer at The PRMG in Patchogue, N.Y.

Mary Patterson Caldwell


Former Dean Ron Farrar wrote about Caldwell’s tenure a few years ago. Dr. Farrar said, “One of the first women on the male-dominated (chauvinistic? or merely traditional gender roles 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.”

Liz Lucas Reynolds, class of 1987, remembers Caldwell’s influence on her professional life. “I’ve been fortunate to have many strong, professional women mentors throughout my career. Looking back, I realize Mrs. Caldwell was the first. Mrs. Caldwell inspired me to set my course for a life and career that has brought me a great deal of joy and satisfaction.”

Upon her retirement, Caldwell was active in her community with memberships at First Presbyterian Church of Columbia and the Setters Club. She was chapter regent of the University of South Carolina chapter, National Society of the Daughters of the American Colonists. She was a member of the State DAR, for which she chaired the media and public relations committees. She was a member of the National Association of Parliamentarians and the Ft. Congaree chapter of the National Society of the Daughters of American Colonists.

Bill Emerson

President Harris Pastides, accompanied by his wife, Patricia Moore-Pastides, commended the College. “How central is the work of faculty, staff, students, and alumni not only in our university, but in our nation today?” asked Dr. Pastides.

A highlight of Gamecocks on the Green Reception were stories and reminiscences of the Columbia, S.C., chapter, National Society of the Daughters of the American Colonists. She was chapter regent of the Ft. Congaree chapter of the National Society of the Daughters of the American Colonists.

Dr. Sam Hastings, SLIS director, said, “Much of our ability to be successful comes from community partnerships with organizations like Verizon.”

The College of Mass Communications and Information Studies held its fifth annual Gamecocks on the Green reception at the Congaree on Oct. 23. Eleven alumni served as honorary hosts for the family-friendly reception. The alumni guests mingled with current and former faculty and staff while enjoying light hors d’oeuvres. Cocky posed for pictures, and alumni Amanda Brewer entertained the children with her guitar and story telling.

“I’m a great way to give back to our alumni and find out what they’re doing. It’s an opportunity to see the impact of our professors and faculty,” said Talya Burkett, Alumni Society on-chair for the School of Journalism and Mass Communications.

Alumni began their homecoming weekend at the University of South Carolina by reconnecting with the people who helped them earn their degrees.

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“We knew we had to just tell the damn truth. The truth may be plenty good or plenty bad, but believe me, it’s always plenty.”

Mary Patterson Caldwell, professor emeritus of the then-College of Journalism and Mass Communications, died Aug. 29, 2009. Caldwell taught public relations from 1978 to 2000.

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We extend our gratitude to this list of donors for their contribution to the College of Mass Communications and Information Studies. This list reflects gifts received between April 27 and Nov. 24, 2020.

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

Questions? Please contact our Development Director, Terry Dixon, at 803-777-6898 or tedixon@mailbox.sc.edu.
Save the Date!

May 14-15, 2010

Stay tuned to the College’s monthly eNews to see our plans for the weekend, or visit www.mycarolina.org and click on the Events tab for USC updates.

If you are not receiving the monthly eNews, e-mail taylorem@mailbox.sc.edu and we’ll get you added!