FOR YOUNG READERS

New Books
FOR YOUNG READERS

Spring 2016
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When David Lankes and his wife Anna Maria visited Columbia in early March to check out schools for their two sons, one of the people they talked with was Andrea Tanner. Their children are of similar age and share an interest in competitive swimming. David and Andrea have something else in common. They are our new school directors and associate deans in the college. There’s more about them in this issue. David will succeed Sam Hastings as director of our School of Library and Information Science in July. Andrea became director of the School of Journalism and Mass Communications in December, after serving last year as interim director. She succeeded Tom Weir who was interim director in 2014–15. Yes, that’s a lot of movement in a short period of time. But Sam’s been director of SLIS for 10 years, and Carol Pardun was SJMC director for six years prior to Tom’s interim period. We were saddened by Tom’s death in February and our loss of a colleague and friend. Tom had formally retired earlier this spring. You’ll read more about the retirements of SJMC faculty members Dr. Tom Klistpaine and Jay Bender in this issue. Also retiring this spring is SLIS long-time faculty member Dr. Pat Feehan, last profiled in InterCom in Spring 2013 when she was described as having “begun her three-year transition into retirement.”

Wait, hasn’t Andrea been here a while? She has. Since 1998. She’s the rare case of someone having been a doctoral student, faculty member and administrator in one place, here at USC. David arrived at Syracuse University as an undergraduate and never left, until now. His bachelor’s, master’s and doctoral degrees are all from Syracuse, where he’s been on the faculty of the School of Information since 1992. Talk about change. He’s giving up orange for garnet. Lake effect snow for southern sun.

Last fall, we added Cindy Justice to the college leadership as assistant dean for student services, a new position. Cindy oversees advisement, placement, scholarships and internships for the college, working with staff in both schools.

Only a year earlier, Brytnee Leigh became our assistant dean for administration and finance. The transformation in the college leadership and at our two schools has been considerable, but our continuity is intact. And our ability to serve students, faculty and staff is enhanced.

To better serve our alumni—yes, you, dear readers—Rebekah Friedman joined us last fall as the college’s development coordinator. Rebekah oversees production of InterCom and our monthly eNews digital newsletter. She’s also a SLIS master’s student.

I can’t say how Coach Muschamp is doing with all the changes on his football staff, but our team’s in place and they’re all stars.
You can't be a good reporter unless you have an unending curiosity about things.

A Spotlight on: WALTER ROBINSON

Story by Gabriela Herstik

In 2002, the Spotlight Team at the Boston Globe exposed 249 priests for allegations of sexual abuse. In 2014, Charleston’s Post and Courier highlighted the ineffective laws against domestic abuse in South Carolina that caused the state to be ranked 1st in the nation for the number of women killed by men. These are both Pulitzer Prize-winning stories that show how investigative reporting can make a difference and lead to reform.

Investigative journalism requires special skills, an innate sense of curiosity, and much preparation. “You can’t be a good reporter unless you have an unending curiosity about things, and if you have that and you become a journalist you’ll be able to get stories because you won’t take no as an answer,” says Walter “Robby” Robinson.

Robinson is no stranger to persistence; he led the team of journalists who exposed the cover up of pedophilia taking place in the Catholic Church. If there’s one thing happening behind the closed doors of the Catholic Church, it’s the importance of good, investigative journalism.

“Like many of the students here, they loved a good story, they learned where to get information and they learned (sometimes with great difficulty) how to persuade people to talk. And most of all they came to understand that good reporting can right many wrongs; that good reporting is often the only light that illuminates life’s darkest corners.”

Journalists often act as the only advocate for victims who, as Robinson says, “have no voice but the one we can provide.”

Robinson described the Internet as a journalist’s double-edged sword. While it has nearly halved the size of newsrooms, it has also provided journalists with reporting tools that make investigative reporting much faster and efficient, and has created numerous jobs in and out of newsrooms. It seems that investigative reporting is not dying, but evolving.
A Gamecock, A ways

Welcome to SLIS

Story by Payton Florence

After almost 30 years at Syracuse University, writing over 40 book chapters and journal articles, Dr. R. David Lankes is joining the University of South Carolina as Director of the School of Library and Information Science in July. “Professionally I have always worked best in a team of creative folks and outstanding researchers. I found that at the College of Information and Communications and in the School of Library and Information Science,” Lankes said.

From winning the 2012 ABC-CLIO/Greenwood Award for the Best Book in Library Literature for his book The Atlas of New Librarianship, to being a recipient of the American Library Association’s 2016 Ken Haycock Award for Promoting Librarianship, Dr. Lankes has contributed much to the library field. “I’m a big believer that my success is not measured in the things I produce, but in the success of others. As an administrator, my success is measured by the success of the faculty and staff I support.”

While traveling the world this past year and learning what librarians are capable of, Dr. Lankes has recharged his creative energy. He witnessed the restoring of manuscripts at the Vatican Library, observed an open debate in Belgium between ministers of culture, experienced the process of integrating a turbulent past into an optimistic future while in New Zealand, and reaffirmed his faith in the power of librarianship when visiting Australia, Canada, the Netherlands, and Pistoia, Italy. Dr. Lankes stated, “Simply put, when you encounter smart people dedicated to doing good and doing well you are simply moved to action.” He hopes to connect his world travel experiences with the passions and experiences of the USC faculty members in continuing to evolve curricula.

Upon entering his first year of college at Syracuse University, Dr. Lankes intended on being an illustrator. However, he realized drawing was strictly a hobby of his and, instead, discovered a passion for developing computer applications. Dr. Lankes began his doctoral program at Syracuse University during the growth of the Internet as a resource. “It was simply a playground for a geek like me,” he said. Asked what he wished more people knew about the School of Library and Information Science, Dr. Lankes replied, “Ask me in a year. I have a lot of listening and learning to do first.”

The School of Journalism and Mass Communications at the University of South Carolina is no stranger to Georgia native, Dr. Andrea Tanner. Named director of the journalism school in December, Dr. Tanner is also an alumna, graduating with her M.A. in 1999 and Ph.D. in 2002.

Persistence in her field has gained her three journalism school leadership titles in only three years, as the journalism sequence head in 2014, interim director in 2015, and most recently director. After holding multiple positions, Dr. Tanner wants the luxury of “being able to focus on one thing in the foreseeable future.”

As director, Dr. Tanner will guide the school into a future of innovative learning and growth, while maintaining the school’s reputation for excellence in media higher education. She is confident the journalism school’s new building will be a great advantage for recruiting new faculty and students. Her family of four has been grateful for the opportunity to maintain their lives in Columbia while Dr. Tanner pursued a career with USC. Fortunately, dedication to her field has landed her a corner office on the top floor of the new school of journalism. Dr. Tanner attributes much of her own success to being in the “right place at the right time, and good luck.” Utilizing her interests in health and wellbeing, combined with her Bachelor of Arts in broadcast journalism, Dr. Tanner formed her own path by bringing broadcast journalism, health and wellbeing, and as a scholar to her professional broadcaster.

