Cocky welcomes Dean Reichert and family

Plus

ALUMNI AND FACULTY PROFILES
New Programs/New World
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Cocky welcomes the new dean and his family. Photo by Alison Moons

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Let’s Stay Connected.

When Dean Bierbauer opened this column in the spring issue of InterCom, he said the college was on the cusp of picking a new dean. Well, here I am. Odds are you’ve already read one of the many introductory emails, letters or web articles I’ve written since taking the helm Aug. 1.

There’s also a profile of me by public relations student Jalesa Cooley on page 18 – I won’t spoil that for you by divulging too much here, but I would like to update you on where the college stands and where we hope to go.

When I started this fall, I was joined by nine new faculty. You can read profiles of them in this issue. We also welcomed staff members Rushondra James (CIC), Mike Corbo (SLIS), Marne Jenkins (SJMC) and Pamela Hoppock (SCCCBL).

This happened at the same time that the college’s enrollment increased by a whopping 13 percent. We welcomed the largest freshman class to date. To say we’re growing would be an understatement.

I’ve become a part of a vibrant base of alumni and community partners who are always willing to share their expertise with our students. Case in point: A record 70 mentors signed up for the college’s Mentor Match program this year. It’s safe to say that more students are learning from industry experts than ever before. We hope to continue that trend by opening our doors and seeking opportunities for collaboration with professional organizations.

Our two schools are working to increase their collaboration, too. In the spring, undergraduate students from the SJMC and SLIS will join forces at the South by Southwest Conference, a unique experience that’s sure to inspire learning and innovation (made possible thanks to the generosity of our Dean’s Circle Society members). We’re finding common ground in our curriculum. And, our college-wide new student orientation sessions are fostering relationships before classes even begin.

There’s a lot happening at the CIC, and a lot more on the horizon. We want you to be a part of our future. Volunteer to be a mentor. Reconnect with us at our events. Hire our students. And support our initiatives – whether that be scholarships, travel abroad, programs or faculty research.

And, of course, read InterCom. We’re lucky to have a crackerjack team of writers, photographers, graphic designers and editors bringing our stories to your mailbox each semester.

Go Gamecocks! 🐞

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Dr. Tom Reichert
Dean, College of Information and Communications

Dr. R. David Lankes
Associate Dean and Director
School of Library and Information Science

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

Elaine Arnold
Senior Director of Development

Hope Branhm
Assistant Director of Development

Patsy Hall
Webmaster

Lewis Zeigler
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Quick TAKES

THE CIC RESEARCH IS STRONG!

Journalism and Mass Communications
Consistent with its role as a Carnegie Foundation-designated doctoral university with “very high research activity,” SJMC faculty and students are involved in a broad range of research projects with funding from sources including the National Science Foundation, the U.S. Department of Education, the U.S. Department of State and Health Sciences South Carolina.

Library and Information Science
Faculty and students participated in more than $1,000,000 of external research and development grants last year. SLIS has been recognized for research and service to the profession with some of the highest accolades.

GET THERE FASTER

The College of Information and Communications is now offering an Accelerated Master of Mass Communication program. Undergraduate students with a minimum GPA of 3.4 can take up to 12 hours of graduate coursework (500-level or higher) once they’ve completed at least 90 credit hours of undergraduate work. Students will take an additional 24 credit hours.

The M.M.C. Program includes 36 credit hours and a 450-hour practicum, as well as a written and oral exam. For more information on classes that are eligible for undergraduate and graduate credit, email Trey Patty III (pattyk@mailbox.sc.edu).

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GAMECOCKS ON THE GREEN

The College of Information and Communications’ 2017 Homecoming celebration, Gamecocks on the Green, brought former classmates, family and friends together on Gibbes Green on Friday, Oct. 27. The CIC’s new dean, Dr. Tom Reichert, mingled with attendees, and Cocky dropped by for a visit, too. New and former alumni got the chance to grab a selfie with the new Cocky statue and to buy CIC T-shirts.

-Aubrey Shuttlesworth

Aiming High

South Carolina native A’ja Wilson is known for her astounding basketball skills, but what many may not know is that she is a student at the College of Information and Communications. She’s become a star in the women’s college basketball world.

The senior mass communications major led the women’s basketball team to the national championship this past year and was named SEC Player of the Year. We’re rooting for A’ja and the Gamecocks this season at the J-school!

-Sabrina Shutters

CROSS LISTINGS

The School of Journalism and Mass Communications (SJMC) and the School of Library and Information Science (SLIS) have cross listed courses to bring both schools together.

SLIS 420 has cross listed with JOUR 491 titled Communication and Information Transfer. The course description states that students will be focusing on the communication models, major concepts, trends and other related issues of information transfer with a focus on information seeking and use in the digital age.

The new curriculum allows Bachelor of Science in Information Science (BSIS) students to take the JOUR 101 course. According to the course description the course will be focusing on principles, history, philosophies, theories of the mass media and allied professions and their societal role and impact.

The SLIS undergraduate program is a client of the agency, bringing the schools together once again.

-Hayley Kelly

INFORMATION COLLECTION PATHWAY GROWING

It was launched in 2009, and since 2014, the School of Library and Information Science (SLIS) undergraduate major, information science, has seen a 62 percent increase in enrollment. With the growing influence of information collection on the digital world, the constant desire for college graduates who have the ability to analyze data and make informed decisions from it has more and more students showing interest in the pathway.

The small number of students currently enrolled allows for more intimate class settings with an approximate 10-1 student-teacher ratio. However, Associate Dean and Director of SLIS, David Lankes, plans to increase the number of undergraduate majors to 300 within the next few years.

-Jalesa Cooley

All Awards

On Sept. 8, 2017, the 11th Annual Literacy Leaders (ALL) Awards were presented by the School of Library and Information Science. The awards honor individuals and groups who have had an impact on literacy in the state. The Peggy Parish Award recognizes those who have made a personal impact that increases child literacy in the state and includes a monetary prize of $500. The 2017 recipients of the Peggy Parish Award are Heather McCue and Susan Morris. More information can be found at bit.ly/slis-awards-2017.

-Laura Fabiano

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-Rebecca McCue

A’ja Wilson cutting the net after South Carolina defeated Mississippi State to win the 2017 Women’s National Championship.

