Reporting from the
OLYMPIC GAMES

Plus
Alumni, Staff and Student Profiles
New Programs/International Study
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**ON THE COVER**
Excellence in action best describes Madeline Mulkey’s experiences at the 2018 Winter Olympics.

**Photo by:** Joe Chen

### 2018 Issue

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In April, I gave a speech at the University Associates Luncheon. It was a chance to introduce myself and share my vision for the CIC. I opened it with a one-liner of sorts: What did the journalist say to the librarian? The question referred to our two schools, which have much more in common than you might realize at first glance.

We share as our core mission the creation and sharing of information so that people can make better decisions to improve themselves and their communities — whether that be through news or libraries. The data and the technology we use to share information are now obvious points of overlap.

We are seeking common ground in our curriculum. College-wide, we’re offering classes on information literacy because we live in an era of fake news and internet hoaxes, and people are questioning which information they can trust. A recent study found that nearly 60 percent of people are worried they can’t tell what’s real and what’s not in the media; that’s an issue that graduates from both schools must now be prepared to address in their careers.

Beyond curriculum, we’re offering a series of talks on disruptive technologies to prepare our students for the ever-changing landscape. In March, we offered a seminar with the Darla Moore School of Business on blockchain technology and how it may be even bigger than the internet.

And, in April, as part of the university’s first-ever giving day, Give4Garnet, we raised funding to build the Carolina Command Center, a professional-level social media monitoring lab. Thanks to our many donors, students in both our schools will learn how to analyze social media chatter to predict election outcomes. Our faculty will be able to take their research to the next level by mining data from Twitter. And both of them will learn how to use the center by doing things like generating analytics reports for local businesses, libraries and nonprofits.

So, what did the journalist say to the librarian? How about this: “Nice to be working with you.”
PHOTO PROVIDED BY CLAIRE ALBRECHT

Frank Booker shoots a free throw during their January game at home against Mississippi State.

PHOTO PROVIDED BY RUSHONDRA JAMES

Members of the Think Twice team pose for a picture on Pledge Day. Featured left to right: Victoria Mulligan, Laura Simpson, Amanda Buda, Katy Maguire, Vanessa Rius. Photo provided by @ThinkTwiceUofSC on Twitter.

COFFEE, CONVERGENCE AND COMMUNICATIONS

“The #ThinkTwice movement helps bring awareness to subtle acts of discrimination that can develop into larger issues over time. The #ThinkTwice movement helps bring awareness to subtle acts of discrimination that can develop into larger issues over time. The #ThinkTwice movement helps bring awareness to subtle acts of discrimination that can develop into larger issues over time.”

HER CAMPUS SOUTH CAROLINA ALUMNA KRISTINA ZAGAME

Broadcast Journalism major Kristina Zagame helped start Her Campus South Carolina (HCSC) and quickly worked her way up to president/editor-in-chief. “HCSC helped me define my voice,” she said. “I had a whole new support system behind me.” Now an alumna, Zagame works for NBC's Fox26 in Medford, Oregon, and could be no more thankful for the guidance and support her experiences at SJMC and USC gave her. “UofSC has a pretty grueling broadcast journalism program and I’m really happy it did,” she said. - Madison Oswald

BEST WISHES

Charles Bierbauer, former dean, current professor and host of SCETV’s “This Week in South Carolina” is retiring in June. We wish him well as he embarks on his next step. Bierbauer hosting “This Week in South Carolina.” Photo by Shelly Sullivan.

“THINK TWICE” CAMPAIGN

As part of SJMC instructor Erin Grigg's campaign elections class, five public relations students set out to combat racial extremism before it starts on the University of South Carolina campus. The #ThinkTwice movement helps bring awareness to subtle acts of discrimination that can develop into larger issues over time. The #ThinkTwice movement helps bring awareness to subtle acts of discrimination that can develop into larger issues over time.

JOBS FOR STUDENTS

The SJMC hosted the annual Career Fair on March 22, connecting current J-school students with entry level jobs and summer internships. About 200 students came to network with the sea of employers representing large and small companies and a variety of professions. “It was a fantastic experience,” said advertising major Kate O'Byrne. “I can’t wait to apply for the positions I heard about.” - Erin Lee

For more information about next year’s Career Fair, contact Katie Bullard at kbullard@mailbox.sc.edu

GAMECOCKS IN MIAMI

Public relations major Taylor Evans kicked off her spring break in Miami with work to be done. The Public Relations Student Society of America's (PRSSA) 2018 National Assembly was held in the Magic City, and Evans had a seat at the table as a delegate. Other SJMC attendees were Taylor Apel, Michala Ciambotti, Gabriella Kuzler and Megan White.

“I loved being at National Assembly,” Ciambotti said. “One thing that stuck with me was, ‘You don’t have to reinvent the wheel, just refine it.’ The speakers were engaging and knowledgeable and I’m glad I got to represent USC.”

Evans, a member of PRSSA for two years, was selected to serve as the delegate for the university’s PRSSA chapter and was one of more than 190 delegates from across the country.

As she prepares for graduation in May, Evans is grateful for her time in the organization. “PRSSA has played a major role in my professional development as a student,” Evans said. “This organization has connected me with like-minded individuals and exposed me to the public relations industry.”

-Madeline Jazwem

BEYOND HOOP DREAMS

Frank Booker, the 6-foot-3 point guard from Reykjavik, Iceland, is well known at the University of South Carolina for being able to hit a three-pointer from anywhere. But in the School of Journalism and Mass Communications, he is known simply as a fellow student.

Booker is a graduate student seeking a master’s degree in journalism and mass communication. He has potential plans to play professionally in Europe and Italy, although the NBA remains his primary focus. He has potential plans to play professionally in Europe and Italy, although the NBA remains his primary focus.

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Francesca Rius receives her award on stage. Photo provided by Dean Tim Beichner

TWO DISTINGUISHED MULTICULTURAL GAMECOCKS

Two SJMC students were recognized among the 50 Most Promising Multicultural Students in the nation by the American Advertising Foundation. The award-winners, senior public relations student Vanessa Rius and senior advertising major Pedro Bernardino, attended the panel discussions, mentoring sessions and industry immersions that the event featured. “The experience really inspired me to go out and create my own path as well as reinforced the importance of hustle in this industry,” Bernardino said.

Vanessa Rius receiving her award on stage. Photo provided by Dean Tim Beichner

C-S Pan’s 50 States Bus Tour Visits USC

Students, staff and alumni lined up for their turn inside of the revamped C-S Pan bus, “all curious about C-S Pan’s approach to news and fascinated by the innovation inside such a small space,” said J-school alumna Ashley Dunseberry, who dropped by to see it for herself. The bus tour, featuring elected officials in every state capital, interviewed Lt. Gov. Kevin Bryant before pulling up on Sumter Street. C-S Pan gave bus tours, classroom informational sessions and recorded 30-second clips from students, staff and community leaders for its “Voices of the States” segment.

-Emily LeBlanc

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Vanessa Rius receiving her award on stage. Photo provided by Dean Tim Beichner
LEADERSHIP IN LIBRARIES
As part of the University of South Carolina’s Leadership Week, the College of Information and Communications hosted Melanie Huggins, Richland Library’s executive director, for a leadership dialogue breakfast. She received her Master of Library and Information Science from Carolina after taking a position in Richland Library’s children’s department. At the event, Huggins described her route to library leadership, as well as her idea that libraries influence the community’s quality of life. Leadership, she said, is about giving things away and not worrying about getting credit.
-Lynn Schutte

PUTTING THEIR BEAKS IN A BOOK
Recently, West Columbia City Council passed a resolution recognizing WeReadSC and partners BC Grammar School No. 1 Elementary School, Cayce-West Columbia Branch Library, Cocky’s, Reading Express and the Heartseas Foundations for declaring literacy a priority for the city of West Columbia.
Supported by the SLIS, WeReadSC’s mission is, “to work to build bridges between literacy learning opportunities in homes, public libraries, elementary schools and communities.” By encouraging people to put their #beaksinabook, WeReadSC supports a love of reading in children and families. As the program organizers like to say, “Reading is not just a school subject; it’s a life skill.”
-Claire Albrecht

HISTORY OF INFORMATION AND COMMUNICATIONS
Throughout history, information science and communication have relied on each other to successfully deliver information to the public.

