

Dean notes progress, upcoming retirement

By now many of you know that I plan to retire as dean June 30, 1985, after 20 years in that position.

It seems like only yesterday that I met with then USC President Thomas F. Jones at a restaurant in Orlando, Fla., talk about the deanship here. At the time, spring 1965, I was director of campus publications and head of the small journalism program at brand new University of South Florida, Tampa.

USF, in addition to being new, was relatively small, very innovative and public-service minded. Students and faculty were close and interested in each other's successes and failures. I still keep up with some of my USF newspaper editors: one, after a successful newspaper career on a Florida newspaper, is now a professor at the School of Journalism, University of North Carolina; another is editor of the *Charlotte Observer*; another is managing editor of a Montgomery, Alabama, daily newspaper; another is a successful freelance magazine writer; another a top corporate public relations practitioner. Former students at other colleges and universities where I have taught are successful publishers, editors, wire service people and public relations/advertising, broadcasting, and religious journalism professionals.

Here at USC, our graduates have had the same successes, many times over. Almost daily we hear of or from graduates who have achieved promotions or self-fulfilling goals and ambitions.

I mention those pre-USC students to buttress a firm belief I have held for many years and



which I brought to USC — journalism education is primarily a people-oriented business. Students who are attracted to many facets of journalism and mass communications, usually in high school, tend to be the best and the brightest: smart, inquiring, committed to improving the small or large area they work in, but always sensitive to the human condition, particularly human problems and people-created problems. They tend to be problem solvers, not problem creators, except perhaps for those who have abused the public trust.

Now about my deciding to come to USC. In all candor, I had some misgivings about leaving a growing university, exciting program, and an area my family and I enjoyed. I consulted some knowledgeable people about the job here. Their counsel was "Don't do it. The University of South Carolina is a dead end and will ruin your career."

Well, obviously, I did not take their advice. I became convinced there were great opportunities and a commitment on the part of President Jones and Provost William H. Patterson to build a first rate College of Journalism here.

In 1965, the then School of Journalism was almost exclusively print oriented. It was an accredited, solid news-editorial program under Dean George A. Buchanan. The total budget in 1964-65 was about \$65,000, there were 225 students and a half dozen faculty, some part time. Today, we have a budget of about \$1.4 million, 1,100 students, and 28 full-time faculty and a dozen or so part-time adjunct instructors.

We immediately set about recruiting staff, adding broadcasting and advertising/public relations curricula and building closer relations with all the state's media and media-related professions.

It has been my good fortune at USC to have been associated with tremendous faculty and students. Journalism faculty members were recruited carefully to meet specific needs and fulfill certain goals and objectives. Many from the early days are still here, and doing a great job, as are most recent hires.

As a college, we have been primarily teaching and public service oriented, with some emphasis on practical or problem solving research. In the future, the College will need to add a Ph.D. program and give emphasis to more theoretical research, designed to roll back the frontiers of knowledge in mass communication. This will be a challenge for the new dean.

What I have attempted to do here in 20 years is create an environment in which faculty and students could reach their greatest potential as scholars and professionals and to let our alumni and other media professionals know we would try to be helpful within the limits of our financial and human resources.

I am proud to have been dean of more than 90 percent of the 3,000 plus journalism graduates from this College, which was founded in 1923. In the early days, I knew most of the students and many of their parents. With 1,100 students, this is no longer the case, but I trust our sequence chairmen now know those in their programs. I must say that I value this student association and value the opportunity to meet and visit with students now at every chance.

Journalism education nationwide is undergoing self-scrutiny at the moment, as well as scrutiny by media professionals and university administrators. The central administration at USC is considering whether or not to change the structure of this college to include expansion and new directions.

As of this date, no proposals for change have been communicated to the journalism faculty, who are doing their own self study.

As I leave the deanship, I would like to express to our alumni and friends my appreciation for their support and cooperation over the years. My family and I treasure your friendship and are proud of your success. Always dream big dreams and keep the faith. Our profession deserves the best we can offer.

Al Scroggins

Fast lane easy for Gibbons

By HEIDI HARTVIGSEN

Adjusting to the fast lane of Hollywood's "tinsel town" was easy for Leeza Gibbons, co-anchor of NBC-TV's "Entertainment This Week."

Ms. Gibbons, a 1978 graduate of USC's College of Journalism, moved quickly into the world of broadcasting.

After working for TV stations in Spartanburg and Beaumont, Texas, she landed a television reporting job in New York City.

The job led her to her present position.

Ms. Gibbons credits much of her success to talent, and plans to develop her abilities further in the field of production. She has already started her own company, The Right Track.

As co-anchor, Ms. Gibbons tries to promote a comfortable, relaxed atmosphere while interviewing. She said gaining the trust of the show's guest stars is essential to developing a relationship that allows her to con-

tact them again and again.

Ms. Gibbons doesn't use notes while interviewing because she said she thinks they distract from the interview and make the guests feel uncomfortable.

Although her family and many of her friends live in Columbia — about 3,000 miles away from her California home — Ms. Gibbons keeps in close contact with them. She said they help her retain her personality and keep her from taking her job too seriously.

Meet the staff

The editors of this issue of *Intercom* would like to thank:

The College of Journalism's Practicum production staff.

Dana Lewis and Stephanie Klein, graduate students in the photojournalism lab.

Annette Hearn, our photographer, and Professor Mary Caldwell, adviser.

Broadcast internships

The following interns are involved in some facet of production at SCETV, Columbia Cable, Instructional Services or the Department of Health and Environmental Services.

Arthur Boerke
Kenneth DeBerry
Melody Franks
Stephany Griffen
Dale Gruel
Anthony Harrell
David Nash
Cynthia Nyberg
Charles Ochse
Andrew Shaw
Janice Shumpert
Carolyn Spears
Lisa Thornton
Julian Viard
Luen Wang
Fran Wilkes

The following are interns at WIS-TV here in Columbia:

Jessica Blais
Michael Crowder
Dorothy Gist
Raymond Goodrich
Lori Russell
Scott Willburn
Lee Williams

The following are interns at WLTX-TV here in Columbia:

Danny Barnes
Sharon Bergeron
Basil Duncan
Robert Glance
Allan Metts
Melanie Smith

Alumnus killed in car accident; scholarship set

Thomas A. Moody Jr., 42, an alumnus of the College of Journalism's broadcast sequence, died in an auto accident Nov. 2. Moody was program manager of WPEC-TV in West Palm Beach, Fla., and had been news director of WOLO-TV in Columbia from 1977 to 1979. He was program manager of WCBF-TV in Charleston from 1979 to 1981.

Memorials may be made to the University of South Carolina Education Foundation. A scholarship will be established in Moody's name at the College of Journalism.