Welcome to our
#NewHome
FROM TRAGEDY TO TRIUMPH
Shooting victim remembered

TESTING THE LIMITS
Researching declining market share

UNCENSORED: THE FREEDOM TO READ
Raising awareness for banned books

HEAR YE, HEAR YE
Social media meets mainstream business

CREATING FOR THE COMMUNITY
After the brainstorming - results that matter

THE CAROLINA DECISION
Six new professors share knowledge, research and connections

CRE PROVES ITS WORTH
Reading more interesting after Cocky visits

INTERNS: PREVIEWING THE REAL WORLD
Internships help students - and businesses

A ROOM WITH A VIEW
Dr. Bruce Rimland in the new building

#NEWHOME
Perfectly positioned, user friendly

MORE THAN LOCATION
Feels great, looks good, works well

OUR GREENHOUSE EFFECT
Kennedy Greenhouse Studio broadcasts live

RADICAL CHANGE FOR SLIS
Dr. Sam Hastings brings world spotlight to SLIS

BEYOND AIDS IN THE END ZONE
Replicating success - educating teens

CAROLINA'S CROSS-CULTURAL CONVERGENCE
China trip inclusive, life changing

MORE ONLINE

ALUMNI NOTES

ALUMNI AWARDS

DONORS
From the Dean’s Desk

Over the years – how many? – these pages have chronicled our progress and setbacks on the way to a new home for USC’s School of Journalism and Mass Communications. No more. We’re past the drawing boards, concepts, architectural renderings, blueprints, approvals, approvals and approvals, demolition, reconstruction, restoration, insulation, expansion, new construction, installation, inspection, outfitting, decoration, landscaping, staff and faculty relocation, orientation and dedication stages.

We came through Columbia’s October floods with little water intrusion or damage. Fortunately, we’d found and fixed the leaks earlier. We were like an ark.

Now we have to live up to expectations or, better, exceed them. The new building is doing that.

This issue of InterCom shows you a building full of life. You’ll see it through the eyes of faculty, like Bruce Konkle, the longest serving denizen of the Coliseum, and Keith Kenney. We honored SJMC alumni at a sit-down dinner for 75 in the building. The returning alumni were a bit envious of today’s students. We’ve hosted the university’s Board of Visitors and Council of Academic Deans. We greeted alumni at Homecoming for Gamecocks on Greene on the Sumter Street plaza. SJMC’s sister school, SLIS, held its faculty meeting in the multimedia lab. We’ve had workshops and lectures and the frenzy of CreateAthon.

What I like best is walking into the atrium each morning and seeing students seemingly draped everywhere. We set out to create a setting where students would feel comfortable and the learning environment would be enticing. Not a place to dash in for class and dash out again.

Our classrooms, labs and studios are filled. The Kennedy Greenhouse Studio is a showpiece. Our multiple big screens in the atrium, lobbies and classrooms display student work. I like to feel my fellow deans have screen envy.

And we are only just beginning to realize the possibilities for recruiting students and faculty. These new capacities are not the only things that excite us and that you’ll read about. Cocky’s Reading Express™ has turned 10. Dr. Sam Hastings is national president of ALISE.

From the front cover – a window on the new journalism school – to the back – two guys, two guitars and a couple thousand friends at dedication – we hope you like the new view.

#NewHome

Charles Bierbauer
Dean, College of Information and Communications

Dr. Samantha K. Hastings
Associate Dean and Director
School of Library and Information Science

Dr. Andrea Tanner
Interim Associate Dean and Director
School of Journalism and Mass Communications

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The Cynthia Graham Hurd Endowed Fellowship Fund has been created to remember the School of Library and Information Science (SLIS) alumna who was one of nine shooting victims in Charleston in June. Hurd was a 1989 graduate of SLIS. She had worked for the Charleston County Public Library system since 1984.

Hurd’s brother, Melvin Graham, said his sister was “not a victim, but a dedicated student and librarian, a sister, an aunt, a friend, and a confidant. She was invested in getting her master’s degree so she commuted from Charleston to Columbia and completed most of it online.”

The fund was created because of the lasting impact and dedication Hurd showed in and out of the classroom. She was a fixture in the Charleston County Public Library systems from 1984 and also worked evenings in the College of Charleston Library. In the Charleston community, Hurd served as vice chairman of the city housing authority from 2001-2003. She was an active member of Alpha Kappa Alpha sorority. The Hurd fellowship at SLIS has been endowed by alumni and faculty to assist minority students from underrepresented areas of Charleston. The ultimate goal of the gift is to increase literacy rates among 3rd and 6th grade children. Students not reading at or above grade reading level by the end of third grade are four times less likely to graduate from high school on time. Students from low-income families are six times less likely to graduate, according to data from the National Assessment of Educational Progress and the Peabody Individual Achievement Test.

The Hurd fellowship was announced at the annual SLIS alumni tea at the South Carolina Library Association conference in October. “Cynthia Graham Hurd will always be remembered as a great librarian and supporting alumna of our school,” SLIS director Dr. Samantha Hastings said. “This fellowship will keep her memory alive and help us recruit more librarians like her — with hearts and souls dedicated to connecting people with the information they need.”

Reported by Klark McKissik
For nearly as long as books have been bound, the words within them and the ideas they provoke have been challenged. “It really speaks a lot about different cultures and periods of time, what some people consider inappropriate, unhealthy and unsuitable to not just read, but have access to,” says Lindsay Rogillio, president of the Library and Information Science Student Association (LISSA). LISSA students, passionate about our freedom to read, posed as characters from their favorite challenged books for the 2015 edition of LISSA’s calendar. “We really outdid ourselves,” Rogillio said in reference to the “Scandal in the Stacks” display during 2014’s Banned Books Week that inspired this year’s ‘dark force of censorship’ calendar theme. The calendar features former LISSA president Taylor Atkinson as Alice from Lewis Carroll’s *Alice in Wonderland* and current president Rogillio as *The Awakening’s* Edna Pontellier standing in front of Thomas Cooper library. The “Scandal in the Stacks” exhibit and the banned books-themed calendar were two significant projects that helped LISSA win the New Members Round Table and American Library Association’s (ALA) 2015 Student Chapter of the Year (SCOTY) Award. In order to be named Student Chapter of the Year, the student organization must contribute to the university community, involve its members, and exemplify outstanding leadership through those activities. This is LISSA’s second time winning the SCOTY award; the first was in 2008.