Photo by Patrick Green

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WHY CAROLINA?

“Opportunity” fell right into my lap. This is an opportunity to be a part of that program and help train the next generation of broadcast journalists. I couldn’t pass up this opportunity!”

TEACHING

“I’m an instructor in Senior Seminar, the Broadcast Journalism Capstone Experience. Upcoming is JOUR 699: Live Sports Production. It is a hands-on introduction to live television production of sporting events.”

WHY CAROLINA?

“I chose USC because the school has a good reputation, it’s a big university and has diverse programs. I joined SLIS because, with the new director, it focuses more on information science and offers programs at the undergraduate, master’s and Ph.D. levels.”

TEACHING AND RESEARCH

“My research includes scholarly communications, social media and health informatics. I have been published in top-tier journals in the field of information science. I have proposed a course, Information Visualization, which will tentatively be offered in fall 2018. Information science students and undergraduate students from other social science majors can benefit from this course to empower themselves in the job market.”

MAY WE QUOTE YOU?

“In the age of information, the future is brighter with the iSchool.”

WHY CAROLINA?

“My focus is on de-mystifying the process of journalism – stripping away the rules, guidelines, ‘must-dos’ – and reminding students the form is pretty simple: tell interesting stories that benefit society. I’m also interested in helping students get where they want to go.”

TEACHING AND RESEARCH

“I teach PR Campaign and Advanced PR Writing. We try to keep a finger on the pulse of the profession and make sure that our curriculum reflects what our students need to know.”

WHY CAROLINA?

“I came to USC to USC because I felt the program was right for me...”

TEACHING AND RESEARCH

“A culture of tough love fuels the tough Jew as an enduring act of rhetorical regeneration, an enduring act of rhetorical regeneration.”

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What started as a Christmas tree adorned with the Pillsbury Doughboy, M&Ms and Campbell’s soup cans is now a wall-length glass display case of hundreds of advertising trade characters in the School of Journalism and Mass Communications.

Professor Bonnie Drewniany collected trade characters long before the journalism school’s move from the Carolina Coliseum to Sunter Street. The Christmas tree in her office with a sign that read, “What do you mean the holidays aren’t commercial?” caught student and faculty attention; they then started to give her more.

Hidden among the 17 boxes still in storage is the most expensive character that Drewniany purchased for $500; due to its value, she chooses to keep its identity a secret.

With the school’s move, “it was a matter of what do I do with this stuff,” Drewniany said. “The dean would give tours to parents and high school students during the weekend and would take his master key to open my office door.”

It took almost two years to build the display case shelves. The school patterned the design after Women’s Basketball Head Coach Dawn Staley’s trophy case installation.

Drewniany began to add to her collection. It now includes holiday-themed characters, such as the M&M pumpkins that students can find on her desk each October.

JOUR 329 Advertising Characters

Drewniany offers a course that explores the history and role of advertising trade characters, helping students to understand how these icons resonate with consumers. “If you were to see a white dog with a red circle on its eye, you know it’s Target—you don’t even need a logo,” Drewniany said. She described understanding trade characters as, “It’s CliffsNotes about the brand.” Students learn how a trade character can represent the characteristics of the product, such as Rice Krispies’ Snap, Crackle, Pop®.

“A trade character can also represent a summary of what the brand is all about. Many have evolved since their introduction. Students are assigned character biographies to explore their history, including things such as changes to clothing and facial features in conjunction with an anniversary or social movement.”

Drewniany welcomes alumni to her class to speak about the industry. Alumna Liana Miller, a marketing communications planner at General Mills, spoke to the class on Oct. 26 about her career and high school students during the weekend and would take his master key to open my office door.”

ADVERTISING CRITTER USE TODAY

The term ad critters and trade characters are used interchangeably, but celebrity endorsements are not included. Not every brand has a character, but some industries rely on them. “It’s not a requirement, but it is like a shortcut to understand brand characteristics,” Drewniany said as she pulled out a Flo Halloween costume from her drawer. Flo, she explained, was created to represent Progressive.

Food and beverage are the most likely industries to use advertising trade characters. Drewniany believes that the industry looks carefully at advertising targeted at children to make sure unhealthy behaviors aren’t promoted. A few cautionary tales that Drewniany shared were about Chester Cheetah for Cheetos and the Anheuser-Busch Budweiser Frogs. Chester Cheetah now targets an adult audience to avoid advertising junk food to young kids; however, Drewniany shared that Cheetos Oven Baked chips can be seen in children’s commercials or television shows. Anheuser-Busch used frogs and lizards but eventually children recognized the frogs.

“Children not only recognized them but could say ‘that’s for Budweiser,’ ” Drewniany said. Anheuser-Busch now focuses their attention on the Clydesdales, favorite characters that delight millions of adults whenever they appear.

M&Ms

Drewniany’s favorite characters are the M&Ms because of their distinct personalities. “If you look at an M&Ms commercial from the 1950s or 60s, it was just a generic cartoon drawing. There was no personality, they were just cute,” Drewniany said. She owns four of the five colors of M&Ms costumes!
Greg Brannon helping seniors in Carolina News.

A former executive producer of television broadcasting for the Carolina Panthers, Greg Brannon is now sharing his experience with the next generation of broadcast journalists as an instructor for the School of Journalism and Mass Communications. It was an easy choice for Brannon. His son graduated from the journalism school in 2016, giving him four years to learn about the university and its campus as a parent. He saw a growing interest in sports media and knew he could help students develop those skills.

After guest lecturing in different classes during the past year, Brannon decided to call Carolina home. “I’ve been in broadcasting for 30-plus years, and in the back of my mind I always thought it would be great to teach,” Brannon said. “Maybe it sounds a little ‘hokey’ but I wanted the opportunity to give back.”

In his previous position, Brannon was in charge of staff who produced weekly content for Panthers.com and the television shows, Panthers Huddle and Panthers Capstone. The Ohio State University alumnus now brings those skills to the journalism school. He shows students how to run a switchboard or use a camera properly, and most importantly, how to find that interesting news lead. He is currently helping with the broadcasting students’ senior semester, putting on live shows twice a day. Senior broadcast student J.P. Hovey thinks Brannon is the perfect fit for the university because he shows students how to be true professionals in the broadcast field. “He understands the sports media world and the direction it’s headed,” Hovey said. “His experience in the traditional newsroom mixed with his experience with the Panthers creates a great balance for what senior semester needs.”