IN HER SHOES
Three years ago, senior journalism major Alexa Hill started “In Her Shoes,” a six-panel event with 18 speakers is out as a six-panel event with 18 speakers is -Stephanie Woronko

WORLDS APART
After traveling almost 8,000 miles to obtain a master’s degree in mass communication and integrated marketing communication at USC, Salima Al Masroori is now back in her home country of Oman working for Shell Oil. As the external relations advisor for one of the largest oil companies in the world, she handles the media and public relations, social and digital media content creation, crisis communications, and internal communications. “Education in the U.S. is completely different from that in Oman,” she says. When asked to describe her experience at USC, she said “priceless.”
-Stephanie Woronko

LEADING AND SUCCEEDING IN A WORLD OF CHANGE
During remarks to the CIC at a new leadership speaker series, Pamela Lackey, president of AT&T South Carolina, shared her experiences in building a successful career in the information business. Finding what motivates people, being honest and compassionate, and setting high expectations is what helped shape Lackey. Her career began as a school library media specialist. Today, she leads a major corporation. Lackey encouraged students to build their own successful 21st century career paths through some of the techniques she found useful. The program, spearheaded by Professor Bill Hogue of SLIS, is the first in what may become an annual leadership speaker series.
-Harula Paraschos

TAKING IT TO THE TURF
SJMC students Katy Nystrom, Katie Pasciak and Alex Prince not only master intricate steps and difficult arrangements as members of the marching band, they promote a new half-time show each week as members of the media team. It’s a small group selected from an application process and supervised by Cormac Cannon, marching band director and Tonya Mitchell, assistant band director.
“The media team is a close group of creative students who come from a variety of different majors,” said Prince, a media arts major who produces the show’s weekly preview videos. Pasciak is a visual communications major who handles photography for the social posts, and public relations major Nystrom writes the band’s weekly newsletter. Along with two other members, the team produces online content that encourages audience interaction and builds enthusiasm for the next game and show. They were able to utilize drone footage for the first time during the 2017 season, adding a dynamic perspective to the public.
“It’s a wonderful experience,” Prince said. “I’ve learned more about production work and how to get products finished in a quick turnaround environment.”
-Maddie Compton

CHECK OUT THE TEAM’S WORK:
Instagram @thebcarolinaband • FB / The Carolina Bands • Twitter @TheCarolinaBand

ON THE RISE
The College of Information and Communications experienced record enrollment for the 2017-2018 school year. A total of 1,688 students enrolled in SJMC at the beginning of the school year, 145 more than the previous year. As a result of the surge of students attending classes in the CIC, additional class sections and online courses have been made available to students.
-Jenna Eastace

CIC LEADS DIVERSITY DISCUSSION
The CIC hosted its inaugural Diversity, Equity and Inclusion Research Panel in April. The event panel consisted of faculty from both schools, and Dr. Nicole Cooke from the University of Illinois provided the keynote address. Dr. Cooke is an author and leading authority on social justice in librarianship.
The director of SLIS, Dr. David Lankes, said, “This panel has further fulfilled the goal of how, in our schools and in this field, we can actually have a working agenda that does more than just say ‘diversity is important.’”
-Savannah Willis

More commonly known as “http://,” links were embedded in articles that allowed quick access to referenced articles.

IN HER SHOES
In Her Shoes is a six-panel event with 18 speakers that went as a six-panel event with 18 speakers. -Stephanie Woronko

WORLDS APART
Worlds Apart is a six-panel event with 18 speakers. -Stephanie Woronko
Six students and two faculty members from the College of Information and Communications kicked off their spring break by spending five days at the 2018 South by Southwest Interactive Festival in Austin, Texas. The action-filled SXSW experience provides everything from networking to workshops with some of the world’s leading artists and innovators. Speakers included Keith Urban, Michael Dell, Christiane Amanpour and Karlie Kloss, all addressing topics wildly dissimilar from one another. The broad range of subject matter covered at the conference is part of what makes it one of the biggest of its kind in the world. “The hope is that they’ll come back from the trip with a unique perspective on what’s next in their industries,” said Dr. Tom Reichert, dean of CIC. “It’s yet another way we’re preparing our graduates to be thinkers and innovators.”

The trip was more than just a chance for students to network with professionals in their fields of interest — it was also a chance for students in the college’s two schools to get to know one another and explore the common ground shared in their future careers. Dr. Tara Mortensen, a professor for SJMC, and Dr. Elise Lewis, an instructor for SLS, accompanied the six students. “My first impression before researching what SXSW was all about was that it was a big party with celebrities, so I didn’t realize that the interactive section even existed,” said Dr. Mortensen. “It still was a big party with a dozen things to do at any given time but it was very inspirational. A lot of the top thinkers, technologists and brand ambassadors gave talks speculating on the future and technology. It was overwhelming in a good way.”

All the attendees shared what they learned at a presentation for faculty, staff, alumni and representatives from Chernoff Newman, a communications firm that co-sponsored the trip. At this presentation, Grace Steptoe, a visual communications major, spoke about the interactive elements at SXSW relating to virtual reality in beauty. “It’s yet another way we’re preparing our graduates to be thinkers and innovators.” — Dr. Tom Reichert

However, she wasn’t the only one whose interest was sparked by this evolving technology. Information science major, Andrew Dunn gave his insights on interactive light projection, which provides a new way of looking at a screen through the use of “dumb” objects as the medium.

Information science major Ivey Spellman has worked for Kode with Klossy, a coding camp for young girls. She made a point to hear creator Karlie Kloss speak. “It’s so important to take advantage of these opportunities,” Spellman said.

Ricky Tafolla, another viscom major, learned the importance of tapping into emotions to evoke positive responses. Viscom major Michaela Baker discovered more about visual storytelling, including how to make people remember, trust and listen to the product they’re designing. And information science major Brian Mackenzie used this opportunity to learn more about the field of design and technology. During his on-stage reflection, Mackenzie shared that 50 percent of people leave a loading page after three seconds. He hopes to use the information he gained from these lectures to assist him ethically in the future of web design.

Meet Clara DuPre
The New Alumni and Donor Relations Manager for the CIC
duprecm@mailbox.sc.edu

“I look forward to meeting and engaging with our alumni and friends of the college in new and exciting ways,” said DuPre. “There are great things ahead for the college, and I’m honored to be a part of it!”
Landing the Job

Story By Erin Lee

Natalie Swift jokes that she never thought her work days would be filled with writing about fiber-reinforced polymer strengthening systems for bridges. But today, she’s back in her hometown of Spartanburg, South Carolina, doing just that as the marketing and communications specialist for Milliken & Co., one of the world’s largest industrial manufacturers.

“The staff at the SJMC was phenomenal at helping me connect with alumni at a variety of companies.” - Natalie Swift

“I’m grateful to work for a company that supports not only the city I’ve grown up in but also has an influence in multiple industries across the globe,” Swift said. 