Banned Books Week is an annual event observed by the ALA and celebrated nationally. Through displays featuring challenged books and a variety of events, Banned Books Week aims to educate communities that censorship is still a very serious problem, even in the United States.

The First Amendment is so important to the College of Information and Communications that it’s etched into the glass balcony of the new journalism building (see page 20). Being able to read, write and say what we choose is something that many Americans take for granted, which is why it is important to be conscious of these freedoms. Students of Professor Jay Bender’s media law class know the importance of the U.S. Constitution’s First Amendment guarantees. “When a government bans the distribution or assignment of a book it is signaling to its citizens that the government is entitled to make choices about what citizens are allowed to think,” says Bender. “Of course this is wholly inconsistent with the notion of democracy and the guarantee of the First Amendment. And, it always seems that the smallest minds are most fearful of citizens who think.”

With all the opportunities to remember what has been challenged in the past, it’s frightening to consider what might be challenged in the future. By bringing attention to the dangers of censorship, we can collectively protect our First Amendment guarantees. Imagine becoming an adult without ever knowing Holden from *Catcher in the Rye*, Pip of *Great Expectations* or Harry Potter himself.

**Banned books**

- *The Lorax*, by Dr. Seuss
  - Reasons: attempts to influence children to think of the logging industry in a negative way

- *The Adventures of Huckleberry Finn*, by Mark Twain
  - Reasons: offensive language, racism

- *And Tango Makes Three*, by Justin Richardson and Peter Parnell
  - Reasons: anti-family, homosexuality, political viewpoint, religious viewpoint, unsuited for age group

- *The Hunger Games Series*, by Suzanne Collins
  - Reasons: religious viewpoint, unsuited for age group

- *Twilight*, by Stephenie Meyer
  - Reasons: religious viewpoint and violence

- *A Light in the Attic*, by Shel Silverstein
  - Reasons: offensive language, racist

- *Reasons: attempts to influence children to think of the logging industry in a negative way*

- *Reasons: offensive language, racism*

- *Reasons: anti-family, homosexuality, political viewpoint, religious viewpoint, unsuited for age group*

- *Reasons: religious viewpoint, unsuited for age group*

- *Reasons: religious viewpoint and violence*

- *Reasons: offensive language, racist*
Hear Ye, Hear Ye
Story by Frances Hefka

The town crier has officially retired. He’s been replaced by digital marketing consultants, directors of social media and interactive project managers—new jobs created specifically for media specialists.

Annie Drowne, a 2014 visual communications graduate is now, in her words, “the liaison between our PR and social media teams” at Vineyard Vines. On a daily basis, she coordinates sample requests or locates and shoots imagery for the prep school clothing maker’s social media outlets. She handles the brand’s social accounts such as Snapchat, Pinterest, Twitter and Facebook. Drowne says that Vineyard Vines’ most valuable media platform. “With over 62,000 followers, it drives the most traffic and has the highest click-thru rate out of any social media platform we use,” Drowne says.

Broadcast journalism alumna Rebecca Cuzzo finds social media filtering through every position in the mass communication field. The 2012 graduate moved to New York, landing a job with Bloomberg News as a unit manager handling logistics for major news events, including the presidential debates. “I see how important social media is in my line of work,” says Cuzzo. “Today, people may not be tuning into television newscasts as frequently, but instead are reading a link on Twitter or streaming content they wish to view.” Fox News has an entire team dedicated to socially driven news, employing the use of digital media, and sends a social media producer to every event that Fox covers, a change from just four years ago.

Digital media is social but instead of using only words, adds video, photo and audio files to attract public interest. Social media, once just a way to entertain, now is used to inform and engage the public on a daily basis. With social and digital media platforms constantly changing, so must classes, curricula and learning objectives. Learning how to choose the information for a 140-character tweet, or a 30-second video that will attract the attention of viewers and readers is a skill that most college professors are addressing.

Brooke McKeever, a public relations professor, has incorporated how to write for social media into her PR writing course. “Many of us think that it should be very natural for students,” Dr. McKeever says. “But it was interesting to see how students learn to communicate from an organizational, rather than individual, perspective.”

Careers are being built around exactly knowing what to say under an Instagram picture for a celebrity, athlete or even the president of the United States. The town crier may have been forced into retirement, but people now crave news, information and insider scenes that he just didn’t have the breath to produce.

Students working for Ezekiel Ministries had never before created a website in 24 hours, but the energy and passion flowing from teammates and the nonprofit organization seemed to make anything possible. This is CreateAthon and it’s the only reason college students would willingly stay at school for 24 hours straight.

It was a very different experience,” said 2015 participant Charlotte Price. “Getting to know each other through our work ethics and styles and having to make those styles cohesive for our client was one of the most difficult aspects.”

On November 6-7, more than 60 students and six nonprofits joined together for an unforgettable CreateAthon. Between early Friday afternoon and mid-afternoon Saturday, their work was completed and delivered to nonprofits for their review.

“It’s not just a 24-hour creative exercise, but it’s a forum for practical solutions. Clients can go on to implement after CreateAthon’s final hour. Past participants have found value in the students’ volunteered creativity.

Epworth Children’s Home is a haven for children ages four to eighteen to escape broken family situations and find a place to grow, learn and be loved. Its main goal in participating in its new marketing and communications plan. “I thought the CreateAthon was a tremendous gift to us and the nonprofit organizations. It is a great blessing to have them work with us and push us to get a little better,” said Ely.

Edgefield County Theatre Company had a demographic problem. It wanted more local actors and was not reaching its target audience.

“CreateAthon brought us to the real world,” said Mary Benedetto, the community theatre’s president. Since CreateAthon, the theatre has expanded its advertising to include a television presence on Channel 6 in Augusta and direct emailing to reach the target audience.”

“CreateAthon was an amazing experience, but definitely stressful,” said student Cierra Michael, who participated in the Edgefield County Theatre Company project. “It was a lot of work, but very beneficial to those pursuing a career in media planning.”