Next spring, Brannon will revamp a Maymester course for younger students to show them a glimpse of the sports production world. The class is slated to be held in Williams-Brice Stadium and will work with the athletic department’s live production staff. David Cockfield, the director of live operations, will assist Brannon in acclimating students to the equipment. It’s open to underclassmen through an application process.

“It’s a natural connection between the broadcast and journalism students to understand the backside of the business,” Brannon said. “That was the genesis of the class, to expose our students to another aspect of broadcast and at the same time, help the athletic department.”

Experience is crucial in landing the first job out of college, Brannon and Cockfield hope to provide that for students in this course.

“Our idea is to give them that ability to work in the field prior to graduating,” Cockfield said. “We’re providing practical experience before they look for a job.”

Photo by Emily Stone

From the Schoolhouse to the White House

W alking into a room full of eager journalism 501: Freedom, Responsibility and Ethics of the Mass Media students for a guest lecture can be tough, but when you’re used to reporting on the White House, almost anything else is easy. Josh Dawsey started his career at The Wall Street Journal as a City Hall reporter, then got picked up by POLITICO to be a White House correspondent. Very recently, he was poached by The Washington Post.

An article in Vanity Fair by Joe Pompeo describes Dawsey as, “an energetic, ink-stained-wretch type with a hint of South Carolina drawl.”

Dawsey, a 2012 graduate from the School of Journalism and Mass Communications, is making a name for himself in the political realm. If you’re on Twitter following the quick world of political reporting, Dawsey pops up at least ten times a day. If he’s not writing the article, then he’s being referenced by colleagues.

“He’s one of the most influential reporters on the Trump administration,” said Randy Covington, one of Dawsey’s former professors.

Dawsey’s influence on journalism is what brought him back to the University of South Carolina on Oct. 26 to accept an award as one of the SJMC’s Outstanding Young Alumni. As a favor to his former professor, he agreed to speak to Covington’s class before the awards ceremony later in the evening.

A story that Fresh off the plane from Washington D.C., Dawsey rolled in, ready to share knowledge and advice with juniors and seniors. He started off with, “It’s fun.”

Before moving up in the print world, Dawsey began his writing career at the University of South Carolina. His senior year he was the editor-in-chief of The Daily Gamecock, giving him background in a fast-paced environment.

Another big advantage he had before graduating was hands-on experience. Carolina pushes students to get as many internships as possible. “I worked for the Free Times, but The Daily Gamecock is what really prepared me.”

Much like the current presidential administration, he moves fast. A story that was relevant three hours from when it was posted has the chance of becoming obsolete and outsourced by something else.

“ ‘If you want to do well, you have to be nimble,’ said Dawsey.

Balancing credibility and a good story hasn’t been an issue in the past, but the concerns of “fake news” have increased scrutiny on journalists. When facing this problem, Dawsey said, “I don’t write anything that I don’t check.”

“If I could give my college self any advice, it would be to slow down. Weekends are no longer cherished in the real world.”

Photo by Emily Stone

Dawsey poses with Dr. Tanner and Professor Bierbauer.
Protecting Their Land

Story by Camille Doloughty

Since 2014, Denise McGill’s award-winning documentary short film, The Gullah Project, has been screened in festivals around the country. The project’s success is giving the School of Journalism and Mass Communications professor the creative push needed to turn the short film into a full-length documentary. The Gullah are a distinctive group of African Americans who live off the coast of South Carolina. After working on an assignment taking photos of these farmers, McGill fell in love with all things Gullah. Her goal is to create a documentary film worthy of a one-hour program to be featured on PBS. The short film has garnered considerable awards, and that has helped her throughout the creative process. McGill has attended festivals – both big and small – which have given her opportunities to display her work and receive feedback.

“It’s really exciting,” McGill said. “This is the first project I’ve done of this kind and for someone to tell you ‘you’re on the right path, you’re starting to get this right’ is really incredibly helpful. Winning these smaller – which have given her opportunities to display her work and receive feedback.

As my professor at the beginning of our relationship, I always wanted to impress her with my work, so the fact that she took me with her on a shoot was a huge deal to me,” Cone said.

With the help of sponsors and support, the work continues. “Through the Gullah, I learned about their culture and learned about land ownership, how people are keeping their old ways, still finding ways to live off the land, and the sustainability of land ownership,” McGill said. “That piece of it is what I have been drawn into and what my story is about.”

Cone said.

Their Land

Story by Camille Doloughty

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The Conqueror Movement

Story by Jordyn Schles

Before honing her skills as a School of Journalism and Mass Communications student, Khadijah Dennis discovered her knack for telling stories as a contributing writer for The News, a newspaper in the tiny town of Kingstree, South Carolina. The 2016 broadcast journalism alumna now works as an evening producer at WCSC-TV Live 5 News in Charleston. But she also has a second career: spotlighting the accomplishments of people of color through The Conqueror Movement.

Founded in 2012, The Conqueror Movement gives young, black creative and professional individuals, primarily from the Carolinas, a platform to help establish their brand. Her team consults with clients to organize their ideas into events and products with the goal of taking their careers to the next level. They also promote clients through social media and event promotion services.

The project celebrated its fifth anniversary this year, and marked the occasion with a celebration titled, “A Moment for Life: The Blackout Edition.” In the future, Dennis says she plans to charge for her team’s services.

Dennis credits her “passion for journalism and media” for inspiring the movement. What separates her project from others, she says, is its activism and willingness to speak out about racism. The occasional networking mixers have helped, too.

Art Farlowe served as Dennis’ academic adviser and University 101 instructor. “I’m not at all surprised to see her succeed and knew she would be successful from day one,” Farlowe said.

For Dennis, her education at the university is what gave her the confidence and tools to focus on what she needed to do for her career. “If it wasn’t for USC I really don’t think that the Conqueror Movement would be where it is. And I definitely don’t think that I would be where I am, professionally. I think that a part of living is going through trial and error and really just experiencing everything.”

Khadijah Dennis

Photos provided by Khadijah Dennis

Top: Dennis posing at the Charleston Bridge. Second: Dennis motivates her audience. Third: The audience of The Conqueror Movement.