The recent graduate earned her bachelor’s in journalism in 2015 and her Master of Mass Communication in 2017, both from the University of South Carolina. She now handles all content marketing for Milliken Growth Ventures group. Her responsibilities include writing weekly LinkedIn posts and bi-weekly blog posts, creating and editing case studies and serving as the primary contact for trade publications.

Swift is driven by the excitement of identifying a company’s unique personality and carefully forming a strategy to convey it through writing. She recalls recognizing her passion during a public relations Maymester course taught by SJMC senior instructor Lisa Sitk and Dr. Kevin Hull. Swift and her classmates spent two weeks in the classroom and one week in Atlanta, learning more about the role of public relations in a professional setting. Later, during her practicum with BMW, she learned she best flourished in a corporate environment.

Once Swift understood her strengths, she began to utilize the resources available to her as a J-school student. First, she reached out to Katie Bullard, the SJMC internship coordinator, who suggested that Swift apply for the marketing and communications specialist position with Milliken & Co.

“The staff at the SJMC was phenomenal at helping me connect with alumni at a variety of companies, finding job openings and writing glowing letters of recommendation,” she said. “I found encouragement and advice every step of the way during my job search and can easily say that without the advice every step of the way during my job search and can easily say that without having the resources available to me at the SJMC, I don’t think I would’ve made it into this particular position.”

The 2018 Baldwin Lecture

Story By Jenna Eustace

Kenneth Baldwin believes that journalists must be educated in the fields of business and finance to create the most impact. That’s why the 1949 School of Journalism and Mass Communications alumni supports his alma mater through a variety of ways, including the annual Baldwin Business and Financial Journalism Lecture.

In recent years, the event has featured successful business journalists Dwyane Bray, Charles Lewis and David Leonhardt. In 2018, the SJMC welcomed Valerie Bauerlein, who explored how online shopping is changing communities. Bauerlein has worked as a staff writer at The Wall Street Journal since 2005 and has found her home in the Raleigh-Durham, North Carolina area. She attributes much of her success to study-abroad opportunities throughout her education. “It helped me see how vast the world is and how much my understanding of it is based on where and how I grew up,” Bauerlein said. “It gave me confidence to go into unknown situations and figure them out quickly.”

She started out covering major regional banks such as Bank of America and Wells Fargo and major events such as Hurricane Katrina, the 2010 election and the Emanuel A.M.E Church killings in Charleston, South Carolina. Bauerlein then found her niche in economics and politics in the South. She’s also written about NASCAR lawn mower racing, the Peachoid water tower in upstate South Carolina, and even how Waffle House responds to hurricanes.

During her lecture, Bauerlein explored how online shopping habits have influenced communities. In particular, she explained how the decline in local shopping has lowered sales tax revenue and increased unemployment.

To illustrate her point, she shared what she learned from reporting on consumer trends in two American cities: Elmir, New York, and Wausau, Wisconsin. Many small towns like Elmira and Wausau depend on the sales tax generated by shopping malls, Bauerlein said. It is very difficult for communities to collect tax revenue from online purchases.

In addition, retail employment is responsible for one out of every nine jobs in America, meaning that when malls close, unemployment rises. And what happens to malls when retail stores begin to close? Bauerlein explained that many of these spaces are being repurposed – some even as distribution centers for online sales companies such as Amazon.

Bauerlein is a successful journalist who continues to educate herself and the people around her every day. Her advice for students hoping to follow in her footsteps? “Make a short list of journalists you admire and want to emulate and read everything they publish,” Bauerlein said. “Decode how they do it.”
Connections through CAROLINAS

USC students attend the 2018 RTDNAC workshop

Story and photos by Tyria Goines

A 92-mile trip from the University of South Carolina to WBTV Studios in Charlotte, North Carolina, gave students an inside look at the world of networking and the journalism profession. Each academic semester, the Radio Television Digital News Association of the Carolinas holds a conference to connect students to news professionals to discuss the latest in technology, news practices and news management. The

relaxing factor for her.

“If it is something you are willing to work hard for, it is really satisfying.”

-Abbey O’Brien

RTDNAC is an alignment of all industries in radio and television for news in North and South Carolina.

Dr. Laura Smith, Hearst Lecturer of Journalism, is a member of the RTDNAC board of directors and attended the conference alongside her students.

“The goal of the RTDNAC organization is to bring both professionals and students together in a series of events throughout the year to make connections and to improve the work we do and deliver to our communities,” Dr. Smith said. “Most of our students are getting hired at the local level here in the Carolinas or the Southeast where there is a strong familiarity with the work ethic of our students.”

A variety of journalism-focused sessions were offered during the four-hour conference. From investigative journalism, to producing, landing that first job or mastering the broadcast voice, students were allowed to choose any session based on their needs or interests. For graduating students or students ready for the job market, one-on-one sessions were offered in which working professionals critiqued resumes and gave advice on self-marketing.

Abbey O’Brien, an SJMC broadcast alumna, attended the RTDNAC conference every year while she was an undergraduate. This workshop was her first time attending as a professional journalist and presenter advising the next set of young storytellers. Looking back at her college experience, O’Brien says attending the conference was the best opportunity she took advantage of.

“All the best advice I was given was simply don’t stop just because it is competitive.”

Diversity is a factor that has remained a struggle in the field of journalism. The attendance at the spring 2018 conference was a blend of students of all ethnicities.

For the news directors and Dr. Smith, the attendance offered a promising view into the future.

“It’s an amazing thing when you walk into the room and you have a wash of color,” Dr. Smith said. “There will never be another opportunity like the RTDNAC conference,” she said.

“Not only are you meeting professionals in the business, but you meet students who are going to be professionals soon as well. I think it’s a great opportunity to learn and network, and have this free flow of ideas.”

Students from all levels of USC’s journalism program attended the conference. A variety of university students from both North and South Carolina interacted with each other as the next generation of journalism.

Lindsey Thorpe, a junior broadcast journalism major, said that meeting other young journalists was a

“Everyone came from different backgrounds, so it was really unique to see how everyone comes from a different place but we’re all in the same boat,” Thorpe said.

“We’re all applying for internships, we’re all getting interviews, and we’re all getting denied or rejected, but we’re all getting the benefit of these conventions and critiques. The best advice I was given was simply don’t stop just because it is competitive.”

Diversity is a factor that has remained a struggle in the field of journalism. The attendance at the spring 2018 conference was a blend of students of all ethnicities.

For the news directors and Dr. Smith, the attendance offered a promising view into the future.

“It’s an amazing thing when you walk into the room and you have a wash of color,” Dr. Smith said. “There were a lot of African-American and Hispanic students from here in the Carolinas. I thought that was really exciting because we want those students to get hired. For all of the newsrooms that struggle with diversity, we want them to see the students we’re producing from our program.”

SJMC alumnae Dominique Johnson, WCIV producer, and Abbey O’Brien, WBTV multimedia journalist, speak to students alongside WBTW journalist Staci Inez, journalist Joe Bruno and WNCT reporter Angie Quezada.

Haney Howell Student Journalist of the Year

First Place: Brian Principe
Second Place: Hayley Anders
Sports Story (TV)
First Place: “Tebowmania” – Brian Principe
Second Place: “Future of the Affordable Care Act” – Brandon Knapp
TV News Producing
Second Place: Carolina News (March 31, 2017) – Bryan Solomon

Brian Principe, an SJMC broadcast alumnus, won four awards at the 2017 RTDNAC Fall Conference.
Launching Library Scholars

Story By Madeline Compton

Hundreds of South Carolina school library media specialists are set to retire within the next five years. The good news is there’s a new program that will help prepare librarians to step into these critical vacancies.