As intimidating as the CreateAthon process may seem, past experiences have shown that sometimes the most creative ideas don’t hit until the 4 a.m. mark and perhaps, that hour’s third candy bar. Despite the caffeine rush and impending exhaustion, a worthy nonprofit receives a gift that is nothing short of priceless.

WHAT IS CreateAthon?
CreateAthon is a 24-hour offering of pro bono creative work directed by students for nonprofits in the community. Since 2013, the University of South Carolina School of Journalism and Mass Communications has hosted CreateAthon and offered students hands-on work experience while benefiting local nonprofit organizations. Students and nonprofits apply in advance by filling out an application on CreateAthon.USC’s website, www.createathonusc.com, to participate in the event and faculty advisors then place students and organizations into groups according to the specific organization needs and the students’ skill sets.

Below: Tutor Eau Claire group with CreateAthon members.

Top: Tutor Eau Claire logo created for the company.

Story by Michele Paulosky
In CreateAthon 2014 was to reach more potential volunteers. “It was a great opportunity for nonprofits like us who don’t have a marketing or research budget to be able to find creative solutions to the everyday problems,” said VP for Development, Andrew Boozer.

CreateAthon helped Epworth Children’s Home create a marketing plan to relate to volunteers and community groups who could be potential mentors to the children. Using the brochures, postcard and volunteer map created by the student and mentor team, Epworth Children’s Home has been able to secure 25 percent more mentors eager to work with the program.

Tutor Eau Claire, a 2013 participant, needed a website with a better presence to increase community awareness and provide help and resources, as well as distributing information about dyslexia or provide effective tutoring, at little or no cost to the families. With a new logo, brochure and website design, Tutor Eau Claire has at least tripled e-commerce and information website traffic in the two short years since CreateAthon, according to director Tracey Ely. The literacy outreach program has been able to help more families and young readers because of the creative solutions implemented.

The 2012 graduate moved to New York, landing a job with Bloomberg News as a unit manager handling logistics for major news events, including the presidential debates. “I see how important social media is in my line of work,” says Cuzzo. “Today, people may not be tuning into television newscasts as frequently, but instead are reading a link on Twitter or streaming content they wish to view.”

Facebook: The name of a company, organization or website that drives its traffic to social platforms, people sharing videos to show their friends.

Twitter: An online social networking service that enables users to send and read short messages called ‘tweets.’

Pinterest: An online pinboard service that enables users to create boards and organize images, videos and links called ‘pins.’

www.createathonusc.com, to participate in the event and faculty advisors then place students and organizations into groups according to the specific organization needs and the students’ skill sets.

Top: Tutor Eau Claire group with CreateAthon members.

Story by Michele Paulosky
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The Carolina Decision

Story By Will Yorath

New professors have joined the faculty of the College of Information and Communications to share their knowledge with students, enhance their research capabilities, strengthen connections to the field, and find a professional home in an academic world.

ZONGCHAO (CATHY) LI, Ph.D.
Ph.D., Strategic Communication, University of Miami

The Carolina decision: Dr. Li came to USC mid-2015 and was attracted to the school because of its reputation as an R1 research institution and its balance between teaching and research excellence. May we quote you? The changing media environment is “something that has become an indispensable part of the organizational communication strategy,” says Dr. Li. She believes students should be trained as communication leaders, not technicians.

Teaching and research: Dr. Li’s research highlights the shifting power balance between businesses and individuals and focuses on how new media have changed interactions between organizations and users. Classes she has taught include Public Relations Campaigns, Social Media Strategies and Public Relations Research.

AMIR KARIAMI, Ph.D.
Ph.D., Information Systems, University of Maryland, College Park

The Carolina decision: Dr. Kariami came to the school because it offered an environment in which he could both teach and complete his research. May we quote you? “I am very excited to join the School of Library and Information Science as one of the top 20 schools in the nation. In addition, the high degree of research collaborations both inside and outside the school impressed me.”

Teaching and research: His research focuses on discovering thematic structure in text collections using both supervised and unsupervised techniques to create new models and applications in medical, social networks, cyber security, and library science. Dr. Kariami is also involved with the analysis of social media and its effect on the public. In fact, some of his research in the past included analyzing the geographical effects of social media on the 2012 presidential election.

LEIGH MOSCOWITZ, Ph.D.
Ph.D., School of Journalism and Mass Communications, Indiana University

The Carolina decision: Dr. Moscowitz came to USC School of Journalism and Mass Communications because it offers a larger platform for her work along with research and Ph.D. programs. Dr. Moscowitz is continuing her research at USC, which examines the cultural production of news and the politics of media representation. The School of Journalism and Mass Communications also provides Dr. Moscowitz with an opportunity to write in an advanced field and continue working on what will become her third published book.

Teaching and research: Dr. Leigh Moscowitz teaches courses in the undergraduate and graduate programs in media and public relations writing, research methods, media literacies, and gender in media. She creates a collaborative and experimental learning environment by integrating problem-based models, partnerships with community leaders and organizations, and the latest technology tools into her classes.

LAURA SMITH, Ph.D.
Ph.D., Journalism, University of Texas at Austin

The Carolina decision: Dr. Smith came to USC first in 2004 then moved to Austin, TX in 2007, and returned to USC in 2015 as a Hearst visiting professor. She loves the new fully formed broadcast center and wants to teach the new generation of students to bring intellectual practices and interface teaching and real world techniques.

May we quote you? “The new facilities are amazing and paramount in attracting students from all over the country,” says Dr. Smith. “The fast-paced content of our world forces us to find a practical conversation and prepare our students to enter the professional world as fully formed journalistic beings.”

Teaching and research: She wants to teach the younger generation how to provide and impact useful democracy broadcasting information without disparaging media legacy as its core values play a huge role. Dr. Smith is also a liaison between the Association for Education in Journalism and Mass Communication (AEJMC) and the Radio Television Digital New Association (RTDNA). She uses her role between these two as a way to find a professional home in an academic world by teaching in a way that looks through the lens of professional experience.