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‘Khadijah Dennis

Photos provided by Alex Cone

McGill photographing Gullah farmers off the coast of St. Helena Island.
from a variety of studies including the Annie B. Casey Foundation show that the end of third grade is critical for children to read proficiently. At the Cayce-West Columbia branch, WeReadSC is working with staff to develop and implement best practices for communication between the library and the school.

The hope is that West Columbia will serve as a launching pad. “We are building a flexible, replicable program that can be taken across the state to other communities,” said Pamela Hoppock, coordinator of logistics for WeReadSC.

What does that program look like? “We are designing surveys for teachers, librarians, parents and students to find out their attitudes towards reading and literacy and how we can all come together to improve it,” said Hoppock. Grant funding has been used to purchase SWIVL devices for recording reading interactions between students and teachers, which the College of Education can analyze as it refines its efforts. The grant has also covered the cost of portable iPad charging stations for taking digital surveys into the community.

WeReadSC is maximizing its community outreach by collaborating with organizations such as BeginningsSC, a nonprofit that provides education and support to children and families impacted by hearing loss. PASOs, an organization that helps connect South Carolina’s Latinos with health education and services, has provided Spanish translation services. And the CIC’s literacy initiative, Cocky’s Reading Express, has been brought on board to deliver quality programming to the children targeted by the initiative.

“There are a lot of moving pieces that go into creating a community literacy program beyond the school and the public library of all families who speak different languages and have different backgrounds,” said Christine Shelek, program coordinator for CRL.

“We want WeReadSC to be as popular and effective as Cocky’s Reading Express,” said Hoppock, who wants to raise awareness about the importance of reading. “We’d like for everyone to be talking about how much fun it is to read. Reading is not just a school subject. It’s a life skill.”

A $100,000 grant from the Heartes Foundations is paving the way for the College of Information and Communications (CIC) to enhance literacy throughout South Carolina.

The grant has funded WeReadSC, a partnership between the CIC’s South Carolina Center for Children’s Books and Literacy and USC’s College of Education. West Columbia, South Carolina, was chosen as the pilot community for the initiative. WeReadSC is working directly with BC Grammar Elementary School and the Cayce-West Columbia branch of the Lexington County Library.

Team members from the College of Education work with teachers at BC Grammar, providing them with professional development to improve reading practices for their students. Statistics show that the Annie B. Casey Foundation and the College of Education have been able to identify areas of need in the state and focus on them.

A quarter of the way through the season, Kristen Terebesi is using resilience, experience and a long-term relationship with Coach Boo Major to drive the Gamecocks forward as the new assistant hunt seat coach of Gamecock Equestrian.

Following the 2016-2017 equestrian season, Major was on the search for a new assistant coach. When former team member Terebesi voiced her interest in the position, the pieces fell into place.

“This was the third offer of the position of assistant coach for the equestrian team, and it was the first time I was ready to say yes,” Terebesi said. “There are many layers associated with that notion; however, after spending nearly a decade as a professional in something other than sport and moving around the country, I finally feel like I am home.”

From 2004-2008, Terebesi was a member of the Carolina equestrian team. Her final year was her capstone; she won individual national championships, served as team captain and was named the university’s Female Student-Athlete of the Year. She graduated with bachelor’s degrees in advertising and visual communications.

“I distinctly recall the moment I recognized that advertising was not what I imagined it would be. I anticipated making Budweiser commercials and found myself in the harsh reality that was media planning,” Terebesi said.

“However, somewhere in my averseness to media planning I craved a more creative outlet and found myself in the delight of love with design through the class, Intro to Graphic Design, with Professor Scott Farrand.”

“She was a quiet student in the classroom, but that never showed in her work,” Farrand said.

“I was – and still am – impressed by her work ethic in both graphic design and athletics.”

Since graduating, Terebesi has seen success in the workplace and in equestrian. After completing her degrees, she put her graphic design talents to work at The Book LLC, a privately owned photography company that focuses on equestrian sport. There, she served as the company’s creative director to develop photo books encompassing clients’ yearly success and unique bond with their horses.

Terebesi also developed her own business, A Few Fishies. Terebesi’s skills in photography and graphic design inspired her to create personal designs, artwork and illustrations for a variety of organizations, which she continues to do while coaching at South Carolina.

Terebesi said, “My degrees from USC weren’t what led me to success – it was the professors and curriculum that opened my mind to a new pattern of thought … a new pattern of integration.”

In her new position, she’s using what she learned, every day.
Tom is someone who is always looking forward to greeting challenges headfirst.

- Stephen Brown

With a collage of images of two blonde-haired boys in one corner and a plaque on his desk that reads “The New Guy,” Dr. Tom Reichert sits in his office full of unpacked boxes, still getting into the swing of things at the University of South Carolina. The former head of the advertising and public relations department at the University of Georgia is now the dean of the College of Information and Communications.

An alumnus of both the University of Missouri and the University of Arizona, Dean Reichert is going into his 21st year in higher education — a pathway he stumbled upon after working in the field of advertising and then he fell in love with research. Naturally, I stayed on for my doctorate and then I fell in love with research. That research interests include advertising and mass communication content and effects, which have appeared in several academic journals such as the Journal of Advertising and the Journal of Current Issues and Research in Advertising.

“I’m interested in how messages change minds and behavior. My approach has been to study persuasion from a social science perspective — what can we show, share or say to get people to think differently about ideas, topics and brands?”

“Dean Reichert is excited to see how the two schools “collaborate to prepare students for the future.”

“The fields of communication, libraries and information science are rapidly changing. With these areas represented within the college, I believe we are exceptionally positioned for what’s next. Whereas other mass communication or library science programs have just one piece, we have both. There is strength to be gained there.”

Stephen Brown, a 1995 alumnus of the School of Journalism and Mass Communications who has experienced the rise of Dean Reichert in the Georgia professional world for several years, was thrilled when he heard that such a “credible professional” was going to be heading to his alma mater.

“Tom is someone who is always looking forward to greeting challenges headfirst,” Brown said. “He’s very attuned to the changes in our industry and because of that, I know that he will make sure that the next generation of students is schooled in as many of the different aspects of their professions as possible.”