The Library Scholar Program is a new initiative that will allow the School of Library and Information Science to work closely with school districts to train librarians. The idea first took shape in a meeting between SLIS and the Charleston County School District as a way to fill open positions by training teachers to fill them. The inaugural program cohort includes ten graduate students and is currently in its first semester. After graduation in fall 2019, they will work with school faculty within the district to make a positive impact on information analysis and overall literacy for students.

“Training teams of librarians is the primary focus of the program,” said Dr. Lankes. He coordinates with SLIS faculty, the University of South Carolina and the Charleston County School District to help the program run smoothly. “There is going to be a real need for librarians across the state,” he said. “It is a great time for our students.” Students receive hands-on training as part of the cohort. They take two classes per semester during the spring, summer and fall and will graduate with Master of Library and Information Science degrees.

As the inaugural cohort, Dr. Lankes said the students get the advantage of lots of attention. They provide feedback about how the program is going in order to better shape it for the next cohort participants.

Through the Library Scholar Program, cohorts of eight to 12 members will be created. The inaugural cohort’s 10 members are currently teachers within the district who are planning to become school librarians and have agreed to a five-year commitment to the Charleston County School District. By going through the program together, a group dynamic is created that helps the cohort members form connections with each other and learn together at the same rate. The cohort format allows the program to be tailored to the district’s specific needs. “They are fabulous teachers,” Dr. Lankes said of the teachers-turned-students.

The sense of community that will come from being grouped together as a cohort will benefit the school district and the children who visit the school libraries there. And, Dr. Lankes said the library skills the members gain will be a “transformational change for the district.”

“This experience has given me the opportunity to make connections with not only MLIS students, but with librarians across the state,” said Miriam Hood-Riley, a member of the Charleston County cohort. “These will be lifelong connections.” This all comes together into a “signature process,” said Mike Corbo, SLIS office and communications coordinator. “This will help them become leaders, not only in Charleston County, but across South Carolina.”

Though the first cohort has only just started its journey through the Library Scholar Program, plans for the future are already in development. Five other school districts are interested in having faculty enroll, and there are plans to expand the program outside of school districts and into community libraries.

The future of the program is malleable to whatever the needs of the next cohort may be. “This is a program that we’re really experimenting with,” Dr. Lankes said. “It can show what a library program can be a part of.”
I knew I needed something positive in my life.
-Kerri Price

PAWS for Literacy
Story By Emily LeBlanc

Reading is challenging for almost 40 percent of children, according to Reading Rockets, a national multimedia literacy initiative. As children grow older, it’s even harder for them to catch up. That’s where Callie comes in.

Kerri Price, a graduate student in the School of Library and Information Science, brings her dog, Callie, to schools in Charleston, South Carolina, to help children read. Her program, PAWS for Literacy, gives children a nonjudgmental environment for open learning where they can read while being comforted by their furry friends.

When her father unexpectedly passed away, her two pet handler teams have recently joined them. With the program growing, she will soon need the assistance of the 200-plus fellow members of the Charleston-area Alliance of Therapy Dogs.

“Our goal is to have enough therapy dogs in the program to service the needs of the entire district,” she said.

Price takes all of her graduate courses online while teaching, giving her enough time to commit to PAWS for Literacy. As one of eight teachers selected for the Charleston County librarian cohort – under the SLIS Library Scholar Program – she couldn’t be more excited for the opportunity.

Price intends to partner with the Education Department at the College of Charleston to design a standards-based curriculum for the program, which should be up and running by summer break. She plans to pilot PAWS for Literacy at Burns Elementary School, where she has accepted a media specialist position.

Usually, it’s just Price and Callie in attendance at the Buist Academy on Saturday mornings, but two pet handler teams have recently joined them. With the program growing, she will soon need the assistance of the 200-plus fellow members of the Charleston-area Alliance of Therapy Dogs.

“Pet therapy has changed my life,” she said. “I enjoy making a difference in the community with these amazing dogs!”

Follow PAWS for Literacy on Facebook & Instagram @pawsforliteracy.

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-Kerri Price

Crypto
Story By Savannah Williams

It is a disruptive technology that will impact behaviors everywhere.
-Joseph Olewitz

By the time InterCom is on desks, Bitcoin’s $7,861.62 per-share worth could have doubled, halved, crashed or skyrocketed. As a result, investors in the cryptocurrency, ranging from lawn-mowing high schoolers to wall street moguls, may be found celebrating or frantically withdrawing their investments. But it is assured that the technology that enables the existence of Bitcoin will continue to grow.

“It is a disruptive technology that will impact behaviors everywhere,” said Joseph Olewitz, a keynote speaker at a session hosted in March by the CIC and the Darla Moore School of Business titled “Blockchain Explained!”

Local senior-level business executives and communications attended the session to further understand these potential effects as explained by the session’s three keynote speakers, Olewitz, a virtual chief revenue officer; Sydney Lai, the head of strategy for ConsenSys, and Robert Viglione, a co-founder of the cryptocurrency ZenCash and Ph.D candidate at USC. All three speakers emphasized that blockchain will foster growth, speed and accuracy in multiple industries.

Olewitz compared attempting to digest the concepts of blockchain and cryptocurrency to understanding the internet during the 1960s. Through a show of hands, all attendees understood that Bitcoin is a cryptocurrency, but most were unaware that Bitcoin is supported by blockchain.

So what is it? Merriam-Webster defines blockchain as “a digital database containing information (such as records of financial transactions) that can be simultaneously used and shared within a large decentralized, publicly accessible network.”

Blockchain is too often grouped with cryptocurrencies. To simplify, Lai compared Bitcoin and other cryptocurrencies to applications such as Instagram or Snapchat, and blockchain to an operating system such as Apple OS, Blackberry OS or Window OS.

Whereas Bitcoin may be one of its hottest applications, blockchain’s features — such as transparency of transactions, security, accountability between parties and efficiency for users — will prove to be valuable in industries that require exact measurements and trust. Voting for political candidates, charitable giving and freight shipping all become more verifiable with the incorruptible ledger that is blockchain.

Businesses and individuals integrating this digital database may prosper, and students at USC are embracing the possibility.

“I welcome and promote the use of blockchain as an alternative to centralized servers because without the oversight of a mutually trusted third party, it can provide a layer of encryption for peer-to-peer data transfers and a process to verify and store data transfer records,” said Andrew Wright, a senior advertising major.

“Another SJMC student, Margarette Ruth Snell, performs blockchain and cryptocurrency market analysis and industry research collecting quantitative and qualitative data from marketing campaigns during her internship for Veracy.

For those looking to become more informed about this digital database and the applications it supports, Lai advises reading the most current information at medium.com. Meanwhile, rest assured that the university is well-equipping its students to continue exploring and leading in the development of blockchain.
At the University of South Carolina, we are told that we have no limits. Standing in the middle of Olympic Park in PyeongChang, surrounded by snow-capped mountains with wind whipping through my hair and burning my cheeks, I began to believe it. I steadied my hands and clicked image after image, attempting to recall everything I had learned about photography. “This is it,” I thought. I was at the biggest event in the world, about photography. “This is it,” I thought. I was at the biggest event in the world, about photography. “This is it,” I thought.

My sophomore year, I had a crazy idea— an idea so crazy that it would take me across the world and combine my three favorite things: travel, religion and storytelling. I created a journalistic research study I called “God at the Games,” where I researched and pitched the idea. “I was especially intrigued by how the mission teams and religious outreach workers conducted their work in a country in which many of them did not speak the language, and at an event which focused on athletic prowess, not religious zeal,” said Holmes.