KEVIN HULL, Ph.D.
Ph.D., Mass Communications, University of Florida

The Carolina decision: Dr. Kevin Hull is a former television sports broadcaster who came to USC’s School of Journalism and Mass Communications because it had the right combination of resources that would help his teaching and research career blossom.

May we quote you? “I am very excited to experience and teach the inevitable changes in journalism here at USC.”

Teaching and research: While at USC, Dr. Hull wants to use his real-world examples and his own experience in the business of television broadcasting to further engage students in his classroom. Other goals include preparing students for real-world broadcasting, expanding the broadcasting program, and creating more sports journalism classes.

MILES ROMNEY
M.P.C., Masters of Professional Communication, Westminster College

The Carolina decision: Miles Romney came to USC this past summer with the hopes of broadening the journalistic aspect of sports within the School of Journalism and Mass Communications. Romney is completing his doctorate in Mass Communications at Arizona State. He was attracted to USC’s School of Journalism and Mass Communications because of the new facilities and resources as well as our extraordinary emphasis on broadcasting.

May we quote you? “Information is being disseminated faster than ever, and every aspect of traditional media is combining into one,” says Romney. “My goal is to teach students how to become media members, not just average users.”

Teaching and research: As a teacher of mass communications, Romney wants to call attention to the importance of the traditional model of mass media, while encompassing the ever-growing technological world. Romney also wants to focus his teaching on the proliferation of nationwide talk radio and its evolution from a local function to a form of mass communications.
Cocky’s Reading Express visits Prosperity Rikard Elementary School to promote literacy and better reading habits in South Carolina.

Story and Photos by Adam Collins

The program is hoping to soon expand its literacy outreach approach to other universities.

The data is clear: CRE is getting students excited about reading. With the program’s helping hands, the futures of South Carolina students look more promising than ever before.

“Do you like to read?”

From Sept. 2013 to March 2014, CRE surveyed students at two Calhoun County schools, analyzing their attitudes toward reading before and after the program.

The kids at Little Mountain Elementary proudly show off their stickers promising Cocky to read every day.

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Interns: Previews the Real World

Story by Rixey Moore

The job market for recent college graduates is increasingly competitive, and the presence of an impressive summer internship on one’s resume has become a standard. All students in the college are encouraged to pursue internships. The summer before senior year is one of the most important times to shine in front of potential employers.

The following three journalism students shared their internship experiences.

RAVEN ELLIS

During the summer of 2015, senior Raven Ellis was a public relations intern at the T. Howard Foundation, which is open only to minority students. The day-to-day responsibilities of her internship varied. “No day was ever the same. I would usually come in, pull media from the Internet and create a press summary. But the afternoons were up in the air. My duties ranged from booking a helicopter for Tatiana Maslany (Star of BBC’s hit show Orphan Black) to wandering the streets of New York to buy wigs for Comic Con,” said Ellis. She hopes to return to New York to pursue a career in public relations and fashion. Her dream job is to one day be the editor of a fashion magazine such as Elle or InStyle.

ALYSSA SHILLINGFORD

Alyssa Shillingford applied for many internships and spent her summer in Columbia working for the University of South Carolina Athletics Department. She was able to combine her love of sports and journalism by helping to prepare for the department’s grassroots marketing events in North Carolina and South Carolina. She especially enjoyed the fast-paced nature of her work. “Each week you’re preparing for a new event or another game, so it’s important to be able to multi-task and stay organized,” she said. “I love the constant activity in the office because it’s never boring.” Shillingford’s passion lies within the fan experience and the dreams of being a part of a communications team that develops strategies for attracting fans to a stadium or ballpark and engaging them in the experience once they are there.

BENJAMIN BARNETTE

Senior Ben Barnette interned for the St. Louis Cardinals during the Spring 2015 semester. As an athlete – he played on the USC tennis team for three years – working for a major league team was very appealing. His duties included writing press releases, looking over game notes, researching media outlets that wanted to interview players and traveling with the team. By the end of his internship, Barnette, who was the Cardinals’ only public relations intern, said that he felt he was trusted by the organization and liked the essence of a team-style work environment. He doesn’t know exactly what his dream job would be, but if the Cardinals offer him a job, he will gladly return.

SEEKING AN INTERN?

Journalism and Mass Communications: Beverly Dominick, bdominick@sc.edu

Library and Information Science: Lauren Brown, brownlw@mailbox.sc.edu

A Room with a VIEW

Story By Gabriela Santos

After 46 years of being housed in the lower level of the Carolina Coliseum, the School of Journalism and Mass Communications opened for classes on August 20th. Faculty, staff and students were greeted with substantial technological upgrades to the new building and a new central location on campus.

Dr. Bruce Konkle, the faculty member in the journalism school who has spent the most time in the Coliseum, believes that students and faculty have a newfound positive attitude. Asked why, Dr. Konkle responded, perhaps only half-jokingly, “The answer is simple...we now have more monitors and have a newfound positive attitude.” Since Dr. Konkle now teaches in the visual communications sequence, almost all of his classes are taught in the building’s five computer labs. He believes that his teaching style has not changed, “although we now have more monitors for students to swivel their heads around and look at.” In Dr. Konkle’s opinion, the noticeable difference is the quantity and accessibility of computer labs, the fantastic new broadcasting facility and the numerous windows that line the inside and outside of our new facility.

The noticeable difference is the quantity and accessibility of computer labs, the fantastic new broadcasting facility and the numerous windows. -Dr. Konkle

"Everyone should experience a class with him,” said Rachel Scola, one of Dr. Konkle’s students. “He’s a very understanding and caring teacher; but he also knows how to ensure you’re learning something.”
Nestled among the USC Horseshoe, Thomas Cooper Library and Russell House, the new home of the School of Journalism and Mass Communications is located in the heart of campus. After being far away in the basement of the Coliseum, journalism students have a new, state of the art home with a view.

During the Fall 2015 semester we have celebrated with alumni, students and staff with dedications and concerts. Darius Rucker and Mark Bryan performed on the Horseshoe to a full crowd. After the concert, alumni came back to the new building to clink champagne glasses and look into the new labs and studios. This is just the start of what this building will hold.
In the Coliseum, the journalism school often seemed as if it were apart from our university campus. Now, not only is the new school on central campus grounds, but students and faculty can now enjoy walking through the Horseshoe and gardens to get there.

