FOREVER

Changed

by Africa

InterCom

The College of Information and Communications

Fall/Winter 2018
When I talk with alumni at college events—or sometimes even in the checkout line at Publix—and I tell them everything we’ve been up to, I get a lot of these:

“Whoa. I didn’t know y’all were doing that!”

“Wow, that’s really cool!”

“I wish we had that when I was a student!”

So what are we doing?

In SLIS, we know that libraries are playing an increasingly critical role in their communities (you can read how on page 18). That’s why we’re growing our cohort program. If you’re not familiar with it, this program partners with school districts and library systems with a need for trained librarians. They pay the way for groups of their employees to earn MLIS degrees, and we make sure their cohorts have the skills needed to make big impacts in their communities.

We also know that students who are adept at working with data will land better jobs. That’s why we’re launching an informatics minor. From business to education, every major at USC can open doors when paired with informatics.

In the J-school, we know data-driven communications is the future. That’s why we’re recruiting Michelle LaRoche, our first Baldwin Business and Financial Chair in Journalism. Michelle has more than 20 years of experience at Dow Jones and The Wall Street Journal, and her goal is to infuse business and financial education into each of our programs.

The health sector continues to grow, and so do opportunities for employment. This fall, for the first time, we offered a one-credit course on careers in health communications, and Dr. Brooke McKeever taught a new course on health, science and the environment. And, we’re building a pipeline with employers such as Publicis Health and FCB Health so that our students graduate with the connections needed to launch successful careers.

Sports is an ever-popular area of interest for our students. Where can sports journalism take them when they graduate? Just look at alumna Isabelle Khurshudyan, Capitals beat reporter for The Washington Post, or Alyssa Lang, host and studio show anchor for the SEC Network. We’re expanding our course offerings to include more opportunities for students hoping to follow in their footsteps.

College-wide, technology has been a big part of our efforts. Thanks to Provost Gabel, I’m pleased to share that we’re in the process of creating a new research lab where innovative technology like eye-tracking equipment will take faculty research to the next level. (See page 33.) And, of course, we’re in the process of building the Carolina Command Center, our state-of-the-art social media monitoring lab. We’re already talking with potential employers who are eager to hire tech-savvy social media experts right out of undergrad. (See page 13.)

New programs, new classes, new tech – there’s a lot happening here, and there’s even more on the horizon. Next time I see you at Publix, I’ll tell you all about it.

Dr. Tom Reichert
Dean, College of Information and Communications

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

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

Dr. Dick Kawooya
Interim Director
School of Library and Information Science

Rebekah Friedman
Communications Manager

Elaine Arnold
Senior Director of Development

Hope Watson
Assistant Director of Development

Patty Hall
Webmaster

Lewis Zeigler
Photographer

Katherine Pettit
Executive Editor

Alison Moons
Design Editor

Dr. Tom Reichert
From the Dean’s Desk

New Programs, New Classes, New Tech
Bridget Mackey joins Darius Rucker followers through the content she writes and shares relating to being of the women and girls of South Carolina. Rights and Empowerment Network (WREN). The Columbia-enthusiastically, describing her position with the Women’s participate in the 2017-2018 Mentor Match. Quick for a year of relationship-building and Journalism and Mass Communications that pairs current students and alumni with the women's basketball radio play-by-play voice at Western Kentucky University. “I found out at a young age that you could get paid to talk about sports,” said Williams, who also graduated with a bachelor's in broadcasting. “Not paid much for a long time, but I thought, well, this is not a bad life.” At Carolina, Williams commented many of the club sports games. He also launched the Capital City Sports Network, which is SGTV’s live sportscasting outlet. His advice to journalism students pursuing their dreams in the industry is to take advantage of every opportunity offered by the school, and to “network like crazy.” -Abe Danaher

Passion meets action

“Pay it forward: Mentor Match” is an annual program that pairs current students and alumni from both the School of Library and Information Science and the School of Journalism and Mass Communications for a year of relationship-building and guidance. Mentors and mentees are given prompts to facilitate conversation but often find the discussions to be natural and mutually beneficial. Mentees share tools and strategies they are studying while mentors often assist with resume building, preparing for interviews and searching for jobs. With mentors located across the country, students are able to develop professional networks in a variety of cities and industries.

“Many of our alumni have a good deal of institutional knowledge in their career fields. They want to teach others what they’ve learned but don’t always have an outlet to do that,” explains Hope Watson, assistant director of development for CIC. “This program allows them to share what they know while also preparing our students for their future careers.”

For the first time, this year’s Mentor Match was open to students pursuing a master’s degree. As the program expands, more mentors are needed to keep pace with student demand. This year’s program drew 82 mentees and 76 mentors.