New anchor for the USC journalism school’s new post,” said Cecile Holmes, chair of the school’s journalism sequence. “We need both of those perspectives in this digital age. As a leader, she is insightful and effective. As a colleague, she’s the kind of person you want to work with.”

Andrea Tanner, new Director of the School of Journalism and Mass Communications.

Tanner attributes much of her own success to being in the “right place at the right time, and good luck.” Utilizing her interests in health and wellbeing, combined with her Bachelor of Arts in broadcast journalism, Dr. Tanner formed her own path by bringing broadcast journalism, health and wellbeing, and as a scholar to her professional broadcaster.

Story and photo by Eva Moore

Andrea Tanner, new director of the School of Library and Information Science.
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able to follow my passion that I discovered later in life,” said Christy Sanford. Today, students can achieve a Master of Library and Information Science (MLIS), or Certificate of Advanced Graduate Study in Library and Information Science. Utilizing computer software like Blackboard, Adobe presenter, and video streams, students can be anywhere in the world and still have the opportunity to interact with other students and professors. The faculty

members who run the program frequently update their class material and technology in order to keep the SLIS program current. The program works on an asynchronous delivery which allows students to access material whenever they have the time. This is much changed from when the program delivered material by television to a synchronous audience. MLIS candidate Alice McMahan lives in Columbia, South Carolina but loves the flexibility of the online program because it allows her to pack up and spend a few days visiting her grandmother in Florida. Also, due to the online nature of the program, McMahan is able to pursue a leadership development program through her church while having a graduate assistantship with Cocky’s Reading Express. McMahan says, “I am able to fit more hours into my day; I can work on my grad school work at 7 a.m. on a Monday, 2:30 p.m. on a Wednesday, or 10 p.m. on a Friday.” Due to the evolution of technology, SLIS has been able to expand the horizon of the school and now has students internationally.

Sanford and McMahan both chose the SLIS due to the strength of its program and the ease in obtaining a degree in a nontraditional way. Sanford remains enthusiastic. “If it were not for the distance learning opportunity, I would not be able to follow my passion that I discovered later in life.”

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s social media continues to grow, the study and research in the field of social media increases. Using social media as “big data,” Dr. S. Mo Jang (Big Mo), tries to determine how it can be used to reflect public opinion on controversial issues such as gay rights and climate change. Big Mo, an assistant professor in the School of Journalism and Mass Communications at the University of South Carolina, got his nickname from combining his first name and the “big data” in his Twitter research. While Facebook is arguably the most popular social media site “Facebook data is private and owned by Facebook. Twitter data is public,” said Dr. Jang. He collects Twitter data by using different frames. Frames are specific phrases or aspects of a topic. For example, the study, Dr. Jang uses the “rights or equality” frame and the “religion” frame. Looking at the data state by state, he attempts to determine public opinion to see if any predictions of political change may be made. He found that if one state “talks” more about the rights or equality of gay marriage, that state may be more supportive of gay rights and political change may be in that state’s future. During his research, he found that Hawaii “talked” more about the rights and equality frame than the religion frame. Using the theory above, Dr. Jang predicted that Hawaii could be close to a policy change and six months later gay marriage was legalized. On climate change, Dr. Jang found that the United States is divided on the issue. “Red states talk about the ‘hoax’ frame, whereas climate change is a lie or not, while blue states are more focused on how it can be used to confirm their opinions,” said Jang.

Story by Trey Williams

While traditional data mostly focused on cause and effect, social media data is starting to change that and focus on correlation.

Big Mo

Big Data

Story by Dillon Fagler

If it were not for the distance learning opportunity, I would not be able to follow my passion that I discovered later in life.” -Christy Sanford

There are currently 254 active students in SLIS, with a total enrollment of 410. There are five international students. For more information about the program contact: MADONNA STOEHR Program Coordinator Telephone: 803-777-8068 Email: mstoehr@mailbox.sc.edu

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Left: Photo provided by Christy Sanford
Sanford works on classwork for the SLIS masters program as her son watches.

Top: Photo provided by Alice McMahan
Alice McMahan uses knowledge gleaned from the MLIS program to teach a poetry lesson at Brodman Elementary.

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The daily volume of tweets that mention Snowden, WikiLeaks, NSA for the one year (2013 Jun - 2014 Jun).
Roles Changing at SJMC and CIC

Story by Davonté Biggers

Administrative roles at the School of Journalism and Mass Communications are expanding ways to assist faculty and students, including workloads, scheduling and internships. Several recent appointments have been made to enhance the teaching and learning experience.

DR. SHANNON BOWEN

Dr. Shannon Bowen is newly appointed as the Public Relations sequence head, making her responsible for developing course schedules, ensuring students’ needs are met, and assisting faculty with managing their workload. Dr. Bowen returned to South Carolina in 2012 after teaching on the faculty of the S.I. Newhouse School of Public Communications at Syracuse University. She obtained her Ph.D. in Communication and Mass Communication from the University of Maryland. Dr. Bowen’s USC roots date back much farther. She received her M.A. degree from the School of Journalism and Mass Communications and her father graduated from the university in 1972 with a degree in chemistry.

Dr. Bowen says “Courses are rigorous, and I expect a lot from my students but the end results are often phenomenal.” She looks forward to continuing to use her knowledge and experience to positively affect the students, faculty and staff of SJMC while serving in her new position.

CINDY JUSTICE

A new college position – assistant dean for student services – was created last year, with Cindy Justice taking the position during the fall semester. That brought Justice back to USC, nearly 20 years after she began her career in college administration here as the Director of Leadership and Services Programs in the Department of Student Life. Justice received her B.S. in Journalism from Texas A&M University, her M.S. in Student Affairs Administration in Higher Education from Texas A&M University, and her M.S. in Fundraising and Nonprofit Management from Columbia University.

Throughout her career, Justice has worked in admissions, marketing, academic affairs, student affairs, student and group advisement, course planning, orientation programming and more. In her new role, Justice is responsible for coordinating and working with the staffs handling advisement, recruitment, internships and placement for both of the college’s schools.

DR. BROOKE MCKEEVER

Dr. Brooke McKeever will take on the responsibility for the school’s MMC – Master of Mass Communication – program this summer, following Dr. Tom Klipstine’s retirement. She now teaches undergraduate and graduate courses in public relations and health communications. Dr. McKeever states that she is “excited to be leading undergraduates and graduates as they work towards becoming better communications professionals.

Dr. McKeever received her B.A. in Public Relations and International Affairs from Florida State University, her M.S. in Journalism from Ohio University, and her Ph.D in Mass Communication from University of North Carolina-Chapel Hill. Before obtaining her Ph.D. Dr. McKeever managed marketing and fundraising initiatives for St. Jude Children’s Research Hospital and worked with the Chicago International Film Festival. Since obtaining her doctorate, she has done extensive research and received several awards for it including the Research Paper Award from the ComSHER Division of the Association for Education in Journalism and Mass Communication (AEJMC).”

ATLANTA ATTRACTION

Story and photos by Raven Ellis

Daley Michael graduated from the University of South Carolina’s School of Journalism and moved to Atlanta motivated to find a job in the city she loved. The job hunt was successful – she is employed by FOCUS Brands – and has maintained her Carolina connections. The relationship between USC students and the city strengthened in 2005, when Professor Lisa Sisk was asked by public relations students to create a Maymester specifically for them. “I wanted public relations students to have the same opportunity to explore the industry with people who have successfully made it in the real world,” said Sisk.