But beyond location, what does it have to offer? From a new visual communications studio for photography uses to glass-walled studios and laboratories, pristine classrooms and offices, this fulfills the wish lists of both students and faculty.

Dr. Keith Kenney, a visual communications professor, immediately incorporated the new light studio into the photo visual communications courses he teaches. The studio includes strobe lights and reflectors to create a color, quality and direction of light that serves the photographer’s needs. It will teach students how to control the direction, quality and color of light.

"I was photographing for a studio assignment in the new studio, which I didn’t think I’d be into at first, but I actually ended up going back in my spare time to take more pictures,” says visual communications student, Morgan Holton.

This studio will be particularly beneficial for the students because it involves hands-on, top-of-the-line photography equipment. It allows students to build up their portfolios and get inspired for their future in the photography world. "Great work can be done here,” says Dr. Kenney.

"The building has provided new opportunities to form new relationships and I think there is a spirit of collaboration that might have been missing,” says Jeff Ranta, an instructor and doctoral student.

According to Ranta, at CreatAthon this year (see article, page 11), something was different, in a good way. There was a handful of added technology that impacted the event that was never possible before. It was even easier to manage the flow between one part of the building to another, as opposed to the Coliseum. "As far as digital communication, we need to get used to it, which is good because the rest of the world is going that way. To represent and create multimedia in classrooms is much more user friendly," he said.

Public relations student Alexandra Solomon says, “I definitely feel better about being here. The new building has provided opportunities to form new relationships.” She appreciates the new building because it provides good resources for all students. She has seen a significant increase in communication with professors. Even classmates are working together more to get their work done. "Not only are we putting our brains to good use in the new building, but we’re getting comfy, too. There is an increase in mobility that seems to invite you to move around and get comfortable,” Solomon said. “Comfort may increase productivity and commitment. Students can now kick back and relax in their workplace while building relationships with their classmates.”

The building has provided new opportunities to form new relationships and I think there is a spirit of collaboration that might have been missing.

-Instructor Jeff Ranta

Story by Julia Bais

New Building Offers More than Location
Move over 30 Rock! The greenhouse studio at USC features mass communications students broadcasting live. This state of the art studio offers hands-on production experience while fellow classmates watch. As a 1984 graduate, I am so proud and excited to see the "action" begin. Use this studio to broadcast innovation and creativity to all.

- Lou Kennedy

These words are engraved on the Kennedy Greenhouse Studio, the School of Journalism and Mass Communications’ new, high-tech broadcast studio.

The glass-box greenhouse, adjacent to the new J-School building, is similar to the studios seen on morning television news shows. The studio provides a real life experience for students. Senior broadcast students will produce daily news segments in the greenhouse as part of their Carolina News broadcasts.

Student organizations, like Student Gamecock Television (SGTV), will also use the space. On Monday, Nov. 16, SGTV produced the first live, student broadcast from the greenhouse.

The greenhouse was completed in late summer and features a broadcast studio, a control room, an office and a dressing room. The greenhouse connects to the main control room in the new J-school building, which connects to University Technology Services in the USC School of Law. From there, signals go to ETV, which can transmit to almost anywhere, making the greenhouse studio USC’s televised link to the world.

Construction of the studio was made possible by a $1.5 million donation from Lou Kennedy, a 1984 alumna of the J-school and President and CEO of Nephron Pharmaceuticals, headquartered in Orlando, Florida. In 2010, Lou and her husband, Bill, donated the funds for the Kennedy Pharmacy Innovation Center at the university’s College of Pharmacy.

"As an alumna of the journalism school, I felt it was important to give back to the place that gave me a foundation for success," said Kennedy. "I envision the studio being the hub of information exchange for the university. I hope to see students learning from one another and sharing ideas to become better journalists."

The J-school hired Britt Hogg this fall as the greenhouse studio’s operations manager. For the past 10 years, Hogg was the audio visual manager at the Columbia Metropolitan Convention Center. "This is an exciting time to be at the J-school, and I am honored to be a part of it," Hogg said.

The greenhouse will not only serve broadcast journalism students. It is designed to be a hub for broadcast communications from USC and Columbia. "I want the greenhouse to be used, not only by students, but extend to people in the community as well. It is a beautiful space that needs to be enjoyed by all," said Kennedy. That can range from USC President Harris Pastides to all the presidential candidates who will be in Columbia for the South Carolina primary in February.

Kennedy looks forward to sharing her gift with current and future students. "It is even better than I dreamed when we first talked about it. It is fabulous that we did not take away from the surrounding gardens and the fact that this was originally a greenhouse," she said.

"The new home for the School of Journalism and Mass Communications is a state of the art reflection of what can be achieved. The students today are our future leaders."
Dr. Samantha Hastings carries more titles than you can reasonably fit on a business card. She is director of the School of Library and Information Science, associate dean in the College of Information and Communications, and current president of the Association for Library and Information Science Education (ALISE).

Her role in ALISE raises the stature and recognition of SLIS and its director among North American schools of library and information science education. As ALISE president, Dr. Hastings is responsible for organizing the annual conference program, which serves as a platform for presentation of research, ideas, grants, and the ALISE membership's expertise.

“The opportunity to talk on a national forum about the quality of our school and our students came through the ALISE presidency,” Dr. Hastings says.

The 2016 annual conference, which will be held January 5-8 in Boston, is titled “Radical Change: Inclusion and Innovation.” ALISE members will explore inclusive practices and innovative strategies in teaching and research, with special interest in cultural diversity, digital societies, intellectual freedom, social justice, and international resources.

Alongside Dr. Hastings’ presidential initiatives, Dr. Elise Lewis, a SLIS assistant professor, is in charge of a program at ALISE called the “unCommons.” According to ALISE, “the unCommons is a gathering point where colleagues and contemporaries can share ideas, brainstorm and network, meet for an impromptu presentation, hold a one-on-one meeting, or engage in a lively debate.”

“Networking and learning doesn’t always have to happen in a formal environment,” says Dr. Lewis.