Registration for alumni to participate in Mentor Match 2019-2020 will open in May.

-Rachel Stein

On air, living the dream

Brett Williams’ dream since he was 10 years old has been to be a sportscaster. Growing up, that dream dictated the high school he attended and then brought him to the University of South Carolina. And now, less than one year after graduating, Williams’ dream has come true. He just accepted a job at the women’s basketball radio play-by-play voice at Western Kentucky University.

“What do these names have in common with the School of Journalism and Mass Communications? The answer is Jason Porter. Porter has spent 15 years producing content for major brands including Target, Taco Bell, Volkswagen, Sprint, Marvel, HBO and Disney. His resume includes two Super Bowl commercials and a degree from the University of South Carolina. In 2018, he received his Master of Arts in Media Arts from the university’s School of Visual Art and Design. His next task is animating the SJMC, his commendable record of job placement, his advisement of students as they created USC’s Think Twice campaign, and most specifically, his leadership in transforming The Carolina Agency from a student-run organization to a full-scale firm.

Grigg said that many PR professionals came up to him at the event to ask more about his programs and the work of his students.

“One of our goals is to make sure that everyone in the professional world knows what fabulous students we have,” said Dr. Andrea Tanner, director of the SJMC. “This award just helps show them that we have a top-notch program with top faculty in the field.”

-Abe Danaher

TARGET, TACO BELL AND VOLKSWAGEN

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-Abe Danaher
CONFRONTING CANCER

The National Sports Media Association is one of the SJMC’s newest student organizations. Launched in the spring of 2018, this organization gives students a chance to learn more about sports media and hear from a variety of guest speakers working in the field. “We’re hoping to help students in the J-school network with professionals and get advice on pursuing careers in the sports industry,” explains the group’s president, senior Carson Mason. Additionally, with the SJMC pursuing a potential concentration for journalism students in sports media, NSMA supervisor Dr. Kevin Hull believes this organization will generate excitement for the concentration down the road. Students can join USC’s student chapter and attend its monthly meetings in the J-school for free, and also have the option to join the National Sports Media Association at a discounted rate. A national membership allows students to attend NSMAs’ awards show and see sports journalists awarded honors such as Sportscaster and Sportswriter of the Year. Learn more about the NSMA at nationalsportsmedia.org ARE YOU A SPORTS MEDIA PROFESSIONAL INTERESTED IN SPEAKING AT A MEETING? CONTACT DR. HULL AT KHULL@MAILBOX.SC.EDU

GIVE 4 GARNET GIVING BACK 2 GARNET

Since taking the helm of the College of Information and Communications in 2017, Dean Tom Reichert has dreamed of creating a high-level social media monitoring and analytics center. Now, thanks to the generous donations made during Give 4 Garnet, USC’s first-ever giving day, the Carolina Command Center is on track to become a reality. “This is a game-changer for the CIC – and for the university – because it’s going to prepare our students for some of the best jobs in the information and communications industries,” Dean Reichert says. “It’s also going to take our research to the next level, positioning us as a major thought leader.”

Over the course of the 18-hour-and-1-minute event, 222 donors raised over $234,000 to fund this project. The Carolina Command Center will have enough monitors and wall-mounted televisions to accommodate presentations, classes and training sessions. They have also chosen a professional-grade software, Crimson Hexagon, to use for statistical analysis and more. Not only will the center be a hub for analysis and progress in CIC, but it will also host the next Give 4 Garnet in 2019.

Discover more about the Carolina Command Center on page 13.

- Hazel Mathieu

BEE THE CHANGE

After she participated in the National Student Exchange in Albuquerque, New Mexico, now-senior mass communications major Andrea Francisco was inspired to make a difference at her own school. While in New Mexico, she joined a beekeeping club and its “chill and quirky” atmosphere was just what she needed. Upon returning home, she set out to organize the same type of club here at USC. Although it wasn’t the easiest process, her background in the SJMC writing and visual communications courses helped her make the Carolina Beekeeping Club a reality by giving her a great advantage in knowing how to advertise. “I want the club to be an escape from college stress and for people to be able to cherish a fun and environmentally helpful activity,” Francisco said. Camea Cato, associate studies adviser in the SJMC and the Carolina Beekeeping Club’s adviser, was also very helpful in the process of establishing the club. While they don’t yet have a hive on campus, Francisco predicts that within the next few years the strong leadership following her, including students with backgrounds in beekeeping, will follow through with the constructing of a hive. For now, the club is focusing on certifying their members in beekeeping through the South Carolina Beekeeper’s Association, bringing in outside organizations such as the Highwood Bee Company for talks and, of course, having honey tastings.