I was awarded a grant through the Magellan Scholar program to further pursue this research. As the project progressed, Holmes connected me with the Religion News Service, a global religious news organization, for whom I wrote an article about the religious aspects of the Olympics. The article was later published by USA Today.

Today, the premise of the study was to understand how religion and religious people impact the atmosphere of the Olympics through observation and interviews. This meant interviewing religious leaders, talking with foreign missionaries and observing the ministers as they happened. An estimated 3,000 religious missionaries attended these Winter Games. Hailing from all over the world, Baptists, Southern Baptists, The Church of Jesus Christ of Latter-Day Saints, Jehovah’s Witnesses, Presbyterian, nondenominational and Methodist churches were all actively engaging in this mission to reach the masses.

The ministries at the Olympics were so creative and designed to attract attention from spectators. In PyeongChang, such ministries included giving away free coffee, concerts in church parking lots, and pin trading with the “More Than Gold” pin (signifying that faith in God is more important than winning the Gold medal), all used to start a conversation about faith life and journeys.

Due to the nature of the ministry, finding missionaries to interview was just a matter of walking outside. Across the street from the Olympic park entrance, the song “How Great is Our God” filled the air along with the aroma of bungeoppang, a sweet, portable rice cake like Korean snack rose from Somang Presbyterian Church. Korean college students excitedly explained in their broken English that they are here to welcome people to the Olympics and share God’s love with all those they encounter. Generally speaking, the Olympics bring many foreign missionaries. In November, with North Korean security concerns, many foreign mission groups backed out, according to Myungsu No, who organizes student missionaries for the United Coalition of Churches in Korea. Because of this, the majority of the missionaries were native Koreans, fostering a much different dynamic than my initial assumption. This created a much more hospitable nature for the ministry work, as the ministry focused on welcoming the guests to the Games. Although there was no shortage of missionaries at the Games, not all were anxious to speak with a reporter. Multiple street evangelists refused interviews, others told me they were not allowed to talk to the press, and the public information officer for the Korea Ministry of Tourism, Culture, Sports and Development back out, according to Myungsu No, who organizes student missionaries for the United Coalition of Churches in Korea. Because of this, the majority of the missionaries were native Koreans, fostering a much different dynamic than my initial assumption. This created a much more hospitable nature for the ministry work, as the ministry focused on welcoming the guests to the Games. Although there was no shortage of missionaries at the Games, not all were anxious to speak with a reporter. Multiple street evangelists refused interviews, others told me they were not allowed to talk to the press, and the public information officer for the Korea Ministry of Tourism, Culture, Sports and Development refused interviews, others told me they were not allowed to talk to the press, and the public information officer for the Olympics are creative in their mission work, as the ministry is not widely engaging in this mission to reach the masses.

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The Write Idea
Story by Hayley Schmitt

It is no secret that the alumni of the College of Information and Communications are talented and gifted. Over the years, they have shared their talents through a plethora of books exploring multiple disciplines. They include motivational books, children’s literature and page-turning fiction. Take a peek at a few of the alumni authors who call the CIC home.

New York Times bestselling author and School of Journalism and Mass Communications graduate Bruce Littlefield has worked on several novels with Shark Tank’s Barbara Corcoran, Lis Wiehl and Shark Tank’s Barbara on several novels with Littlefield has worked graduate Bruce Communications Journalism and Mass School of the CIC home.

Novels are like puzzles; you need to find the right piece of dialogue or description to fill the scene as a whole.”
—Janna McMahan

For Janna McMahan, whose husband is also a writer, writing has become a big part of her life since graduating with her MMC in 1994. “It is fun to be able to share something important with someone who appreciates it,” said McMahan. Her upcoming book, “In the Hearts of Men,” features a unique family structure among two twin brothers and their childhood babysitter.

The novel is set in Charleston, South Carolina, and McMahan made it her mission to give the story as much authenticity as possible through extensive research including shadowing Chef Frank Lee from Slightly North of Broad Restaurant in Charleston. Along with shadowing and ongoing research, McMahan keeps boxes full of notes to use in her novels. “Novels are like puzzles; you need to find the right piece of dialogue or description to fill the scene as a whole,” said McMahan. “Everyone you meet has potential to add to a story.”

Discover another alumni author on page 24.

For the reader seeking a coming-of-age story, “Minnow” by James McTeer is the perfect read. Set in the Lowcountry of South Carolina, a boy encounters mysterious and magical forces while finding medicine for his father. McTeer, a South Carolina native and a 2008 MLS graduate, grew up always wanting to write. “My main motivation has always been to offer up a story that someone will read with the same excitement that I experience when I enjoy a good book,” said McTeer.

Another CIC alumnus, J. Matthew Saunders, a 1999 MMC graduate, also writes about fantasy and mystery set in South Carolina. His latest novella, “Dreadful Penny,” published earlier this year, takes place in his hometown of Greenville, South Carolina. “Think ‘Supernatural’ meets ‘Mod Squad,’” said Saunders when describing the novel. There is even a sequel called “Unsettled Spirits” currently in the works.

Joy Callaway, who graduated with an MMC in December 2008 and now lives in Charlotte, North Carolina, admired the slowness of life long before the comforts of modern day technology made the world move more quickly. Her admiration inspired her to explore historical women’s fiction.

Her first novel, “The Fifth Avenue Artists Society,” is based on her own family history. Her second novel, “Secret Sisters,” is a fictional story about the start of sororities, based on the actual history of all 26 sororities in the National Pan-Hellenic Conference. She did this to show the world the history and reason behind sororities and their roots in women’s history. “By including all of the sororities, I wanted to showcase everyone,” said Callaway.

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A Love Letter to South Carolina

Story By Lindsay Bratun

Local South Carolina writer and SJMC alumna Aïda Rogers just completed her latest collection of stories about her home state. The third volume of the anthology series “State of the Heart: South Carolina Writers on the Places They Love” will be released in August 2018 through The University of South Carolina Press. Editor and writer Aïda Rogers compiled the third volume of meaningful short stories, poems and reflections from writers across the state of South Carolina, capturing the heartbeat of South Carolina places old and new. Rogers currently works as a writer and editor in the South Carolina Honors College.

The colorful anthology is a comforting and engaging rocking chair read, evoking nostalgia for native South Carolina residents that spans generations. The poems, vignettes, personal essays and other stories tell tales of time and places in the Palmetto State. “The power is where the reader and the storyteller meet,” Rogers said. More than 35 authors are included in each anthology, including USC professors and other contributing authors.

The process of compiling the stories takes extensive library research to find images, historical artifacts and other illustrations to help tell the tales. “State of the Heart” reminds us what is best about South Carolina and her many gifted writers, the monumental power of this place to shape our memories into stories and then our stories into art,” said the late Pat Conroy in the foreword.

Rogers visits local and distant libraries to hunt for an old postcard of a forgotten place, a picture of a beach house before the hurricane, or an old portion of a newspaper for historical perspective and accuracy. Rogers is a contributing author to “My Tour Through the Asylum: A Southern Integrationist’s Memoir,” a story that takes a closer look at educational administrator William E. Dufford’s perspective on social justice and equal access of a quality public education, published by the USC Press. She collaborated on “Stop Where the Parking Lot’s Full,” a restaurant guide for all of South Carolina.

Her writing has won awards from The National Better Newspaper Contest, the South Carolina Press Association and the Society of Professional Journalists. Her editing abilities shine through in these anthologies, exhibiting her talent as, “a gifted feature story writer who also writes excellent nonfiction,” said Cecile Holmes, an SJMC feature story writer who also writes excellent nonfiction.

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In February, the college published its first Research Roundup. This monthly internal update announces research, awards and honors presented to the CIC faculty and staff, making it easier for faculty to see what their colleagues are working on.