SLIS faculty contributions at the national and international level show a significant dedication to the field of library and information science education.

Dr. Hastings says, “The passion for what we do is what makes me excited to walk through the doors of Davis (College) every morning…We do research that changes people’s lives.”
In July 2016, South African teen literacy book clubs will be given an opportunity to write, design and publish a graphic novel to teach other young adults in their area about the dangers of HIV/AIDS.

School of Library and Information Science professors Dr. Kendra Albright and Dr. Karen Gavigan will team up with the Project for the Study of Alternative Education in South Africa (PRAESA) to give teens this chance. PRAESA, an independent research group affiliated with the University of Cape Town, reached out to Dr. Albright and Dr. Gavigan during their conference trip to Cape Town this past summer. The organization specifically is interested in conducting research that contributes to the development of education for the literacy of South African children.

In 2014, the two SLIS professors created a graphic novel, Aids in the End Zone, from their academic research on teen well-being in South Carolina. Dr. Gavigan has spent a majority of her life’s research working with graphic novels and experimenting with their story-telling ability. “Graphic novels are a format, not a genre,” said Dr. Gavigan. “They encompass many genres.” Working with a group of young men attending high school in a South Carolina juvenile justice facility, the professors used the graphic novel to advocate a “teens-educate-teens” teaching style. The story of Aids in the End Zone was written by the incarcerated teens. Subsequently, the professors found that not only did South Carolina and North Carolina teenage students prefer Aids in the End Zone, but the teens also experienced greater gains in knowledge by reading the entertaining, fictional graphic novel than by reading materials distributed by the federal Centers for Disease Control.

Then came a trip to South Africa, where Dr. Gavigan and Dr. Albright were invited to speak and present their research at an International Federation of Library Associations and Institutions (IFLA) conference in Cape Town. Through USC’s Walker Institute of International and Area Studies, the two received a Faculty Research Grant for $3,000 that helped pay for the trip to Cape Town. Dr. Albright also received funding from PRAESA. Currently, the professors are working as Editor-in-Chief of Libri for a year.

The idea for a South African version of Aids in the End Zone emerged from the conference. The two professors and PRAESA are currently seeking funds for the return trip. The story will be created and told by PRAESA’s book clubs, just as the incarcerated youth in South Carolina had the opportunity to do, but it will be unique to the African culture. “Kendra and I are delighted to have the opportunity to collaborate with the PRAESA staff and a graphic illustrator to create a graphic novel on HIV/AIDS prevention with South African teens,” said Dr. Gavigan. “This partnership will enable us to fulfill one of our project goals of conducting our research in Africa, the continent that has the highest HIV/AIDS rate in the world.”

Their initial research proved successful and secured interest from PRAESA. Now, secondary research, or what Dr. Karen Gavigan and Dr. Kendra Albright call their “Phase Four,” is expected to replicate the program’s success internationally and foster organizational relationships between two universities.

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Cross-Cultural Convergence

Last summer, two South Carolina professors created and executed an innovative and culturally inclusive study abroad program that changed the perspectives of the students who participated.

In just 26 days, they and eight School of Journalism and Mass Communications students interacted with Chinese students in and out of the classroom, produced a number of culture-based multimedia projects and found friendship thousands of miles away from home. Senior Instructor Scott Farrand and Dr. Ran Wei, both School of Journalism and Mass Communications faculty, led a group of multimedia students on a trip to Tianjin Normal University, seeking to capture and tell stories unique to that region and culture. The trip was anything but an on-the-bus, off-the-bus experience, and the Chinese hosts’ hospitality made the program all the more rewarding for the South Carolina students.

Prior to the trip to China, Farrand had extensive experience in educational programs around the world, traveling to or collaborating with educators from Germany, Dubai, Russia, the Netherlands, Argentina and Malawi. Rather than simply adding to the list of countries he had visited, Farrand wanted to innovate, change the way educators looked at international study, and leave a unique footprint. Dr. Wei, an accomplished researcher of Chinese multimedia, worked with his connections to make sure this trip was unique, giving students access to experiences not available through standard study abroad programs.

Farrand challenged his new Chinese partners: “Why don’t we do something we’ve never done before? Why don’t we bring our students together to do something? What if we make the exact same class for both sides? Our faculty will teach part of it. Your faculty will teach part of it. It will be as if it’s one class. We’ll just have people from two sides of the planet working in the same class.”

The SJMC contingent departed on June 1. From the trip’s inception, the faculty at Tianjin Normal University were overwhelmingly accommodating, providing students with dining cards and proper housing arrangements.

Now settled in their temporary home, it was time to get to work. “When I first got there, I was hoping to have maybe one or two professors who would help us,” said Farrand. “By the time I laid out the plan for the program, I had six or seven professors who wanted to be a part of it.”

Their enthusiasm, however, paled in comparison to that of the students. Within days of their arrival in China, South Carolina students were invited to play basketball, have lunch and go out at night with their Chinese counterparts. The South Carolina students, now without their Facebook, Twitter and Instagram, joined their Chinese social media to connect with their new friends. “I knew we hit it out of the park,” said Farrand. “They appreciated it.”

“I really enjoyed seeing their way of learning compared to ours,” said sophomore broadcast major Andrea Esselman. “Maybe it was just the particular group of students I was with, but it surprised me how incredibly dedicated they were to the project. We would ask for a vague type of interview, and they would come back the next morning with two interviews set up for that day and a whole day trip planned out.”

There were challenges, no doubt. But the most rewarding portions of the trip came from overcoming those and finding a way to grow closer to new culture. “Despite the language barrier and the different customs, it was easy to forget I had left America,” said Esselman. “Before the trip, I assumed I was going to the world of Disney’s Mulan, with traditional Chinese architecture, clothing styles, and social customs. While I was there, I saw skyscrapers, bustling modern cities, modern fashion, and the most up-to-date technology. At the end of the day, we are not that different. That was very humbling for me.”

Xiangqi, or Chinese Chess, was the focus of one of the multimedia projects. Students were brought to tears at the streets to document the game’s prevalence in the country’s culture. “The Chinese students helped us find chess players to interview, including old professors and a professional player,” said Esselman. “We spent a good amount of time out on the streets talking to people who were playing. When we came home, we put together a video that gave an overview of how the game works and what its place is in society today.”