-Kelly Soder

LOVING SUMMER LEARNING

Senior semester is a vital class within the SJMC. It allows students to graduate with experience in running a newsroom and website, managing social media and producing a newcast. To extend its accessibility, the SJMC decided to offer it during the summer. Eight broadcast journalism majors and two multimedia journalism majors participated.

The summer schedule differs from the regular school year since there are no Friday classes, but the overall experience and environment for those involved was the same. “I’m thankful for the opportunity provided to take the course over the summer and develop myself as a journalist with minimal distraction,” said Savannah James, a graduate student seeking a master’s in mass communication with a focus in broadcast journalism. “We really became a family, and many of us met outside of class.” Both Greg Brannon and Bertram Rantin, the two instructors who led the class, agreed that they saw benefits in the smaller class size compared to the regular school year in allowing for more one-on-one attention, accountability and camaraderie among the students.

-Mia Grimm

IT’S A GREAT WALL

The SJMC “Great Wall” can be found on the second floor of the journalism building, in a covered location where the best designs and images from visual communications students in the senior capstone class are displayed. “All the visual communications professors walk around and look at every single image in every portfolio, and then put a sticky note on our favorites,” Assistant Professor Tara Mortensen said. “When we are finished, we tally up the votes, and these are the ones that go on the Great Wall.” These images include an assortment of projects created in many different forms of media. Currently, photography essay layouts, infographics and photographs are on display from a variety of classes and students.

-Jordan Grimmesey

FLYING IT HIGHER

In his honor, where potential donors can be

Lankes, director of the School of Library and Information Science, has been focused on making USC the global leader in LIS education.
GAMECOCKS ON THE GREEN 2018

It might have rained, but that wasn’t enough to keep alumni away from Gamecocks on the Green. Guests gathered in the lobby of the School of Journalism and Mass Communications for an evening of socializing with old classmates and professors. The weather was dreary, but the event was full of life.

Commenting on the event moving indoors, Meredith Smith, a 2011 public relations alumna said, “This is such a nice space, so beautiful, so impressive. I’m actually kind of excited that it is inside because we got to be here, we are getting a free performance and Cocky is here.”

Mark Bryan, alumnus, lead guitarist of Hootie and the Blowfish, and host and executive producer of “Live at the Charleston Music Hall,” surprised attendees with a high-spirited performance. “Definitely the best homecoming celebration I’ve been to,” Smith said.

-Hailey Mitchem

CREATEATHON@USC BREAKING RECORDS

CreateAthon@USC, USC’s annual, all-volunteer, pro bono effort to create student marketing campaigns for nonprofits, increased its roster from seven to nine nonprofits, a record number. This year’s nonprofits were Acts Metro, Abundant Life Equipment Lending Library, Camp T.A.L.K., East Point Academy, Eau Claire Cooperative Health Ministry, 12,000 Year History Park, SC Respite Coalition, Second Helpings, and SodaCity Cirque. According to its website, the program has generated an estimated $805,000 in services to date. “CreateAthon@USC is important because it allows students who haven’t joined the Carolina Agency or the Advertising Team the opportunity to create real work,” said Caitlin Nebel, a student veteran of last year’s event. “It was a unique experience with a fun atmosphere.” During the 2017 event, Nebel worked for the HIV/AIDS Task Force of South Carolina.

The 2018 effort, managed by Professor Karen Malilla and her creative leadership class, ran from November 2-3. Student volunteers and professional mentors developed and pitched advertising and marketing campaigns. Volunteers gained experience, portfolio material and résumé credentials.

FOR MORE INFORMATION ABOUT CREATEATHON@USC, VISIT CREATEATHON@USC.ORG

-Joseph Paulson

IT’S A LIFE SKILL

When WeReadSC wrapped up last summer, the final tally was impressive: Over the course of a year, children and families in West Columbia received 2,561 books through eight events with 79 volunteers and a total of 394 hours dedicated to the mission of improving community literacy.

The initiative, a collaborative effort between USC’s College of Information and Communications and College of Education, was funded through a Heart Foundations grant. Program organizers hosted literacy events for the community, and COE faculty provided research-based recommendations for how local teachers could enhance their efforts in the classroom. The hope was that their work in the pilot population would provide a framework for how communities statewide can set children up for success.

As the organizers often said, “Reading is not just a school subject, it’s a life skill.”

“WeReadSC put books in the hands of children, which research has shown increases their odds of success,” says Christine Shelek, executive director of the South Carolina Center for Children’s Books and Literacy. “It also gave our colleagues in the College of Education a chance to share techniques with teachers that will make a real impact on their students’ ability to read. We’re proud that the program was able to bring literacy to the forefront of the West Columbia community.”