“Our faculty are diving into some really fascinating research topics,” said Rebekah Friedman, communications manager for the CIC. “The hope is that by compiling all of these into monthly documents, we’ll make it easier for them to find areas where they can work together.”

The inaugural Research Roundup recognized seven conference papers, which covered topics such as data mining and how nonprofits can increase the effectiveness of their public service announcements by appealing to emotion.

SJMC and SLIS faculty also published four journal articles. This research explored topics including the surprising impact mass shootings have on gun control policy and the underrepresentation of women in creative advertising.

Furthering cross-school collaboration, the college hosted a Research Roundtable in March in which three faculty members and a Ph.D. student sat down as a panel to share their research related to social media and big data. The series initially began as an SJMC initiative to showcase faculty and graduate student research and bring in guest speakers; this year, it expanded to include both schools.

“We’re in an era where information and communications are intersecting, and that’s opening new doors for our two schools to collaborate,” said Dean Tom Reichert.

Moderated by Dr. Sei-Hill Kim, associate professor for graduate studies and research at the SJMC, the Research Roundtable featured SJMC professors Dr. Kevin Hull and Dr. S. Mo Jang, along with Dr. Vanessa Kitzie of SLIS and Ph.D. student George Shaw.

“Faculty from both schools sat down together and explored the common ground in their research,” said Dean Reichert. “They shared about mining Twitter for data and studying behavioral trends on social media, and you honestly couldn’t tell which ones were from the SJMC and which ones were from SLIS because there was so much overlap.”

“We’re in an era where information and communications are intersecting, and that’s opening new doors for our two schools to collaborate,” said Dean Tom Reichert.
The sights, the smells and the sounds of Cuba are a mystery for most Americans. However, 20 students from the School of Journalism and Mass Communications ventured to the island for an experience of a lifetime.

Last year, SJMC introduced a special topics course, Journalism 499, titled Viva Cuba: Exploring Media, Communication and Culture. Associate professors, Van Kornegay and Dr. Brooke McKeever, crafted the itinerary in conjunction with Cuba Educational Travel. Dr. Robert McKeever, an associate professor, also traveled to Cuba. The group flew into José Martí International Airport on May 7, 2017. Once the bags were claimed and the passports stamped, students checked into their respective apartments. In Cuba, these are known as casas particulares or private homes. In their casas particulares, students interacted with everyday Cubans and were treated to breakfast and coffee each day.

Dinner the first night was served at the Hotel Nacional, Cuba’s most famous hotel, overlooking the Straits of Florida. “Cuba’s political isolation has probably kept it from becoming culturally homogenized like much of the rest of the world,” said Kornegay. “It has a real sense of place that is unique and authentic.”

The trip was designed to develop students’ multimedia storytelling skills by exposing them to the culture and media practices of Latin America. Lecture topics included history, economics, culture and more. Students were divided into groups to prepare an InDesign spread on a topic of their choice. These groups had the opportunity to mingle with students from the University of Havana and they gained real insight for their stories.

“I’ve never been to a place where the people were so friendly, inviting and warm without hesitation,” said Rachel Johnson, senior visual communications major. “I made friends with countless strangers, and those interactions completely transformed my experience in Cuba.”

“I’ve never been to a place where the people were so friendly, inviting and warm without hesitation. I made friends with countless strangers, and those interactions transformed my experience in Cuba.” -Rachel Johnson

While honing their storytelling skills, students capture high quality photographs, working alongside students at the University of Havana to create their spreads.

“Viva Cuba,” said Professor Kornegay. “Think different!”

Page left: Students explored Old Havana in their free time and wandered up and down the colorful streets. El Museo de la Revolución, or the Museum of the Revolution, can be seen in the distance.

Photo by Rachel Johnson

Bottom left: Enjoying Cuban food was a highlight of the trip. Rachel Johnson paid the equivalent of one U.S. dollar for a handful of churros.

Photo by Rachel Johnson

Middle: Students were tasked with capturing a variety of photographs. Ellie McDearman snapped this photo for her environmental photograph assignment.

Photo by Ellie McDearman

Right: Old cars are found in abundance in Cuba and many serve as taxicabs. Chevros from the 1950s were the go-to method of transportation for SJMC students.

Photo by Rachel Johnson

Madeline Janflone attended the 2017 Maymester in Cuba and fell in love with the people and culture.

“Viva Cuba”

Story by Madeline Janflone
It’s Not Minor

The information science minor prepares students to examine how people and organizations use, store, communicate and transfer information. A minor in information science can pair well with any major throughout the University of South Carolina, and students have the ability to study hot topics in information science, such as the 2018 “Facebook meltdown.”

Gateway to Grad School

Trey Patty helps CIC graduates find — or rekindle — their passion for information and communications. Patty is the college’s graduate admissions coordinator and helps students of all ages ease into graduate school. He recruits students for the graduate programs from all over the world and especially enjoys getting program information to students already at the University of South Carolina or in the Columbia area. “I served as a University Ambassador during my time in undergrad here, and I loved helping people find their fit here at the university,” Patty said.

“Many of our students have an undergraduate degree in something they weren’t sure what to do with, or they worked in an industry for a time and now they have grown tired of it and want a career change,” he said. If he is not able to answer questions about a specific program, he knows someone who can.

“If a student has a particular interest, I can connect them to a faculty member about a class they are teaching or a specific research topic they are associated with,” Patty said. “I talk to the faculty member about having the student visit their class so they can pitch our programs. I try to think from a prospective student’s perspective to give them an idea of who they should talk with as they are making decisions.”

He says his favorite part of this job is meeting the students, hearing their interests and watching the light bulb go on when they make a connection to our program.”

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—Trey Patty

Trey Patty at pattyk@mailbox.sc.edu

The CIC offers seven graduate programs across the School of Journalism and Mass Communications and the School of Library and Information Science.

Email Trey Patty at pattyk@mailbox.sc.edu

Kay Patty helps CIC graduates find — or rekindle — their passion for information and communications. Patty is the college’s graduate admissions coordinator and helps students of all ages ease into graduate school. He recruits students for the graduate programs from all over the world and especially enjoys getting program information to students already at the University of South Carolina or in the Columbia area. “I served as a University Ambassador during my time in undergrad here, and I loved helping people find their fit here at the university,” Patty said.

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“If a student has a particular interest, I can connect them to a faculty member about a class they are teaching or a specific research topic they are associated with,” Patty said. “I talk to the faculty member about having the student visit their class so they can pitch our programs. I try to think from a prospective student’s perspective to give them an idea of who they should talk with as they are making decisions.”

He says his favorite part of this job is next career path, I had a lot of questions,” Stoll said. “Trey helped me every step of the way through the process. His guidance helped me to navigate the system of admissions with ease and confidence,” Stoll said. “Trey is a tremendous resource for the growth of the program here at Carolina. His love for the programs and the candidates alike would make anyone want to be a part of this special place.”

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The CIC offers seven graduate programs across the School of Journalism and Mass Communications and the School of Library and Information Science.

Email Trey Patty at pattyk@mailbox.sc.edu

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Addressing Objectivity

Story By Stephanie Woronko

Today’s media are more partisan and more denigrated by public officials than they have been since Nixon’s enemies list. “As long as there are people who hold a certain opinion, their speech cannot be hindered,” says Dr. Eric Robinson, an assistant professor of media law and ethics. “The United States accepts various kinds of publications with different points of view; the idea being that from the multitude of ideas will emerge a greater truth.”

With accusations of fake news and bias freely made by public and private citizens, there is a question about whether that “greater truth” will emerge or even be recognized if it does. From the 18th century Federalist Papers to the 19th century split of Republican and Democratic newspapers, bias in the media is not new. Even the most well-intentioned journalists must address their own objectivity.