Even the president of Tianjin Normal University sat in on class sessions, spending time with each bicultural group in their final days together. Even more apparent were the emotions of the students, who were brought to tears at departure time. “My little world has gotten a lot bigger, and my mind is much more open,” said Esselman.

Farrand hopes educators will see this program as an example of the opportunities that come from cultural convergence and students will be inspired to take more chances. “Most students pick the safe abroad program,” said Farrand. “You can try something really different and that is what college is all about – trying something different. It serves as an inspiration to the other students.”

You can try something really different and that is what college is all about – trying something different.

- Scott Farrand
2015 Alumni Awards Dinner: Creating a Legacy

Story by Cassie Jenisek and Jake Vitale

ET Executive Vicky Free returned to campus to take home a distinguished alumni award and to announce the endowment of a new scholarship.

Free is Executive Vice President and Chief Marketing Officer for BET Networks. She announced her commitment to support the journalism school with a scholarship to be awarded to minority students planning to major in journalism. Free said the scholarship would be “for minority students who are much like me, who didn’t necessarily see themselves in these roles but had enough faith and vision to believe it was possible.” She also thanked her family and her J-school home for helping her “redefine what success looks like in my life.” She said the journalism school was “the foundation of any success I’ve ever achieved… but not everyone can say that and we should never take that for granted, and I don’t.”

Free was one of five School of Journalism and Mass Communications alumni honored in the first awards dinner held in the new journalism school building.

The honorees for significant professional achievement were Distinguished Alumni Kelly Davis and Vicky Free and Outstanding Young Alumni Drew Brooks, Maddy Foust Kassel and Caroline Love.

Kelly Jackson Davis, PR Director at Riggs Partners in West Columbia, S.C., uses her award-winning PR expertise to help nonprofit, public health and philanthropic organizations. Notably, Davis was a consultant to the Campaign for Tobacco-Free Kids and the South Carolina Tobacco Collaborative. She managed media relations and public affairs for a campaign that increased South Carolina cigarette tax with the end goal of reducing youth tobacco use.

Davis said it is “humbling to be considered in the company of people I looked up to… amazing professors and incredible mentors.” She remarked that the new building is more than a thoughtful design. “It’s not just that it’s beautiful… it’s the commitment the college has made to providing better opportunities for students.”

Drew Brooks received his award for his work as Military Editor for The Fayetteville Observer, which covers Fort Bragg, one of the nation’s largest military bases. He also reported for the newspaper on U.S. combat operations in Iraq and Afghanistan.

Maddy Foust Kassel is an associate director for ESPN and has been nominated for two Sports Emmy Awards. A former broadcast major, Kassel returns to campus frequently to speak with students about what the industry is like and to offer advice.

Caroline Love is Vice President of Operations for Hampton Creek, a San Francisco technology company specializing in healthy and sustainable food. Love thanked professors who made an impact on her life. “Being back here tonight has me thinking about the power of an educator.” She said, “Thank you for inspiring your students for me ten years ago.”

Can you spot where these images live in the new School of Journalism and Mass Communications?

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ELIZABETH QUACKENBUSCH
Senior Director of Development
eilquackenbush@usc.edu

KATIE BULLARD
Assistant Director of Development
kbullard@mailbox.sc.edu
1970s
Hilt, Bobby, BA, 1973, was named to the Free Times list of the 50 most powerful people in Columbia.

Monk, Fred, BA, 1971, is the president of ECI/Find New Markets in Columbia.

Peterson, Richard, BA, 1976, has been appointed president and CEO of the Lake Murray Chamber of Commerce.

1980s
Bell, Anthony, BA, 1980, is director of human resources for the County of Spartanburg, S.C.

Carlson, Beverly (Gulledge), BA, 1984, has joined Physicians Mutual in Omaha, Neb., as director of corporate communications and brand management.

Korczek, Christine (Rockwell), BA, 1980, is a marketing strategist and communications leader for Aflac in Atlanta.

Hill, Mary Beth (Heenan), MMC, 1987, is chief communications officer for Lexington County (S.C.) School District One.

Hostetler, Heidi (Rodermund), BA, 1986, has been featured in her debut novel, The Inheritance. She is an advisor for the BSA Venturing crew, a co-ed adventure youth group for ages 14-21. Her oldest son will attend USC next fall.

Nicholson, Michele, BA, 1984, has joined the Okaloosa County (Florida) Sheriff’s Office as public information officer.

Rhodes, Gwen, BA, 1983, is owner of Write-McCraft in Jacksonville, Fla.

1990s
Huggins, Melanie, MLIS, 1995, was named to the Free Times list of the 50 most powerful people in Columbia.

Kennard, Lorena, MLIS, 1999, is director of the Morris Area Public Library in Morris, Ill.

McCarthy, Gayle, MA, 1999, is a freelance travel writer in Chatham, N.J.

McLemore, Marian (Douglas), BA, 1994, won a gold award from the National Rural Electric Cooperative Association in Best Event for Bright Ideas Prize Parade. She also won a first place award from the Cooperative Communicators Association in Miscellaneous Print for Flint Energies History Wall.

Shea, David, BA, 1992, has been named a Fellow in the American Academy of Matrimonial Lawyers.

Thomas, Carmen (Harpar), BA, 1995, has been appointed to a three-year term on the University of South Carolina Board of Visitors. Thomas is a partner in Nelson Mullins Riley & Scarborough’s Columbia office.

2000s
Bajan, Justin, BA, 2005, is a senior copywriter for the Martin Agency in Richmond, Va. won a Silver Titanium Carnes Lion for his company’s Benjamin Moore advertisement.

Bristow, Brook, BA, 2003, was named to the Free Times list of the 50 most powerful people in Columbia.

Burrell, Jonah, BA, 2004, is account management director for Vevue in New York, N.Y. He leads the U.S. account management team to ensure that clients’ campaigns successfully achieve their goals and objectives. Vevue music, culture and growth are also essential to his leadership.

Coats, Ami (Tadlock), MMC, 2001, is a Leadership South Carolina Class of 2015 graduate.