The Atlanta Public Relations Experience, as it’s now called, relies on the close ties Sisk has developed with Atlanta alumni. “I make sure I keep an open line of communications all through the year. I become friends with the alumni and the relationship is what keeps the connection there,” she says. In 2016, students are visiting the Atlanta Aquarium, AT&T, Cohn & Wolfe, the High Museum of Art, American Cancer Society, MSL Group and the Georgia Aquarium. They will be studying effective crisis communication strategies in public relations.

USC journalism alumni in Atlanta also were involved in the 2016 Public Relations Student Society of America one-day Real World Conference. Stephen Brown, chief innovation officer at Cookerly PR, and Daley Michael from FOCUS Brands participated.

Brown is a 2002 graduate from USC’s School of Journalism and Mass Communications who moved to Atlanta and now maintains ties with fellow gamecocks. “Garnet and Black never gets out of your blood,” he said. “There are always reasons to be interacting, to continue to talk to students and find out what dreams they have. It keeps us fresh because we know what the next generation of people wants to do with our field.”

Brown’s advice: “Link in and connect with people on social networks if you’re in the Atlanta area. Take advantage of professional networking events if you find out people are coming to campus.”

Daley Michael moved to Atlanta in 2012. “I moved here right after graduation with no job. But that was all the motivation I needed,” she said. “Go after what it is that you want to do – people are the most forgiving during this time in your life.” Her advice: “Do whatever it takes to make it! Take people out to lunch, to drinks, to whatever. If you can show how badly you want it, somebody is going to want you on his or her team.”
Dr. Thomas Klipstine

After 25 years with General Motors and with three degrees in hand, Dr. Thomas Klipstine made the career-changing decision to enter higher education. This major shift in his life was a result of numerous experiences he encountered, with applicants, both good and bad, while employed with General Motors. With General Motors, Dr. Klipstine has served as Director of Public Relations for GM North American Operations. Dr. Klipstine feels that, “The lightbulb needed to come on earlier.”

Dr. Klipstine said he realized that many students were graduating college and entering the work force unable to adequately apply their knowledge to positions they were seeking. He knew by his entrance into higher education he could help that change. Since he began teaching, his goal has been to offer himself as a resource and to give hands-on experience in writing. He shares his professional expertise with his students, so they are prepared to enter the corporate world and seek the jobs they desire.

Klipstine believes that all students should gain as much practical experience as possible. He believes that, “You shouldn’t get an internship, but several internships.” This is what allows you to understand the profession, the skills and necessities that you need to adequately serve in that role. This is the message that he relays to all University of South Carolina’s Public Relations Student Society of America members, where he serves as faculty advisor.

“He is one of those professors that makes you feel comfortable to approach them, he’s very lighthearted but focused on helping students succeed based on his own professional experiences,” said Renada Chisholm, one of Dr. Klipstine’s students. Dr. Klipstine has taught courses on both the undergraduate and graduate levels including Introduction to Public Relations, Public Relations Campaigns and Integrated Communication Principles. Although retiring from the University of South Carolina and leaving the School of Journalism and Mass Communications, he is most definitely anticipating his post-retirement plans. These plans consist of an ample amount of traveling and relaxation. He plans to relocate to Florida following his retirement and take advantage of the endless warm days. This time next year you definitely won’t find him in a classroom, but you will find him on a Florida golf course.

Jay Bender, Esq.

Jay Bender has had one goal: as a professor in the School of Journalism and Mass Communications, to help mold leaders of the future. He believes that “if you can make a difference in a couple of people’s lives a semester, then you have accomplished your job.”

Bender has had an impact in his intertwined careers in higher education and law. Bender, for the last 40 years, has been a partner at Baker Ravelin Bender, representing broadcasters, newspapers, publications and news outlets on media and first amendment related issues. He is responsible for the most recent interpretations of the Freedom of Information Act, as well as writing the book on laws affecting South Carolina newspapers.

Bender has always challenged his students, encouraging them to “do the work” and reap the rewards. However, no reward is greater than the “I survived Jay Bender’s Media Law class U.S.C.” mug students receive at the completion of the course.

“I never expected the life lessons I would be taught in addition to learning about media law when I registered for Bender’s course,” said Jessica Hosey, one of Bender’s former students. “He definitely challenges you as a professor, but if you simply come to class and do the assigned work, you will do just fine.”

Bender described his experience as a faculty member in the College of Information and Communications, in one word: “rewarding.” He believes that having the opportunity to aid students in identifying their problems and offering them resources to solve them has been the best part of his job.

With his ample amount of soon-to-be free time Bender has developed quite the bucket list, including new hobbies, traveling and relaxation. He plans to take up wood working and welding courses, while continuing to paint and spend quality time with his wife in New Mexico in their newly-renovated home. Bender also wants to travel to South America, Antarctica and Australia. However he is nervous about his trip to Antarctica, because he will travel by boat and he suffers from sea sickness.

Jay Bender’s students will remember about him.

Story and photos by Carrington Murray

Leaving a Legacy

“You shouldn’t get an internship, but several internships.”

-Dr. Klipstine

On this page: The iconic “I survived” mug (below) and slim Jim box where tests were returned (above) are just a few things Bender’s students will remember about him.
**Rolling Out the Red Carpet for Will Muschamp**

*Story by Bridge Jernigan*

Broadcast journalism alumnus Jonathan Hillyard knew what nearly every Gamecock fan was eager to learn. Hillyard learned who the next head football coach at South Carolina would be days before it was announced to the public. But he couldn’t tell a soul.

As soon as Coach Will Muschamp agreed to a five-year contract worth $16 million to become the school’s 34th head football coach, Hillyard and the rest of the staff at Gamecock Productions began operating behind the scenes in anticipation of the big unveil.

On Saturday, December 6, Hillyard got a call from his boss Paul Danna, director of Gamecock Productions, telling him to meet Athletics Director Ray Tanner at the Columbia Metropolitan Airport. From there the two would fly to Auburn, Alabama, to pick up Coach Muschamp and fly Muschamp back to Columbia to introduce him to the Gamecock nation.

“At that moment I knew it was time to go to work,” said Hillyard.

Hillyard, a 2007 University of South Carolina graduate, from Duluth, Georgia, is the associate director of Gamecock Productions. “Most people you hire today are segmented and restrained to certain skills, but Hillyard is the entire package. He knows how to write, produce, shoot, and is on top of our social media,” said Danna.

When former Head Coach Steve Spurrier retired in October, Hillyard began planning for the moment he knew would soon come. Hillyard and his staff prepared a few graphics for possible coaching candidates to release if one of them were hired.

“Before the hire went official, the staff had a very tight window to get the film, photos and information we needed,” said Hillyard. “The groundwork being laid was in the form of planning and execution.”