Dean Reichert is also making efforts within the library and information science industry. Since his arrival in August, he’s kept weekly office hours in Davis College, something that Student Services Manager Sarah Keeling appreciates.

“It’s a great pleasure to have such close access to the dean,” she says. “Having him in Davis College each week gives us the ability to connect with him on a more casual level and get to know him better.”

While Dean Reichert recognizes the strengths that are already in place in the CIC, he has a list of his own plans to implement, which includes increasing the number of undergraduates in the SLIS program and enhancing the offerings for undergraduates that will make them more hireable upon graduation.

“Dean Bierbauer did an amazing job building the foundation of this college. I have so much respect for him,” Dean Reichert said. “We have great leadership in our two directors, David Lankes and Andrea Tanner. We also have great students and a terrific group of faculty and staff who keep things humming. It’s just an exciting time for the college.”

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Through the boxes may not be unpacked, Dean Reichert has already begun working toward his vision. His top priorities for now? Building strong relationships, enhancing the research profile of the two schools, and rooting for the Carolina Gamecocks with his family.

Dean Reichert’s teaching specialties include an array of advertising courses including management, media planning, principles and media sales. He has also taught a range of communication courses including organizational communication, persuasion, political campaigns, communication, and public speaking.
“Libraries around the world are changing, and we really believe that SLIS could be instrumental in making that happen, so we are doing that through reaching out internationally and connecting people.”

-Dr. Lankes

For those in the School of Library and Information Science (SLIS) at the University of South Carolina, libraries are not buildings with books – they’re communities with the power to connect the world.

“All around the country and all around the world you have different library organizations, and these organizations are made of people,” said Dr. David Lankes, director of SLIS. “The idea is to identify these people – the key innovators in these fields – and tie them together into what we’re calling the Knowledge School.”

The Knowledge School is an international resource network for those in library and information science. Developed by Dr. Lankes soon after he became director in 2016, the goal is to make it easier to share ideas and information, as well as develop personal relationships and mentorships, curricula, virtual lectures and other educational materials.

The concept came about as a response to the changing nature of both libraries and the processes of distributing information. In the digital age, libraries are less static institutions of new ideas and developments in libraries around the globe.

“Most library services and resources are not bound by geographical location,” said Dr. Dick Kawooya, an assistant professor at SLIS also at work on the Knowledge School idea. “Likewise, the problems and needs of communities served by libraries worldwide are not always unique to those communities. Hence the need for a global approach to library services and networking.” According to Dr. Kawooya, SLIS is doing this by giving students and faculty a global learning, teaching and research experience to enable them to widen the geographical scope of the problems and questions they work on.

The Knowledge School opens new doors (figuratively and literally) for SLIS faculty, staff, students and alumni by unlocking a limitless web of influencers and information for Carolina. Mentors and new curriculum materials are available to the school through the concept, multiplying the opportunities that SLIS can offer to its past, current and future students. Those behind the idea are even planning an event for the spring of 2019 that would bring those involved in the Knowledge School to South Carolina, essentially delivering the world to Carolina’s doorstep.

However, the Knowledge School is being formed not only to bring the world to South Carolina, but also to share South Carolina with the world. With programs such as Cocky’s Reading Express, SLIS has created a name for itself in the state, becoming a part of local and regional information communities and literacy initiatives. According to Dr. Lankes, it’s time to take that impact here in South Carolina, bringing it to an international level.

“The Knowledge School opens new doors (figuratively and literally) for South Carolina, but also to share South Carolina with the world. With programs such as Cocky’s Reading Express, SLIS has created a name for itself in the state, becoming a part of local and regional information communities and literacy initiatives. According to Dr. Lankes, it’s time to take that impact here in South Carolina, bringing it to an international level.”

While Dr. Lankes and other SLIS faculty have traveled to far-off locations such as Florence, Italy and Warsaw, Poland, to build relationships with libraries and library science experts, technology allows the Knowledge School to function across national and international borders without requiring those at SLIS to apply for a passport or board a flight.

“Through the Knowledge School’s digital network, SLIS students in Columbia classrooms can hear lectures from international librarians and experts and learn of new ideas and developments in libraries around the globe.”

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Being chosen gives me a sense of pride and connection to the school.
-Ryan Gareis

To donate to the SJMC Media Diversity and Freshman Scholars programs, go to sc.edu/giving
Eight of 10 Americans use something other than newspapers as their primary news source, according to Pew Research Center. Could print ever go away completely, or is it just coexisting with the digital world?

The reason many news consumers are switching to online is the same reason we call someone to ask a quick question instead of going to see them in person; it’s faster and more convenient. According to a 2016 Pew Research Center survey surveying those 18 and older who are members of the Pew Research Center’s American Trends Panel, when it comes to consumers reading their news, 59 percent prefer online, whereas 26 percent favor print. The other 15 percent prefer television and radio news. Another question reveals that only 5 percent of U.S. adults ages 18 to 29 get their news from printed newspapers, whereas statistic rises to 48 percent for ages 65 and older.

“People want what they want, when they want it, and how they want it,” says Doug Fisher, a senior instructor for the School of Journalism and Mass Communications (SJMC). Fisher said that digital news is useful for breaking news and quick access to information, but when it comes to in-depth stories, print is a useful tool. “Print gives you a sense of relevance and importance,” said Fisher.

“What we are seeing isn’t technology replacing print, we’re seeing changes in what they are useful for,” said Dr. David Lankes, director of the School of Library and Information Science (SLIS). Dr. Lankes also said that paper itself is considered a technology, but you are limited to what you can do with paper, unlike digital sources.

Three in four Americans get at least some of their news from social media, according to a study published by the American Press Institute (API) earlier this year. The study also revealed that 60 percent of Americans receive their news from Facebook multiple times a day – more than Twitter, Instagram and Snapchat combined.

“Unfortunately, many print publications are downsizing because of the ferocity of the web and people’s ability to get their news anywhere,” said Marjorie Duffie, a former print journalist and SJMC alumna. “Print newspapers are moving online and are still struggling with how that affects their bottom line, but they are necessary in a 24/7 news world where anyone can share information,” Duffie said.

Duffie is the public relations and marketing director for the university’s student health services. “Personally, I left the newspaper world because of the instability as they continue to navigate the evolving nature of their work,” she said.