Drummond, Steven, BA, 2001, is director of communications for Carolina Panthers NFL in Charlotte, N.C.

Farquhar, Loren (Nix), BA, 2004, is director of media relations and marketing for Adventist Healthcare Shady Grove Medical Center in Rockville, Md.

Folks, Andrew, MMC, 2003, is the existing industry and business manager for South Carolina Power Team in Columbia.

Jamieson, Kim, BA, 2006, has been named to the Free Times list of the 50 most powerful people in Columbia. She is also a Leadership South Carolina Class of 2015 graduate.

Kidd, Aaron, BA, 2007, is editor for Stars and Stripes in Tokyo, Japan, and serves as deputy chief of staff for the Pacific region.

Killick, Valene (Sims), BA, 2007, MMC, 2013, is owner of VK Creative, a graphic design, branding and web design company.

Love, Caroline, BA, 2006, is vice president of operations for Hampton Creek in San Francisco, Calif.

Marshall-Green, Taylor, BA, 2000, is supervising producer on numerous television and reality shows, including Animal Planet’s “My Cat From Hell” and Spike’s “Catch a Contractor.”

McTeer, James, MLIS, 2008, won the 2014 South Carolina First Novel Prize for his book Minnow. McTeer is a school librarian in Columbia.

Molleda, Juan-Carlos, Ph.D., 2000, has been selected as one of four 2014-15 University of Florida Doctoral Dissertation Advisor/Mentoring Award winners, honoring excellence in doctoral mentoring. Molleda is the Public Relations Department Chair at the University of Florida.

Moten, Kenneth, BA, 2004, has joined ABC News, where he is a senior producer.

Needham, Nicholas, BA, 2009, has joined Charlotte Douglas International Airport as community and public affairs manager. He handles media relations, social media, internal/external communications and educational outreach, and airline partnerships.

Roberts, Linda Estridge, MLIS, 2004, has retired from New Heights Middle School in Chesterfield County School District. She worked as a media specialist for the past 10 years. She will continue to work in a new district. Roberts remained last year after her position was widowed in 2012.

Rourke, Shawn, BA, 2006, is a designer/producer for Amazon.com in Seattle.

Stark, Colleen, BA, 2006, is supervising producer for the state Department of Employment and Workforce.

Wolfe, Wes, BA, 2005, is a staff writer at The Free Press in Kinston, N.C.

2010s
Burke, Leacy, MMC, 2015, has been promoted to communications director for U.S. Congressman Joe Wilson in Washington, D.C.

Concepcion, Beth, Ph.D., 2011, was one of six members of AEJMC (Association for Education in Journalism and Mass Communication) to be selected to participate in the 2015-16 Scripps Howard Foundation Visiting Professors in Social Media Program. Concepcion will fulfill her grant at Digital.BI in Chicago this summer. She is dean of the School of Liberal Arts and chair of the writing program at Savannah College of Art and Design in Savannah, Ga.

Dawsey, John, BA, 2012, has been named to City and State’s Young Under 40 Rising Stars list for New York City. Dawsey is a reporter for The Wall Street Journal, covering New York City Hall for the Greater New York team.

Daly, Haley, MLIS, 2012, has been elected the 2015-16 President of the SC Coastal Chapter of ARMA (Association of Record Managers and Administrators). She was also selected as an Education Monitor for the 2015 ARMA Conference in Washington, D.C. in October and awarded a Education Reimbursement Scholarship from the ARMA International Educational Foundation.

Drowne, Annie, BA, 2014, has joined Vineyard Vines in Stamford, Conn., as public relations and social media coordinator.

Haught, Matthew, Ph.D., 2014, is an assistant professor of Journalism at the University of Memphis.

Huggins, Jessica, BA, 2010, has joined accounting and consulting firm, Webster+Rogers LLP, as marketing manager of the firm’s Florence headquarters.

Kaweski, Melissa, MLIS, 2015, is a library media specialist with Fort Mill Schools.

Khushruyan, Isabelle, BA, 2014, is a reporter for the Washington Post covering the Washington Capitals professional hockey team.

McGee, Ashley (Randall), BA, 2010, is a marketing and digital media coordinator for RION, North America in Summerville.

Owen’s Sally, BA, 2012, is an administrative/marketing assistant with Paragon+Will Architects and Planners in Charleston, S.C.

Sargent, Naomi, BA, 2012, has joined the Spartanburg Area Chamber of Commerce as college town and quality of place director. She will work to further the community’s activities, impact and visibility of Spartanburg, and position its quality of life in future employees, students and residents.

Sutton, Patrick, BA, 2013, has been promoted to Vice President at Paragon Public Relations, a financial communications firm based in Hoboken, N.J.

Thackers, Emily, BA, 2015, is a program specialist for MMC, a marketing communications company.

Trusty, Meggie, BA, 2013, is an executive assistant for the Office of Congressman J. Randy Forbes in Washington, D.C.

Wenam, Bella, MLIS, 2013, has joined Colonial Life in Columbia as an archival officer.

Westbury, Ann, BA, 2012, has joined United States of South Carolina’s Office of Undergraduate Admissions’ marketing team, where she creates marketing materials and publications for RION North America in the incoming freshman class. She also does freelance work through Feather + Fern, her personal graphic design company.

Submit your Alumni Notes to REBEKAH@mailbox.sc.edu
Why do I support the School of Library and Information Science? SLIS gave me life-changing opportunities from which I still benefit, and I want a younger generation to have that same experience.

-Jack Bryan
SLIS ‘74 & ‘86

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Students who produced the two most recent issues of InterCom have earned several 2015 MarCom Awards from the Association of Marketing and Communications Professionals.

Spring 2015 issue:
- Magazine/Educational Institution – Platinum
- Design (Print)/Magazine Cover – Platinum
- Writing/Magazine – Gold
- Design (Print)/Magazine Interior – Honorable Mention
- Design (Print)/Magazine – Honorable Mention

Fall 2014 issue:
- Writing/Magazine – Platinum
- Magazine/Educational Institution – Gold
- Design (Print)/Magazine Interior – Honorable Mention
- Design (Print)/Magazine – Honorable Mention