As Muschamp, Tanner, and Hillyard exited the plane in Columbia, Hillyard saw an opportunity to get Muschamp’s first impressions in Columbia, so he grabbed his phone and shot a video of Muschamp announcing that it was great to be a Gamecock. For the next 24 hours, Hillyard was side by side with Coach Muschamp and documented Muschamp’s first day on the job.

“Jonathan was instrumental with all of his creative ideas, planning, and execution throughout the entire process,” said Danna. He praised the work of Hillyard and his staff from the time Spurrier retired to the moment a new era was born under Coach Muschamp. Today, you can find Hillyard’s work on Gamecockonline.com or on the Gamecock Productions YouTube channel South Carolina Gamecocks.

“I am so grateful for the University of South Carolina as they prepared me for moments like this,” said Hillyard. “The professors do a great job of instilling people skills and a work ethic that set you up to succeed.”

Gamecock Productions also has a Vimeo page where they post their best video content.

Just as Coach Muschamp was on the top of Tanner’s list of hires, Hillyard was at very top of the list when the job opened several years ago. Danna saw unlimited potential in Hillyard and knew that he was his guy.

*Photos provided by Jonathan Hillyard*
New Books for Young Readers

South Carolina has a lot of great stories

- Kim Jeffcoat

There is a young reader in your life, the Young Palmetto Books series from the University of South Carolina Press offers unique books that combine entertainment and education in beautifully illustrated volumes. These books share stories of South Carolina through new ideas and vibrant artwork. The stories teach readers about life told through the eyes of those closest to the action — including puppies, roosters and grandparents. Executive director and series editor Kim Jeffcoat believes these books have much to share with young readers. “South Carolina has a lot of great stories,” says Jeffcoat.

The three newest books published in the series include Nipper of Drayton Hall, Amadeus: The Leghorn Rooster and Crabbing: A Lowcountry Family Tradition. Whether it’s architecture, colors, animals, or a family pastime, each book has something special to share. Young readers will learn about South Carolina while being endlessly entertained. All of the books follow Young Palmetto Book’s mission statement, which states, “The series ... highlights South Carolina writers and subjects in smartly crafted books for children and young adults featuring educational themes and supporting materials for teachers and parents.”

Nipper of Drayton Hall

Written by Amy Lewis and illustrated by Gerry McElroy, this story follows Nipper the dog throughout his adventures at Drayton Hall near Charleston. While readers enjoy Nipper’s adventures, they’ll also learn about the great architecture South Carolina has to offer. Lewis was inspired to write the book based on her connection with the Drayton family. Lewis dedicated the book to her friend, Anne Drayton Nelson, whose family owned Drayton Hall until the 1970s. Lewis herself spent time at Drayton Hall when she was young. She believes the story is important to share because of its fun and educational aspects. “Nipper of Drayton Hall is a story about real people and a real dog who lived 100 years ago,” said Lewis. The watercolor illustrations from Gerry McElroy paint a picture of life as it was when Nipper roamed around Drayton Hall.

Amadeus: The Leghorn Rooster

Young Palmetto Books has also republished the story of Amadeus: The Leghorn Rooster, written by Delores B. Nevils and illustrated by Jonathan Green, a South Carolina native. Amadeus is a rooster living on St. Helena Island in South Carolina. The book describes Amadeus’ relationship with the other animals he meets, teaching readers a great deal about friendship. The story of Amadeus goes hand in hand with the vibrant and colorful illustrations from Jonathan Green. Color is one of the main focuses of this children’s book. Jeffcoat described the process saying, “We picked a complimentary color from each illustration for the pages with text.” The story of Amadeus, accompanied by Green’s rich illustrations makes this the perfect read for any child with an artistic side.

Crabbing: A Lowcountry Family Tradition

Crabbing: A Lowcountry Family Tradition, is the newest book in the series. Written by Tilda Balsley and illustrated by Monica Wyrick, the book showcases a favorite family pastime in South Carolina, through the story of boys learning about crabbing from their grandfather. The book features a guide to the activity while sharing a story. Monica Wyrick’s illustrations were inspired by Edisto Island in South Carolina, further establishing its South Carolina connection. Wyrick hopes the book teaches readers from South Carolina and beyond what is so unique about this tradition. Wyrick said, “I think it is so important for children to read books about faraway places and times, as well as books about places that they know or might be able to go to. It lets them know that what is in books can be real, and that maybe they could even write a book!”

Readers both young and old can learn what is so special about South Carolina from these books if they haven’t realized it yet. A reader who picks up one of these books is sure to find something that is just as educational as it is enjoyable. The books feature beautiful illustrations that tie into fresh storylines. The stories and artwork focus on the unique South Carolina connection. Writer Amey Lewis said, “As a born and bred South Carolinian, I am proud of much of our history. I like passing along this history to readers, young and old, throughout the state and hopefully beyond.”

Young Palmetto Books

Since its creation in 2013, Young Palmetto Books has sold more than 15,000 copies of books in the series. The series is a partnership between the USC Press and South Carolina Center for Children’s Books and Literacy (SCCCBL). The series is continuing to grow, with new books to be published soon. USC Press Director Jonathan Haupt says, “The dozen or so books we’ve published thus far have been very well received by their intended audiences, and we’re just getting started. The immediate future of the series looks very bright too.” Pick up your own copy wherever USC Press books are sold or at uof.sc/-uscpress-ypbooks
There is no nobler profession, than to be a journalist. We are on the front lines, we are the teacher, we are the last resource, we are the fourth estate. 

-Jackie Faye

Jackie Faye: Journey to Afghanistan

Story by Patrick Sowder

I was sitting outside when all of a sudden I heard the alarm say incoming. incoming. I literally did not know what to do. Just one month after Jackie Faye Burton had arrived in Afghanistan, there was a rocket attack near the Italian Embassy, in Kabul, close to where she lives. Fortunately, no more attacks followed; however, it was quite the initiation for someone who was very new to the country.

Jackie Faye, as she calls herself professionally, is a part of a creative team working on multimedia projects in Afghanistan. She received the call to work in Afghanistan from a recruiter as she was trying to start her own business in New York. “Before I knew it I was interviewing with three people located in Kabul. They got copies of my previous work and I got the offer. When I got the offer I cried because I knew I should take it, but I was overwhelmed at the thought of leaving my dog and Manhattan life.”

As an alumna of the University of South Carolina, her journalism journey started in Columbia. While still in college, Jackie Faye made memories as a student journalist. She landed three internships: Two in Washington, D.C., working for Radio America and Fox News, and one in Columbia, S.C., working for WIS-News 10. During her senior year, she was hired by WIS-10 working as the weekend assignment editor. Additionally, during a senior semester, which she called “infamous,” Jackie Faye investigated gang violence in Richland County, which resulted in an interview with Eugene Patterson, who was charged with murder two days later.

Jackie Faye graduated from the University of South Carolina in 2007 with a degree in Broadcast Journalism. She also has a MA in Business Journalism from Columbia University and attended Georgetown University’s Institute of Political Journalism. “I’ve had the same dream for as long as I can remember – I literally have a picture of myself when I was 12 behind a news desk,” she said. “I’m still working on pursuing my dreams – it is something you can’t ever stop doing.”