Pricing can also play a big role in whether or not a consumer chooses print over digital. According to the API study, of those who pay for news, ages 65 and older are five times more likely to buy print than digital. A 2009 study conducted in the U.K. by Bangor University and branding agency and research firm Millward Brown found that printed material engages with consumers’ brains, helping them retain more information. The study also revealed that, compared to digital sources, reading from paper is more impactful and memorable. “Physical material is more ‘real’ to the brain. It has a meaning, and a place. It is better connected to memory because it engages with its spatial memory networks,” said the study’s authors.

“The important thing is that they are reading,” said Melanie Huggins, executive director of Richland Library and a SLIS alumna, while discussing the impact technology has on education. She believes that platform doesn’t matter, as long as the audience is being reached and the material is being read.

According to an earlier study conducted by Pew Research Center in 2011, 83 percent of those surveyed said they prefer an e-book to print books when seeking quick access. The study also revealed that 81 percent prefer printed books when asked about books for children. This suggests that even though e-books are becoming popular, printed children’s books are still valued for their education and keepsake purposes.

Leesa Aiken, director of the South Carolina State Library and a SLIS alumna, believes that it depends on an individual’s preference when it comes to reading print, because it’s all the same information. “I don’t think print will ever die completely because there will always be people who want to read print,” said Aiken.

The marketplace and business interests are transforming how we use paper in our day-to-day lives. Trends and studies on the subject of pixels or paper indicate that print is not dying. It is, however, evolving to fit in with the digital world that surrounds it.

**Percent of U.S. adults who often get their news on each platform:**
- TV: 57%
- Online: 38%
- Print: 20%

**Percent of U.S. adults who prefer reading their news:**
- Online: 59%
- Print: 26%

Credit: Pew Research Center
Housing and Urban Development, nearly 11% of homeless people are veterans and services such as therapy, counseling and another 1.4 million veterans are at risk of placing veterans at the facility. About homelessness because of poverty and a lack of emotional and mental support. Veterans Affairs is a major partner on 4,000 veterans are homeless on any
According to the U.S. Department of
III at the grand opening of Patriot Villas.

Amy Saukas with 1st Lt. Patrick “Clebe” McClary
Photos provided by Amy Saukas

Story by Page Buckman

Students Giving Back

Dozens of homeless veterans in the Charleston area are sleeping in comfortable rooms tonight. Meg Parker, a Masters of Mass Communications student and alumna of the School of Journalism & Mass Communications, and Amy Saukas, an undergraduate senior broadcast student, dedicated their time this past summer to help make it happen.

Patriot Villas in Charleston, South Carolina is a 74-room housing complex for homeless veterans. The facility’s primary goal is to get veterans off the street and give them a safe place to eat, sleep, and receive any needed medical attention. Residents will have access to many services such as therapy, counseling and support groups.

John Saukas, father of Amy Saukas, is a founder of Patriot Villas and a partner of ANKAO Properties, the group that helped develop the facility. “We believe what we are doing will serve and honor people,” he said in an article from the Post and Courier.

“As a family, we have been surrounded by the military and people who have given up everything to fight for our country and we wanted to give back in the best way possible,” said (Amy) Saukas. “The journey has changed me as an individual, both personally and professionally. I have learned so much about myself and how to apply my education to the real world.”

Parker got involved with Patriot Villas through Dr. Jeff Ranta, USC professor, while she worked with the Carolina Agency for her graduate assistantship.

“Anything I could do to repay the men and women who courageously protect the United States would not hold a candle to the bravery and valor they show daily,” says Parker. Together, the two managed all public relations, including press releases, media relations, social media and fundraising for the program and the grand opening. They both agree their classes at the journalism school helped prepare for them.

“Any special topics courses and why do they matter? Many students in the School of Journalism and Mass Communications have interests that go beyond the required classes. And faculty have in-depth knowledge and interests they’d like to share.”

“In a changing media environment, special topics courses allow us to be innovative, creative and flexible with our course offerings,” said Andrea Tanner, director of the SJMC.

“Of course, the SJMC curriculum includes required courses that provide students with crucial knowledge and skills. But it’s also flexible, giving students ample credit hours to take courses that may help them acquire expertise in a specific area or simply learn about something they want to know more about.”

“Everything has a data component,” said Doug Fisher, instructor of the special topics course Data Journalism.

“Data journalism and data are pervasive; most job descriptions touch data somehow.” The course covers acquiring, analyzing and presenting data using spreadsheets and other tools to uncover stories and provide depth and context to journalism. It will push students to exercise critical thinking and create a much better skill set to deal with the world.

“We are assaulted by data every day,” said Fisher. “Data journalism will become a big part of what we do.”

Denise McGill teaches Long-Form Photo Story, which allows students to spend the whole semester documenting one topic, gathering images and audio with high technical level.

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Students are required to submit a digital portfolio in order to be evaluated for enrollment. According to McGill, the course will hold students to a higher standard than other photography courses.

Leadership and Internal Relations Management, taught by Shannon Bowen, is another new offering. “We will study leadership and internal relations as components of the public relations management function,” said Dr. Bowen. This course will teach students about internal relations, a management function that applies public relations theory, leadership, management communication and organizational theory to the internal stakeholders of organizations.

Introduction to Broadcast Meteorology will be taught by former WIS TV meteorologist Ben Tanner. “I see this course as providing an opportunity to gain valuable experience and knowledge in the growing field of broadcast meteorology,” he said.

“Students will learn to present, forecast and deliver the forecast in a timely basis for on-air presentation.” The students will learn broadcast skills, interpret scientific information and produce science and weather-related content. Greg Brannon will teach Live Sports Production. Learn more about that class on page 12.

“Special topics courses give faculty and students a way to explore and learn something new,” said Andrea Tanner.

“One of the special topics courses may be taught with high technical level.

Story by Chloe Schmidt

Shannon Bowen

Doug Fisher

Ben Tanner

Greg Brannon
In May, only the snow was visible on the German mountain tops, and for senior visual communications major Katie Pasciak, it was one of the most beautiful sites she has ever seen. “It truly put into perspective how tiny our existence is and how beautiful our world is,” Pasciak said.