Groups as extreme as the Ku Klux Klan have a right to hold public rallies following the 1969 U.S. Supreme Court ruling in the case of Brandenburg v. Ohio. The court said the KKK did not present a clear and present danger. In its landmark decision, the Supreme Court said the First Amendment protects virtually all forms of speech and expression, no matter how offensive.

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Dr. David Lankes, director of the School of Library and Information Science, agrees that objectivity is impossible. He says, “Simply by moving through the world, you were shaped, and shaped yourself. And no code of ethics, and no university class, and no presidential debate can wash away your unique quest to improve yourself and the community to which you belong.”

According to a 2015 TIME article by James Poniewozik, CBS news anchor Walter Cronkite was considered the most trusted man in America. Following his death in 2009, a TIME poll revealed that this designation had been passed to comedian Jon Stewart and “The Daily Show.” Young viewers in particular cited “The Daily Show” as a top source of information. A journalist has a strong influence on coverage, strong influence on coverage, just as a librarian has a strong influence on each book. It is up to each individual to choose the works in which they base their actions and understanding of the world.

Had Upton Sinclair’s novel “The Jungle” been concerned about objectivity, the Food and Drug Administration would not exist today. By working undercover in Chicago, Sinclair exposed government and business corruption in his 1906 best seller. To be objective would in itself be taking a side in anger and change.

Unlike objectivity, neutrality provides both sides to an argument, which can be problematic with topics like climate change and vaccinations. The Guardian says reporting both sides neutral often requires citations from non-experts, which further spreads misinformation. The result is that only 12 percent of Americans realize that 97 percent of climate scientists believe in climate change, because the 3 percent who do not are given false equivalency.

“As professionals in the field of library and information science, we have an obligation, empowered by the communities we serve through charter, law or simply a place on the organizational chart, to critically look across our communities and use our expertise and experience to further the aims of that community,” Dr. Lankes says. “We have long ago rejected the notion that this means we treat all equally, and instead seek to serve equitably.”

To further the aims of their respective communities, librarians and journalists offer a range of choices. Dr. Robinson says, “Each person is his or her own librarian and curator of information. A journalist has strong influence on coverage, just as a librarian has a strong influence on each book. It is up to each individual to choose the works in which they base their actions and understanding of the world.”

Kara Gormley Meador was an anchor at WIS TV in Columbia for nearly 15 years, ran for State Senate in 2012, and owns Open Lines Communications. During the 2018 spring semester, she also taught a special topics course about Open Lines Communications. During class, Meador said she believes the Kennedy Greenhouse Studio is a good indicator of what students can expect in a workforce that requires reporters to have knowledge and skills both in front of and behind the camera. “There’s a lot more one-man banding, not only in the field for a reporter with a camera, but also in the television studio,” Meador said. “She has so much experience and so much knowledge to offer,” said public relations major Matthew Gigliotti, one of Meador’s students. “Every time I come to this class I learn something new about behind the scenes and in front of the camera with broadcasting.”

“I noticed that students seem to respond differently in that interactive environment.”

Meador said she believes the Kennedy Greenhouse Studio has so much experience and so much knowledge to offer, “I noticed that students seem to respond differently in that interactive environment.”

“There’s something uplifting about walking across the USC campus in the morning.”

“There’s something uplifting about walking across the USC campus and the Horseshoe going to class in the morning.”

- Kara Meador

perfecting on-camera presentation skills in the School of Journalism and Mass Communications’ Kennedy Greenhouse Studio. “There’s something uplifting about walking across the USC campus and the Horseshoe going to class in the morning.” Meador said. “It’s just such a positive vibe that I wasn’t expecting to experience.”

The course delves into multiple areas of on-camera speaking, including: the journalistic interview, teleprompter reading, public relations and crisis communication. During class, Meador had students in front of a camera reading their own scripts, trying to hit key points in an interview or improvising a speech. Everything from appearance, to eye contact, to the concept of “writing how you speak” was key to Meador’s lessons. Aiding in this effort were the high-dollar cameras, TVs, audio equipment, stage set-ups in the studio. Throughout the semester, students were given the opportunity to gain experience from nearly every side of a live production. While one student was speaking, another would be manning the camera, another operating the teleprompter, another switching video feeds in the control room, and another wearing a headset and counting in the on-screen talent. Each class was a live production run by students with the supervision and help of Meador and the studio’s operation manager, Britt Hogg.

“To have the availability and accessibility of that studio for this class or for the students is huge,” Meador said. “It’s just such a positive vibe that I wasn’t expecting to experience.”

“The course is considered a joined project with the athletics department that’s being taught on Tuesdays and Thursdays at Williams-Brice Stadium. As director of live sports production, Cockfield’s control room is rooted at the stadium, along with the gear needed to help initiate the class. The course has been tremendously designed for upcoming freshman and sophomores. The application-only class had 50 applicants for 20 slots this past semester. This kind of exposure has presented itself to the younger students so early in their college careers in order to give them the opportunity to join David Cockfield’s production crew. “We tell our students that it is crucial that they get ‘real-world’ experience. This class allows freshmen and sophomores to learn about live sports production at a Division 1 school in the dynamic Southeastern Conference and, perhaps, have the opportunity to land an internship or part-time job with USC Athletics after successfully completing the course,” said Tanner. “It’s an incredible opportunity for our freshmen and sophomores, as so many internship opportunities are often for juniors and seniors only.”

“The main focus going through the course is taking the students from what is the literal definition of remote production all the way through the steps of actually doing a live sports production,” Brannon said. “This will also include teaching them how to build a tripod and a camera kit to wrap up a microphone cable the right way, along with other elements that complement the process of learning live production.” Students enrolled in the course are also required to do field experience alongside David Cockfield at least twice before the semester comes to an end. Having the knowledge and experience in this field is essential in finding the right job after a student graduates. I.
Births

Obituaries
Andrea Guy-Halat, BA, 1983, passed away on Feb. 4, 2018. She began her career in journalism as a radio reporter and weekend anchor for WSPA-AM Radio in Spartanburg, South Carolina. She later was promoted to a TV morning newscast producer for stations in Greensboro, North Carolina, Philadelphia and Houston. During her 13 years at these stations, she was often the only woman in a leadership position.

Robert Raiford, MMC, 1978, passed away on Nov. 17, 2017. Raiford had an illustrious career in broadcasting. A strong supporter of civil rights, Raiford condemned on-air the attack on singer Nat King Cole in 1956 even though discussion of racism was strictly forbidden at the radio station. In 1963, the CBS radio network selected him to narrate the funeral of assassinated President John F. Kennedy. Most recently, Raiford was a news commentator on the “John Boy and Billy Radio Show” on Charlotte’s WRFX-FM.

1980s
Peggy Binette, BA, 1988, has been elected vice president of finance of the South Carolina chapter of the Public Relations Society of America. Binette is associate director of public relations at the University of South Carolina.

Charles Bloom, BA, 1985, has been elected vice president of professional development of the South Carolina chapter of the Public Relations Society of America. Bloom is executive associate athletics director/chief of staff/chief communications officer for University of South Carolina Athletics.

Mike Boykin, BA, 1980, has been named the 2018 recipient of the Distinguished Service in Sport and Entertainment Award by Sport Entertainment & Venues Tomorrow. This award recognizes his significant contributions to the sport and entertainment industries. Boykin is the CEO of Bespoke Sports & Entertainment in Charlotte, North Carolina.

Reba Hull Campbell, BA, 1983, has been elected president of the South Carolina chapter of the Public Relations Society of America. Campbell is deputy executive director of the Municipal Association of South Carolina.