“…”

Bryan Cox: Green to Garnet

Story by Erin Fahlising

Ryan Cox was accepted at the University of South Carolina as a high school senior but, as graduation neared, he began to question if garnet and black was the right choice for him at that point in his life. The Irmo native had never considered a military career, yet a tenacious recruiter showed him the career options and benefits were more than he envisioned. As a result, Cox decided Army green was his better color scheme.

“I ended up going into public affairs, which is what I thought I wanted to do at USC,” he said. “It was an opportunity for me to serve and find out if this was something I wanted to do with my life.”

Cox enlisted in the Army in June 1996, then deployed to Bosnia in May 1997 as his contemporaries were finishing their freshman years of college. He graduated with hands-on experience with public affairs and international media during two 3-month deployments in an active war zone.

“The military was a very good experience for me,” he said. “It gave me a sense of self-discipline and the ability to stick to a task and see it through…those kinds of traits of working through adversity and working with different cultures and people – they become life, career and personal skills.”

After completing his military service, Cox finally donned garnet and black and enrolled at USC in Fall 2000 as a broadcast journalism major. “I basically delayed my original plan by four years,” he said, “but I was a freshman who had four years of work and life experience, and the GI bill to pay for school.”

Cox’s four years in Army green prepared him to not only succeed, but also stand out in the School of Journalism and Mass Communications.

“Bryan Cox was a great student — a good writer, a go-getter, and someone who always was able to produce creative story ideas,” said Dr. Andrea Tanner, now the school’s director. “He was also a leader in our newsroom, and I believe his military training contributed to his success in our program.”

In addition to his full-time coursework, Cox worked for civilian TV stations – first on-air at WIS-TV, then as a producer for WACH-FOX – throughout his time at USC. He also accepted a scholarship and joined Air Force ROTC, and still managed to have time for the normal college experience.

“Looking back, it’s funny how normal it all seemed,” he said. “I spent two years in Bosnia, so I was used to this culture; but where you’re constantly working… but I can’t remember when I slept!”

Cox graduated magna cum laude with a B.A. in broadcasting in 2004 and accepted a commission with the Air Force. He served as a public affairs officer (PAO) at Shaw Air Force Base, where he was the point of information for many former classmates working in SC media.

By 2009, Cox was back in civilian life at WACH-FOX, first as the assignment editor, then as the news director. In 2012, he began his current position as a PAO for the Department of Homeland Security.

“I knew that I wanted to have a variety of experiences – the more angles you can see an issue from, the better it makes you at all of them,” he said. “Understanding both sides of an issue made me a better public affairs officer and journalist.”

USC SUPPORTS ITS STUDENT VETERANS

■ 5% of USC students are veterans using Post-9/11 GI Bill
■ Recognized as a Military Friendly University since 2009
■ Student Veterans Association, Veterans Services Office, and dedicated Student Success Coordinator
■ “Green Zone” training to educate GAMECOCH community about the military and on-campus resources to support student veterans academically, socially and emotionally.
Earhardt was one of the top students in her program during her time at USC. She graduated in 1999 with a degree in Journalism and was also awarded the Distinguished Young Alumni award, and was named the School of Journalism and Mass Communication’s 2007 Outstanding Young Alumna.

Earhardt has worked at Fox News since 2007, where she has become a notable anchor and reporter for the network, as well as the co-host of the channel’s morning program Fox and Friends. “I wanted to become a broadcast journalist because I am interested in the news of the day and how it affects our lives,” Earhardt says. “It’s a field that is always exciting, challenging and I can be used to make a difference.”

Like Moton, Earhardt also has great passion for her career. “I would say my favorite thing [about my job] would be getting to provide information to those who watch Fox News,” says Earhardt. “Getting to provide them with information they didn’t have before they turned on their TV… I love that, with my job, I get to do something that really matters.”

In fact, Earhardt has so much love for what she does that, when asked what her least favorite part of her job is (particularly if it is difficult waking up so early to host Fox and Friends, which airs at 6 a.m.) she replied, “I get asked that a lot! And you know, I think your outlook makes a big difference. I mean, think about it – there are five morning news anchors in America. There are five million girls out there who want my job, and I am so lucky and so blessed to have it. When I wake up in the morning, I am excited to go to work. I am excited to bring people the news. I am living my dream job.”

When it comes to succeeding as a journalist, Earhardt has some great advice. “Hard work,” emphasizes Earhardt. “Always say yes – be willing to chase the story. Integrity; you have to do the right thing in any and every situation. As a journalist you have a very important responsibility to tell both sides of the story.”

When it comes to succeeding as a journalist, Earhardt has some great advice. “Hard work,” emphasizes Earhardt. “Always say yes – be willing to chase the story. Integrity; you have to do the right thing in any and every situation. As a journalist you have a very important responsibility to tell both sides of the story.”

Moton is a South Carolina native, born and raised in Greenville. “When I was growing up my family and I watched WYFF News 4 out of Greenville,” Moton says. “We watched the news every single day. So what I remember thinking was, I like watching TV and I like to talk so I put them together.”

Moton attended the honors college at the University and graduated in 2004 with a B.A. in Broadcast Journalism. He went on to be awarded the University’s Distinguished Young Alumni Award in 2011 while working at WPVI in Philadelphia. At ABC News One, Moton’s reports are distributed to the network’s affiliate stations across the country.

“I’m proud of being on the air since 2004 and have covered some of the biggest stories in history,” Moton says. “I was there in Raleigh, Durham to cover the rape scandal, in Orlando Florida for the Casey Anthony case, in Philadelphia to cover the Penn State child sex abuse scandal, and I covered the Boston Marathon bombings.”

Moton has great dedication for his line of work. “Favorite part, hands down, is meeting people and doing something different every single day,” he says.

Favorite part, hands down, is meeting people and doing something different every single day.
- Kenneth Moton

“Ainsley Earhardt, anchor and reporter for Fox News.

I love that, with my job, I get to do something that really matters.
- Ainsley Earhardt
A Deeper Connection
Marti Hause and Shana Stapleton both work at MSNBC. But the two broadcast journalism graduates were connected long before they got to New York.

Story by Jenna Payesko

Marti Hause, a Maryland native, is a 2006 broadcast journalism alumna. After graduation, Hause began her career in South Carolina as a post-graduate intern working with a reporter who covered the State House for several television stations. Hause then took a job at WIS-TV in Columbia for three years, before heading to WRC-TV NBC Washington. In the fall of 2014, Hause moved to New York City to work on “PoliticsNation” with Rev. Al Sharpton at MSNBC. This led her to her current position as producer with the Legal Unit, headed by Ari Melber. MSNBC’s Chief Legal Correspondent.

South Carolina native Shana Stapleton became instant friends with Hause when they met during their classes at USC and at the WUSC-FM radio station. They shared similar goals and life philosophies. “Marti and I bonded over our desire to produce. She and I both relished the opportunity to write and manage a newscast. We stayed in touch after graduation, not only as friends but as two producers rarely had any interaction, but they treated us as if we were their boss. It was a dynamic that was a professional and appropriate boss—employee relationship, something that was both refreshing and unique,” Stapleton said.