The cost of a study abroad trip can be more than a few thousand dollars, quite a burden for many students in the College of Information and Communications. This past May, programs through the CIC gave students an opportunity to keep their dreams alive, allowing them to travel abroad, including those with financial need, disabilities or unique ethnic backgrounds. The Carolina Global Scholarship assists students with a significant financial need. The Passport Grant is exclusive for Capstone, Honors and Scholars students. Recipients of these awards can receive anywhere from $500 - $2,000. This past summer, about 40 percent of applicants for the scholarship were awarded the Beyond Boundaries Award, 55 percent the Passport Travel Grant, and 75 percent the Carolina Global Summer Scholarship.

Students who traveled on the 12th CIC trip to Munich immersed themselves in the culture. “Getting to see animals in their natural habitat was a once-in-a-lifetime experience,” Pasciak said.

Students who traveled to Germany was a once-in-a-lifetime opportunity to further her skills in a culturally rich area of the world. Pasciak wouldn’t have been able to see those mountains if it weren’t for the scholarships offered for this program. She received the Beyond Boundaries Award for $2,000, which was the deciding factor that allowed her to travel to Germany and strengthen her photography and visual communications skills.

Bonnie Ayres, a junior fashion merchandising major with a minor in advertising and public relations, had many once-in-a-lifetime experiences on her trip to the Galapagos. This is the first time the trip was offered and it proved to be quite influential. The students lived in homestays, and visual communications professor Keith Kenney thought this immersion helped students understand the culture. “The people there don’t speak much English so staying in these places really helps you get to know the Ecuadorian culture,” said Kenney.

Ayres took a travel photography class with Kenney and was able to photograph animals that could only be found on the island, including the Galapagos giant tortoise, Darwin’s finches and the Galapagos land iguana. “Getting to see animals in their natural habitat was a unique experience that I am so thankful that I was able to be a part of,” Ayres recalled, adding that it was possible because she received the Carolina Global Scholarship to help with many of her expenses.

These scholarships have helped many students accomplish their dreams of travel without financial hardship. They have allowed students to experience new cultures and places around the world and come back to share these experiences with fellow students and graduates.

To help fund these scholarships and allow more students to attend these trips, please visit giving.sc.edu/cicstudyabroad
Mark Bryan
THE JOURNEY CONTINUES

Looking back, journalism school alumnus Mark Bryan remembers the fun of playing in a professional band in college, before it became a career. As one of the founders of Hootie and the Blowfish, Bryan paid his dues long before the band became multi-platinum performers. In 1989, Mark Bryan crossed the stage at the University of South Carolina with a degree in broadcast journalism at the School of Journalism and Mass Communications.

Bryan credits his experiences in the School of Journalism and Mass Communications with helping him feel more comfortable with microphones and public speaking, as well as knowing how to edit his work as he produces new lyrics. “When we got a contract from a producer my senior year, I was taking a media law class with Dr. Eric Collins,” Bryan said. “He was nice enough to invite us into his office to look over the contract for free. He didn’t have to do that but he offered and it really helped us out a lot being college students.”

When Hootie & the Blowfish took a hiatus in 2008, Bryan’s solo career in the music industry was just getting started. The Maryland native is now an active music influencer in Charleston, taking the stage with a number of recent successes and a new album.

“Songs of the Fortnight,” Bryan’s third solo album, was released this past August. This past summer Bryan received an Emmy award for his concert series “Live at the Charleston Music Hall.” He is the host and executive producer of the show, which spotlights musicians. It’s been featured on South Carolina Public Radio and SCETV.

Bryan is adjunct instructor and archivist in residence at the College of Charleston and manages the local emerging band Stop Light Observations. He also works with Carolina Studios, which provides students with the ability to record music free of charge. Bryan says he’d love for an upcoming project to be the next Hootie & the Blowfish album. For now, it’s all good. “My goal, almost since I was a teenager, was just to have a career in music,” he said. “I’m happy as long as I’m doing something I love. It’s about the journey, not the destination, and I want to continue on that path.”

1970s

Susan (Broome) Adams, BA, 1977, MLIS, 1991, has joined Hunter Street Elementary School in York District One as a media specialist. She previously worked at Spring Valley High School in Richland District Two.

Carrie Gass, MLIS, 1975, is a retired media specialist for the Lee County school system. In 1966, Gass became the first African-American teacher at Bamberg-Ehrhardt High School in Bamberg. She co-founded the organization Concerned Citizens of Lee County and founded the Committee for Progress and Understanding. She was featured in the spring 2017 issue of Lee Magazine.

Lezna Gibbons, BA, 1978, has been inducted into the inaugural Irmo High School Hall of Fame class. Gibbons is a TV personality and past winner of “Celebrity Apprentice.” She is the founder of Lezna’s Care Connection in Charleston, a center that provides support and resources for caregivers.

Dolores (Dalyriple) Guildell, MLIS, 1978, works as an inspirational speaker, tai chi teacher and thanatologist. She authored “A Mourning Miracle” and works with those who have experienced crisis, loss, grief and life transition.

Elizabeth Lan, BA, 1972, has retired from her role as assistance vice chancellor for news and communications at Vanderbilt University in Nashville, Tennessee.

1980s


Margaret (McNally) Gale, MLIS, 1983, writes genealogy articles for history-related publications. She has been accepted into the National Society Colonial Dames XVII Century.

Catherine (Sanford) Ghorbani, MLIS, 1988, is head of reference and adult services at Cary Memorial Library in Lexington, Massachusetts.

1990s

Iris (Cooper) Armony, MLIS, 1998, is the branch manager for Richland Library Eastover.

Stephen Brown, BA, 1995, has been inducted into the Order of the Phoenix/Public Relations Society of America Georgia Hall of Fame. Brown is senior vice president and chief innovation officer for CooperLab in Atlanta.

Kristin Cobb, BA, 1993, has been named executive director of Harveston Theatre at Midlands Technical College in Irmo. Cobb previously served as executive director of the Fine Arts Center of Kershaw County in Camden.

Todd Elliott, MLIS, 1998, served as the 2016-2017 president of the Virginia Public Library Directors Association. He is now the president-elect of the Virginia Library Association.

Carolyn (Howe) Gause, BA, 1990, is a librarian at Hand Middle School in Columbia. She recently renewed her national board certification.