Beverly Carlson, BA, 1984, is the director of corporate communications and brand management at Physicians Mutual in Omaha, Nebraska.

Walter Clayton, MLIS, 1985, is a technical services librarian for Live Oak Public Libraries. Upon retirement, he and his wife plan to circumnavigate the world in their sailboat.

Amy Coward, APR, MA, 1987, has been elected southeast director for the Public Relations Society of America National Board of Directors. Coward will serve as liaison to the PRSA Foundation Board and will serve a two-year term.

Sammy Fretwell, BA, 1983, has been named Journalist of the Year by the South Carolina Press Association. Fretwell is an environmental reporter for The State newspaper.

Robert Reeves, APR, BA, 1982, has been elected to the South Carolina chapter of the Public Relations Society of America’s Board of Directors as ethics officer. Reeves is an assistant professor of communication at Anderson University.

1990s
Perrin Anderson, BA, 1995, has been promoted to assistant county mayor for Sevier County, Tennessee.

Sherrie Bakshi, BA, 1999, is the deputy manager for software solutions at American Technology Services in Washington, D.C. She is also the director of the U.S. chapter of MET Community, an international organization of women leaders who work to inspire, support and connect women entrepreneurs.

Ashley Manuel Dusenbury, APR, BA, 1994, has been elected to the board of directors for the Southeast District of the Public Relations Society of America, where she will serve a two-year term. Dusenbury is assistant vice president of public relations at Palmetto Health Foundation.

Harold Kirkwood Jr., MLIS, 1993, has accepted the position of Bodleian business librarian at the Sainsbury Library of the Saïd Business School at the University of Oxford. Kirkwood previously worked as associate professor and business information specialist at Purdue University’s Roland G. Parrish Library of Management and Economics.

Heather Spires, BA, 1998, has been named executive director of River North Business Association in Chicago. Spires previously worked as vice president of retail and business recruitment for the City Center Partnership in Columbus.

Your education opened doors. Now, you can open doors for the next generation.

Explore the many ways you can support the CIC at bitly.com/cic-giving
We want to stay Connected with you!

Submit your Alumni Notes to duprecm@mailbox.sc.edu

Are you interested in getting involved with the CIC? We’re seeking applicants for the 2018-2019 CIC Alumni Council. The council serves as an advisory group to the college, builds relationships with students, and implements and supports alumni programming. Graduates of both schools are encouraged to apply here: bit.ly/cic-alumni-council

Beth Thomason, APR, BA, 1993, has been elected to the South Carolina chapter of the Public Relations Society of America as assembly delegate. Thomason is director of marketing and advertising at Spartanburg Regional Foundation. In 2010, she was named a finalist for PRSA’s Silver Anvil award for Health Communication. She is a member of the PRSA’s Carolina chapter’s Student Advisory Council, Public Relations Strategies Committee, and has served as the chapter’s president-elect, past president, and board member. Thomason is a graduate of the South Carolina School of Journalism and Mass Communications at the University of South Carolina. She is also a member of the Carolina chapter of the Public Relations Society of America. Thomason is a member of the CIC Alumni Council and serves on the CIC’s Alumni Relations Committee.

David Smoak, BA, 2002, is the owner and creative director of Second Shift Design. His full-service agency, based in Athens, Georgia, has received recognition through the Addy Awards and Davey Awards, and his branding has been published in the LogoLounge series. He and his wife, Juliana, have three daughters.

Rodney Tow, BA, 1993, has been promoted to North American customer centricity communication manager for Medtronic North America. Tow has worked at the tile manufacturer’s North American headquarters in Greenville since 2010.

Alanna (Layton) Boozer, MMC, 2005, is the development coordinator for United Cerebral Palsy of South Carolina. She recently married Kevin Boozer, who will graduate with his MLIS from USC in May 2018.

Stephen Fastenanu, BA, 2007, has been awarded first place in Sport Storytelling and Business Beat Reporting by the South Carolina Press Association. Fastenanu is a reporter for The Beaufort Gazette and The Island Packet.

Katherine Swartz Hilton, BA, 2000, has been promoted to executive director of the McNair Center for Entrepreneurism and Community Engagement at Columbia College.

Molly (Meyers) LaBride, MLIS, 2001, is the deputy director of the Delaware County District Library in Delaware, Ohio.

Merritt (McHaffie) McNeeley, BA, 2005, is vice president of marketing at Fleck and Rally in Columbia. This year, she was recognized as one of The State newspaper’s “20 under 40.”

Ashleigh Messervy, BA, 2006, is the host of the lifestyle show Living Local, which airs on WCBD News 2 in Mount Pleasant. Messervy previously worked for WACH Fox News and WJIN News 19 in Columbia.

Lauren Powell, BA, 2006, is an investigative producer at WSVN News 7 in Miami. In 2016, she was nominated for an Emmy by the NATAS Suncoast Emmy Chapter for her reporting on a special form of baseball for blind children.

Samantha Dubay, BA, 2009, has been elected to the Lowcountry regional director for the South Carolina chapter of the Public Relations Society of America. Dubay is the senior strategic communications coordinator for HDR Inc. in North Charleston.

Brent Duncan, BA, 2008, is senior manager of public affairs and advertising for the South Carolina Aquarium. He is a graduate of the Charleston Metro Chamber of Commerce’s leadership program.

Josh Dawsey, BA, 2012, has joined CNN as a political analyst. He has also been named the 2018 recipient of the White House Correspondents’ Associate’s Merriman Smith Award for print. The award recognizes Dawsey’s gripping coverage of White House Press Secretary Sean Spicer’s resignation, which he wrote while working as a reporter for Politico. Dawsey is now a White House reporter for The Washington Post.

Sarah (Walker) Brock, BA, 2004, graduated from Charleston School of Law in December 2017. She is a law clerk at Peters, Murray, Parker, Eltzroth & Davidson in Ridgeland.

Cassie Cope, BA, 2013, has been awarded first place for Government Beat Reporting by the South Carolina Press Association. Cope is a health care and social media and digital content account supervisor at Renée Mundy in Charleston.

Colin Demarest, BA, 2016, has joined the Columbia Chamber of Commerce as a communications specialist.

Elizabeth Turner, BA, 2012, has joined Colliers International in Columbia as marketing coordinator.

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Colin Demarest, BA, 2016, has joined The Aiken Standard as a general assignment and local government reporter. Demarest previously worked as a local government reporter at The Berkshire Record and The Berkshire Courant in Massachusetts.
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Dean’s Circle Society

The Dean’s Circle Society is comprised of alumni, community leaders and industry advocates who recognize the value and significance of the College of Information and Communications at the University of South Carolina. Through the Dean’s Circle Society, we recognize those who annually (July 1–June 30) make a gift of $1,000+ and young alumni who annually contribute $500+ to support the college.

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222 donations.  
Over $234,000 raised.  
We are #Grateful4Garnet.

Thank you to the many donors who supported the CIC during the university’s first-ever giving day, #Give4Garnet. Your help establishing the Carolina Command Center, our state-of-the-art social media monitoring lab, will have a powerful impact on our students, our faculty and our community.

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As a student, I believe there’s power in social media. With the Carolina Command Center, we will be able to track trends, tweets and more. I can’t wait to see where the command center takes the College of Information and Communications in our classes, projects and the community.

- Michaela Baker

Many people today are getting their news more and more from social media sites and less from traditional news sources, whether it’s from a Facebook post or a tweet. As an information science major, I feel that it is vitally important to keep up with how people use their social media to get information daily as well as where that information comes from, what it entails and the evaluation of it.

- Tavashia Berry