The lessons learned from USC professors have taught the women some of the harsher realities of being in such a high-pressure job, allowing them to realize the benefits of working together. “I think I was not aware of the most valuable lesson from my professors at the time it was unfolding in front of me. While we were always supportive, they treated us as if we were their boss. It was a dynamic that was critical in developing a professional and appropriate boss—employee relationship,” Hause said.

Later in my career, I look back often, comparing certain bosses to past professors. And it helps me figure out how to best approach them,” said Hause.

“TV is truly a small world. USC prepares its students so well, it’s no surprise many of my fellow alumni are in great broadcast jobs across the country.”

-Marti Hause

TV is truly a small world

Later in my career, I look back often, comparing certain bosses to past professors. And it helps me figure out how to best approach them,” said Hause. “TV is truly a small world,” says Stapleton. “USC prepares its students so well, it’s no surprise many of my fellow alumni are in great broadcast jobs across the country.”

-Marti Hause

After the 1,000-year flood of October 3, 2015, public libraries across the state became hubs of information activity, providing resources for flood victims and points of contact for assistance. Libraries became a headquarters for FEMA, provided power for people to charge their cellphones, posted updated emergency information on their websites, and distributed necessary items such as toothbrushes and baby diapers. The process was intriguing to many faculty in the School of Library and Information Science and resulted in multiple research grants.

Dr. Clayton Copeland, an instructor in the School of Library and Information Science, and Dr. Robert David Dawson of the USC School of Medicine are working on research about disaster preparedness and response during SC’s historic 2015 flood and impacts on people with disabilities. They received a USC internal grant for $27,000.

Dr. Amir Karami, an assistant professor in the School of Library and Information Science, received an internal grant for $12,000 for his research project regarding social media and disaster information to develop a better strategic plan for disaster preparedness, response and recovery in the future.

Dr. Feili Tu-Keefner, Dr. Jingjing Liu, and Dr. Sam Hastings are conducting research on the roles of public libraries during natural disasters. They were given an internal grant for $17,000 from the Office of the Vice President for Research to pursue research on social, environmental, and health dimensions of the October 2015 catastrophic flooding.

“This grant provides necessary seed money to support a pilot study, and its results will be the baseline data to help us seek external funding,” said Dr. Tu-Keefner. They are using focus groups, interviews and surveys to examine the roles of public libraries during the flooding that occurred in Richland, Orangeburg, and Clarendon counties. They began hosting focus groups for libraries and librarians across the state to examine their reactions throughout the disaster.

“I found it a challenge just keeping up with the rapid pace of the amount of information that was coming out, when I started collecting it on behalf of the library and knowing that we were going to be posting it. I almost became obsessed with just watching Twitter feeds for a little while to make sure I wasn’t going to miss anything important...” said a librarian who was interviewed for the research project.

A survey has been developed to examine how people used information tools and social media during the disaster. The entire research project ends May 2016 and its further advancement may be extended. While the project is still in its early stages, Dr. Tu-Keefner, Dr. Liu, and Dr. Karami all have a very positive outlook about the project and hope that they can receive further funding to create a large-scale study applicable to emergency situations nationally.

Libraries During the Flood

A Deeper Connection

Top: Marti Hause (left) and Shana Stapleton (right) at work in the New York, MSNBC studios. Below: Air commencement ceremony in 2006.

Both Marti and Shana were in each other’s wedding parties.

Top: Perhaps needed access to clean, bottled water after the flood, as the libraries teamed with the United Way and local churches to pass out packages at Main, North Main, Norwest (pictured) and Southeast locations.

Bottom: An expression of appreciation to the Forest Acres Police Department and all first responders outside of the Richland Library Cooper.
THE CAROLINA AGENCY

Story by Adriana Perdigoto

When the Columbia Fireflies, the city’s new minor league baseball team, sought to attract USC students, it turned to The Carolina Agency to craft a campaign. “The agency is excited for the prospective opportunities the Columbia Fireflies will bring to Columbia,” says Dr. Jeffrey Ranta, creator and faculty advisor for The Carolina Agency, which offers assistance to organizations.

“Unfortunately for Columbians, Gamecock baseball is really a short season, plus there’s a lot of away games so there’s a demand for more baseball and I think the Fireflies are going to meet the need with this new stadium and team.”

With this collaboration, the Fireflies promotional schedules are all over campus and already creating excitement. Dr. Ranta hopes that the agency’s work with the Fireflies will establish strong communication strategies that will enable the university to attract the interest of the students to ultimately integrate the team firmly within the Columbia community.

Under Dr. Ranta’s leadership, the organization has received 16 awards, including the 2014 PRSSA campaign of the year. The student-run organization provides innovative solutions to common communications issues presented by clients across the Southeast.

One of those is River’s Edge Retreat, a nonprofit faith-based organization that offers an outdoor recreational facility to underprivileged children. The group faced severe damage after Hurricane Joaquin hit Columbia in October, 2015. According to Dr. Ranta, the agency composed a fundraiser that incorporated strategic social media and advertisements that brought traffic to the organization’s website and as a result were able to raise $25,000 for the organization and that has allowed them to begin reconstruction on their facility. “I think it’s a good cause...they’re getting back on their feet, they’ve found a bunch of volunteers and we’ve just been helping the way we can,” said Dr. Ranta.

The Carolina Agency offers a unique opportunity for students to work for prestigious clients, have a positive impact on their businesses, and establish important relationships.

Dr. Ranta says, “I do not see a greater opportunity than being able to gain knowledge by helping various clients,” says Jenna Payesko, creator and faculty advisor for The Carolina Agency class.

THE CAROLINA AGENCY is one of 37 student-run agencies nationally affiliated with the Public Relations Student Society of America. TCA strives to uphold the ethical standards set forth by professional practitioners.

AFTER more than five years of planning and construction, 800 Sumter Street became the new School of Journalism and Mass Communications last July. The new building is a shining example of USC’s green building initiative—and one of the few on campus to achieve Gold LEED (Leadership in Energy and Environmental Design) certification. The project earned LEED credits for things like water efficient landscaping and a 20% water use reduction, as well as for optimal energy performance, and sustainably harvested wood. Credits were even earned during the construction process, for things like recycling at least 85% of materials. It was “really fun to see that whole design evolve from where we started to where it ended up in construction. It was just something that was special,” says Karen Quinn, lead architect for the project.

Quinn, who has been with The Boudreaux Group in Columbia for the past ten years, is accredited in LEED Building Design and Construction. The LEED rating system was developed by the U.S. Green Building Council (USGBC) and has four levels of certification—Certified, Silver, Gold, and Platinum. LEED certification means that the new journalism school—which achieved Gold with 61 credits—is nationally accepted as a high performance green building.

USGBC awarded design credits for the environmentally friendly site. The location is in a highly populated area and is on public transportation routes. These factors encourage people to drive their cars less and put less pollution out into the air.

In addition, the project earned Innovation in Design Credits as well as Regional Credits, such as a Thermal Comfort Design credit—important for occupant comfort in the summer heat. “It is a very intense process,” says Quinn. “It takes a long time to put all the documents together and submit and then they review and then push them back to us.”