Julie (Sibree) George, MLIS, 1996, is coordinator of public services for Eastern Kentucky University Libraries in Richmond, Kentucky. She also teaches a critical thinking course for college freshmen.

Ramona Grimes, MLIS, 1999, has been promoted to director of public services/operations librarian.

Benji Ham, MMC, 1991, has been named editorial page editor of The Virginian-Pilot, a daily newspaper based in Norfolk, Virginia.

Melanie Huggins, MLIS, 1995, serves as executive director of Richland Library. The library received a 2017 Institute of Museum and Library Services National Medal as recognition for the resources, services and programs it provides to the community.

Hall Kirkwood, MLIS, 1993, has been elected president of the Special Libraries Association for 2019.

Dwayne McLemore, BA, 1997, digital sports editor and online editor for GoGamecocks.com at The State Media Company, has received the newspaper’s 2017 Ambrose G. Hampton Award.
Cindy Ott, BA, 1982, has produced a television documentary, “Afghanistan, Depression: The Silent Enemy,” based on the work she did in Afghanistan as a mental health media adviser.

Shanna Lowery Perry, BA, 1976, has co-founded Trinity Model and Talent Management in Charleston with alumna Alicia Gleiter Ward, 90s.

Joel (Hollingsworth) Price, MLIS, 1990, has retired after 39 years in education. As a media specialist, she was a three-time Teacher of the Year and a finalist for the Ben Craig Educator Award in Charlotte, North Carolina.

Cathy Peart, MLIS, 1992, has joined the Johns Hopkins Public Library as branch manager. She previously worked as a youth services librarian with the Marion County Library System.

Jennifer (Phillips) Shelpy, MLIS, 1997, is a community services manager with Chesterfield County Public Library in Chesterfield, Virginia.

Kathryn (Langston) Walker, MLIS, 1994, has retired from the McCreary-Linton School of Technology in Blair, after 20 years as a classroom teacher and 23 years as the library media specialist.


Sally (Yamami) Williams, MLIS, 1999, has retired from her position as media specialist at Wade Hampton High School in Vanvillie. Williams worked in teaching and libraries for 35 years.

Sandra (Myers) Wiseman, MLIS, 1994, has been selected as the 2017 American Association of School Librarians’ Fair Contest President’s Award winner.

Kevin Floyd, BA, 1997, has been named director of marketing and communications at Murphy and Grantland law firm in Columbia.

2000s

Camilla Austin, BA, 2003, has been named to The State Media Company’s 2017 list of 20 people under the age of 40 who are making a difference in South Carolina’s Midlands region. Austin is the supervisor of operations, simulation and clinical skills at Palmetto Health in Columbia.

Andrea Glover, BA, 2003, works as an assistant professor of graphic design at Charleston Southern University in Charleston. Her business, “Letter Decor,” has been featured in Southern Living magazine. In 2016, Glover was named to South Carolina Black Pages’ Top 20 under 40 list. She previously worked as Spartina 449, where her graphic design work helped the company expand globally.

Heather Gray, MLIS, 2001, has joined The State Media Company’s 2017 list of 20 people under the age of 40 who are making a difference in South Carolina’s Midlands region. Hickman is the executive director of EngeniusSTX in Columbia.

Blair Hinson, MLIS, 2009, has been named director of the Oconee County Public Library in Oconee, Minnesota.

Cassie Cope, BA, 2013, has joined The Charlotte Observer in Charlotte, North Carolina, as a health care and Walker reporter. Cope previously worked as a reporter for The State Media Company in Columbia.

Taylor Davids, BA, 2016, has joined NY Strategy in Columbia, as a project coordinator.

Hampton Fuller, MLS, 2012, is a medical librarian for Wheeling Hospital in Wheeling, West Virginia.

Elizabet (DeMarc) Graham, MLIS, 2013, is a media specialist for Woodland Heights Elementary School in Spartanburg, where she has been selected as the 2017-2018 Teacher of the Year. Her school received the Fall 2017 National Elementary Scholastic Book Fair Contest President’s Award for Exceptional Performance (Family Event).

Alexandra Guarino, BA, 2017, has joined WCET news in Wilmington, North Carolina, as a reporter.

Karla Hildreth Gupson, BA, 2010, MMC, 2012, has been named to The State Media Company’s 2017 list of 20 people under the age of 40 who are making a difference in South Carolina’s Midlands region. Gupson is a marketing manager at Colonial Life in Columbia.

Jasmine Hoveyda, BA, 2015, has been promoted from membership experience assistant to communications coordinator at the South Carolina Association of CPAs in Cayce.

Natalyn Klampp, BA, 2012, has joined ETV Endowment in Spartanburg, as marketing and communications coordinator.

Emily Collins, BA, 2016, has joined Dunlove Wells in Columbia, as an account manager.

Devin Bremer, BA, 2017, has joined 87AM in New York as a media associate.

Ellen Carter, BA, 2015, has been named lead writer for Spartanburg’s Positive Future. She previously worked as a reporter.

Sarah Zeigler, BA, 2016, is a student at the University of Florida in Gainesville, Florida.

Mary Yeard, MLIS, 2012, has been named head librarian of the Oder Library of the History of Medicine at McGill University in Montreal, Quebec. She previously worked as a pages’ Top 20 under 40 list. She previously worked as a reporter.

Sarah Zeigler, MLIS, 2014, has been named a 2017 Minority Leadership Development Award winner.

Kristin Whittaker, BA, 2016, is a media specialist for NASCAR.

Mary Yeard, MLIS, 2012, has been named head librarian of the Oder Library of the History of Medicine at McGill University in Montreal, Quebec. She previously worked as a pages’ Top 20 under 40 list. She previously worked as a reporter.

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Students who produced the two most recent issues of InterCom have earned several 2017 MarCom Awards from the Association of Marketing and Communications Professionals.

InterCom Magazine, Fall 2016
Print Media – Publications Educational Institution: GOLD
Print Creativity – Magazine Design: HONORABLE MENTION
Print Creativity – Magazine Cover: HONORABLE MENTION
Print Creativity – Magazine Writing: GOLD

InterCom Magazine, Spring 2017
Print Media – Publications Educational Institution: GOLD
Print Creativity – Magazine Design: HONORABLE MENTION
Print Creativity – Magazine Writing: GOLD