Though built in 1962, the building is inside the historic Horseshoe District, so the project also had to be approved by the South Carolina Department of Archives and City of Columbia. It was important to maintain the historic character of the exterior during the renovation. That led to the restoration of the existing windows. Instead of getting new windows, a layer of insulated glass was installed on the inside of the windows to make them energy efficient.

“Taking all the environmental and historic aspects into consideration added to the complexity of the project,” said Dean Charles Bierbauer. “But the result is a building restored to its historic exterior with a dazzlingly modern interior.”

The renovation was a long and sometimes arduous project for those involved. The age of the building created challenges. However, balancing modern needs, energy efficiency, and historical conservation made the project what it was. “We don’t want to tear down our old buildings,” says Quinn, “We want to save them and give them a new life. And I feel like this project did that perfectly.”

DOES YOUR ORGANIZATION NEED BRAND IDENTIT AND MARKETING STRATEGY HELP?

Let The Carolina Agency do the work

Jeffrey A. Ranta
Instructor
Faculty Advisor
The Carolina Agency
ranta@mailbox.sc.edu

VISIT US: SC.EDU/CIC
The Intern: A Closer Look from the Business Perspective
Story by Kelsey Waters

Kela Thomas’s internship at a radio station led her to change her major, while Caroline O’Neal accepted a position at Senator Lindsey Graham’s campaign office in South Carolina at the end of hers. Now, they are helping other interns gain the same type of business experience.

Internship programs are an affordable way for businesses to attract qualified students to their company while students gain a better understanding of their field of interest. O’Neal and Thomas are School of Journalism and Mass Communications alumnae who shared their insights about the intern process from the business perspective.

O’Neal’s team for the Lindsey Graham 2014 Senate campaign looks for hard-working individuals who want to get involved and show an interest in politics. “It’s important to take chances on people who may not have that much experience because a lot of times they’ll surprise you at how interested they get and how involved they are and how much fun they have during an internship program,” says O’Neal.

Thomas, vice president of Thomas Media Group in Columbia, says it is important for students to know the school’s requirements for getting class credit and the type of paperwork that is involved. “I want to make sure you are challenged,” says Thomas. “I ask, what are some of the things you want to learn or things that need to be on your resume that we can help you get?” While the work week varies depending on different events, it is typically 20 to 25 hours. “Our campaign honestly could not have operated without interns,” says O’Neal. “They took so much off of our staff plate to allow staff to do what we needed to do.”

Many companies use internships as a platform for hiring. “It is an opportunity to look into the window of a person and ask if this is somebody we would want to make a full-time part of our team,” says O’Neal, who now works in External Affairs & Strategic Engagement at the Medical University of South Carolina. Thomas advises that interns need to treat the position like a job, meaning be on time, dress appropriately, and call if a problem arises. “We need interns to understand that whereas we have a lot of fun here and it’s a media company, it is very serious and we have built them into our schedule,” she says.

O’Neal’s final advice is to have a formal process in place with a designated intern coordinator to take ownership of the process. “It is important for interns to have that one person who is that point of contact to go to with concerns and to get feedback from,” says O’Neal. “The most important thing is for the interns to feel like when they’re there, they’re being utilized and doing meaningful work and getting a good experience.”

Internships can be incredibly beneficial for both the business as well as the student. “I like to see the students grow and get ready to sharpen their skills to do whatever their next step is going to be in the student. “I like to see the students grow and get ready to sharpen their skills to do whatever their next step is going to be in their career,” says O’Neal. “The most important thing is for the interns to feel like when they’re there, they’re being utilized and doing meaningful work and getting a good experience.”

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You must be able to listen to others and gather all the info you need to make an informed decision.

-Diane Creel

FOREVER THEE

Story by Parker Moore

F or many donors, giving to a university is not tied to a fundraising campaign – it is simply a part of their lifelong relationships with the school that means so much to them. They seem to share a common perspective. For these donors, the School of Journalism and Mass Communications has taught them valuable life skills that have been put to use in many different areas of their lives. Most donors tend to be alumni, but alumni aren’t the only ones impacted by the many resources the journalism school provides at the University of South Carolina. Their donations are acknowledged on plaques throughout the building but their stories are told here.

Diane Creel

In the fall of 1966 Diane Creel came to the University of South Carolina as a freshman interested in studying journalism. She felt that journalism could offer her many opportunities during the next four years and beyond. She was right. Dean Albert Scroggins played a large role in her college and professional career. “He encouraged me throughout college and helped me realize I didn’t have to go into the field to use my journalism skills.” Creel’s gift honors Dean Scroggins and named the Dean’s Suite. When asked why she gave to the new building Creel said, “For many reasons, but mainly because of the great relationship I formed with the dean and it was amazing how he took the time to get to know me and what I wanted out of my future career.” Creel went on to become the Chairman and CEO of Ecowation, a company which develops wastewater treatment and renewable energy solutions. Out of all the skills she acquired at the journalism school, which does she most value? “Listening. You must be able to listen to others and gather all the info you need to make an informed decision.” She encourages alumni to give back to the place that has given them so much. “It’s important for the donors to first have a USC experience. Then you should feel obligated to show your support for the university.”

Dr. Manuel Gaetan

Having the USC experience doesn’t always have to come from spending four years here. An experience can be built from an interaction with some of USC’s finest faculty and staff. This was the case for Dr. Manuel Gaetan. In 1988 he became the CEO of Bobbin International. In this role he managed many aspects of the company but also took on the challenge of being the publisher of Bobbin Magazine. The magazine was the most respected technical journal for the sewn products industry and had worldwide distribution. When he first came to Columbia in the 1970s Dr. Gaetan didn’t know anything about creating a magazine. “I simply just didn’t know the basics of what made a good magazine. I was unfamiliar with terms like ‘gutter’ and did not know how to construct a layout.” In a new city with a new task at hand he was looking for some direction. “I was attending a church service in Columbia and there I met Al Scroggins who was the dean of the journalism school at USC. He told me that I could use any of the resources I needed to learn more about publishing.” Through this connection Dr. Gaetan was able to learn a lot. He’s always remembered this kind gesture by Dean Scroggins. “I wanted to donate money to the new building to simply pay back for all the things I learned from people there.” The Gaetan family has an office in the Dean’s Suite named in their honor. Dr. Gaetan’s USC experience was really built on asking questions. He encourages students today to “have an inquisitive mind. Be inclined to question and challenge. Don’t be afraid to ask questions and seek advice.”

Harry Logan

“Journalism is in our bloodlines,” says Harry Logan who has spent his career working for The State, Columbia Record, and Morning News. He also served as president of the South Carolina Press Association. Logan graduated from the University of South Carolina with a degree in Journalism in 1970, and while he certainly credits the program for teaching him all the basic skills that are needed in the field, his main reason for giving money to the new journalism school is to honor his family members who dedicated their lives to their profession. Logan has a long family history in connection with the newspaper industry that dates back to 1880. His great-grandfather, Roswell T. Logan, was the telegraph editor for the News & Courier. His grandfather, Harry Legare Watson, was the owner, editor, and publisher of the Index-Journal of Greenwood, SC and is in the SCPA Hall of Fame. And his mother, Virginia Watson Logan, was on the ad staff of the Evening Post Co. located in Charleston, SC. “I wanted to give back to the school that helped me so much in my career while at the same time helping other students move forward in their careers. But I also wanted to honor my family. The way we receive our news is always changing, yet the news will never die. The journalism school does a great job teaching students the basics they need but also how to adapt to the ways in which we get our news today.” Logan’s gift named a conference room that honors the Watson and Logan families.

How to Give

To give to the College of Information and Communications visit sc.edu/cic/giving

Logan’s donation plaque in the new journalism building.

“Journalism is in our bloodlines.”

-Harry Logan

FAMILY PHOTOS

Left: Logan’s grandfather Harry Legare Watson, 1914 at his desk.
Bottom: Entire staff of the News & Courier in 1880. Logan’s Great Grandfather, Roswell T. Logan, pictured bottom far left.
As a student and graduate assistant in the then-College of Journalism in the mid-1970s, I experienced from both sides of the lectern what caring, challenging professors and classes can mean in preparation for what, in my case, was a 40-year career in the press, today continues.

There may be a reason why:

1. You made your gift before October 21, 2015 or after March 21, 2016.
2. Your gift was designated to another college or program.

If you believe your name has been omitted in error, please contact rebekahb@sc.edu.
Alumni Notes

1970s

Gillespie, Robert, BA, 1973, MMC, 1979, retired as a full-time sports writer with The State in 2010. He continues to write part-time as needed. Gillespie occasionally writes for the S.C. Department of Parks, Recreation and Tourism website and for regional golf publications.

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Sprouse, Walter, BA, 1973, has been named to Georgia Trend magazine’s 2016 list of the 50 Most Notable Georgians. It is the fifth time Sprouse has been included on the list.

Weidman, Larry, BA, 1976, has retired from WGRG Radio in Lewistown, Pa. He now works as a part-time audio/visual tech coordinator for First Baptist Cumming in Cumming, Ga., and is a certified tennis instructor.

1980s

Fisher, Adam, BA, 1988, has published two books: The True Diary of an Adman and Speaking of Recovery.

Gregory, Margaret (Rogers), BA, 1985, has been named communications manager for Michelin’s facilities in Lexington, S.C.

1990s

Bradsher, Charles, MLIS, 1992, has been named chief of the National Agricultural Library’s Acquisitions and Metadata Branch in Beltsville, Md.

Kennedy, Lou, BA, 1984, has been named a 2016 Woman of Distinction by Girl Scouts of South Carolina – Mountains to Midlands. Kennedy is the president, CEO and owner of Neptron Pharmaceuticals Corporation.


Rogers, Aida, BA, 1983, is a writer/editor for the South Carolina Honors College at USC in Columbia, S.C. Her new anthology, volume 2 of State of the Heart: South Carolina Writers on the Places They Love, was released by USC Press last fall.

Williams, Virginia Kay, MLIS, 1987, Librarianship Specialist certificate, 2004, has been named head of acquisitions at Texas State University, San Marcos, TX.

Beeker, LaDonna, BA, 2005, has been promoted to assignment editor/digital content producer at WIS-TV in Columbia, S.C.

Burton, Jackie Faye, BA, 2007, received an MA in business journalism from Columbia University. She now works in Kabul, Afghanistan, producing videos for the U.S. Defense Department.

Cloninger, David, BA, 2000, MMC, 2002, received first place in sports column writing at the 2015 South Carolina Press Association News Contest awards. Cloninger is a reporter at The State in Columbia, S.C.

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Breauleau, Ben, BA, 1992, MLIS, 1994, has been named senior director of government relations for South Carolina at Time Warner Cable.

Caravallo, David, BA, 1992, received first place in sports beat reporting and first place in spot sports story at the 2015 South Carolina Press Association News Contest awards. Caravallo is a staff writer for The Post and Courier in Charleston, S.C.

Dosenbury, Ashley, BA, 1994, has been named the 2016 president of the South Carolina Chapter of the Public Relations Society of America.

Land, Kim (Buckner), BA, 1998, has been named a 2016 Distinguished Young Alumna by the Darla Moore School of Business. She earned an MBA in 2002.

2000s

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Hilton, Katherine Swartz, BA, 2000, has been named to The State Newspaper’s 2016 Twenty Under Forty list.

Lambert, Annie, BA, 2008, is the director of alumni engagement for the University of South Carolina College of Nursing.

Lessard, Kelly (Cavanaugh), BA, 2007, is a freelance writer for the Fort Mill Times in Fort Mill, S.C.

Lovejoy, Amanda, BA, 2007, has joined NP Strategy in Columbia, S.C., as senior project manager.

Miller, Bernice, BA, 2005, is assistant to Shirley MacLaine for the film, “The Last Word.”

Peele, Jodie, MA, 1998, Ph.D., 2001, is a professor of communications at Newberry College in Newberry, S.C.

Pieper, Rebekah (Nale), BA, 2009, is marketing segment manager for South Carolina Federal Credit Union in North Charleston, S.C.

Sellers, Julia, BA, 2006, is assistant editor of Clemson World magazine.

Skillman, Shawn, BA, 2003, is a senior communications specialist at BlueCross BlueShield of South Carolina. He won an American Advertising Federation of the Midlands Silver Award in 2015. A 2014 graduate of Blueprint for Leaders, he serves on the Palmetto Place Children’s Shelter board.

Varner, Melissa (McIntosh), BA, 2001, has been promoted to news director of WCSS-TV- Live 5 News in Charleston, S.C.

2010s

Brown, Chris, BA, 2013, is a graphic designer and creative specialist with ISEP in Charlotte, N.C.

Caball, Harrison, BA, 2014, has been named public information officer for Lexington County, S.C.

Cope, Cassie, BA, 2013, received first place in government beat reporting at the 2015 South Carolina Press Association News Contest awards. Cope is a political reporter at The State in Columbia, S.C.

Cox, Chris, BA, 2011, is managing editor of Golf Business Magazine in Charleston, S.C.

Mitchell, Elena (Farla), BA, 2013, married fellow USC alumus Joseph Mitchell in January. She will graduate from the University of Virginia School of Law in May.

Morphy, Desiree, BA, 2011, is an entertainment news writer/reporter for Entertainment Tonight in Burbank, Calif.

Pullen, Ashley, BA, 2015, is a program coordinator at Columbia College in Columbia, S.C.

Purtell, David, BA, 2011, is a reporter at the Mitchell News-Journal in Spruce Pine, N.C.

Sisson, Diana, Ph.D., 2015, is an assistant professor at Auburn University in Auburn, Ala.

Stanley, Caroline, BA, 2015, is an advertising account executive with The State Media Company in Columbia, S.C.

Stephens, Sarah, BA, 2010, is an account supervisor for GCI Health in New York.

Turner, Anna (Stevens), BA, 2015, is a production coordinator for Midlands Technical College.

Wiederkohr, Anna (Hodges), BA, 2012, is a Masters of Design student at Zürcher Hochschule der Künste in Zurich, Switzerland.
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