FOR MORE INFORMATION ABOUT THE CIC’S LITERACY EFFORTS, INCLUDING COCKY’S READING EXPRESS, VISIT BITYLUCIC.LITERACY

-Leland Williams

SLIS adds new Informatics Minor

What is informatics? Beginning in the 2019-2020 academic year, it will be the newest minor offered by the School of Library and Information Science. Informatics replaces the preexisting information science minor and will give students a more flexible way to learn how information works.

“The skills you get with the minor are applicable to anything you do,” says Dr. Elise Lewis, an instructor in SLIS. “Every organization uses information. Being able to analyze, manage and implement information in its many various forms is critical, and that’s the skill set that this minor offers students.”

There are two major changes between the information science minor and the informatics minor. The first and most notable is the name. “Informatics is a much more marketable word,” says Lewis. She explains that the term informatics is story by Abe Danaher becoming the popular way to describe people managing information. That positive connotation is something faculty hope will translate into more students, as well as more interest from potential employers.

The second major change is in the structure of the minor. Instead of having four or five required courses, the informatics minor will be much more flexible for students and allow for greater customization of their own path within the minor. Students will now be required to take three core courses. These include an introduction to information science, a course in data analytics and a knowledge management course. After that, students will be able to pursue different tracks within the school based on the classes they choose to take with their remaining credits. Whether students find themselves more interested in data analytics or the people involved in the transfer of information, they can pursue whatever appeals most to their interests.

The school announces this change just as informatics is becoming a growing sector among many different fields. Three of the biggest fields to emerge recently are nursing, health and political informatics. Because of the minor’s versatility, SLIS hopes to attract students from a variety of majors, particularly business and education.

“The idea is that if you add informatics to whatever your major is, then hopefully it will help employers figure out that you have an understanding of how information works and its impact,” Lewis says. X.

-Elise Lewis, an instructor in SLIS
During summer 2018, Dean Tom Reichert celebrated his one-year anniversary leading the College of Information and Communications by meeting and networking with as many alumni as possible. He hit the road along the east coast for the first-ever Meet the Dean tour to learn who calls the CIC home. “It is important to me that I connect with and learn from our alumni and professional partners,” says Dean Reichert. Over the summer, the alumni relations and development team joined him for four stops, including visits to New York City, Atlanta, Washington, D.C. and Spartanburg, South Carolina.

In May, the Meet the Dean tour kicked off in the Big Apple. Alumni and New York Maymester students flooded the Mason Jar – a Gamecock-themed restaurant – to enjoy food and drinks while meeting the new leader of CIC. The Mason Jar has significant value to USC, as it is a common place where alumni from all over the country travel to reconnect and network. In Atlanta, the dean met with the Maymester students and alumni at the Gordon Biersch Brewery Restaurant. Here, SJMC alumni Stephen Brown, ’95, and Jennifer Hammond, ’85, hosted the event. Dean Reichert then took the tour to Capitol Hill. Washington D.C. had an excellent turnout, as many CIC graduates reside in D.C. SJMC Alumnus Robin Roberts, ’76, hosted a gathering at his home with food and drinks. Roberts, founder of the Washington Media Scholars Foundation, which presents scholarships to CIC students every year, has been a longtime supporter of Dean Reichert’s work.

To close out the tour, the dean made his way back to South Carolina. Nearly 30 alumni turned out to meet him in Spartanburg – even Cocky made an appearance. SLIS Alumnus Todd Stephen, ’88, and two SJMC alumni, Lee Bogay, ’04, and Mary Ballard, ’96, worked together to make the Spartanburg event possible. Although this was the last stop, the tour isn’t over. Dean Reichert is eager to continue meeting and networking with alumni and professional partners around the country and hopes to visit more cities in the spring.

“One of the best things I’ve done since becoming dean is the Meet the Dean tour,” says Dean Reichert. “They’re the ones who will hire the next generation of CIC graduates, so listening to them helps us see what the future holds.”

Imagine a university capable of predicting elections, consumer preferences or industry trends – a place where students could learn marketable skills, where the community could turn for help, and where businesses could pay for valuable insights. In spring 2019, the Carolina Command Center will be able to do all this and more. Thanks to professional-grade social media analytics software, students and faculty will be able to explore virtually any topic, fueling research that’s guaranteed to set Carolina apart. “This is a great thing for our students,” says Randy Covington, director of special projects for the College of Information and Communications. “They will have a skill set that will lead them to better jobs.” The center functions using software called Crimson Hexagon, which allows users access to the largest library of text and images across the internet. Users are able to search more than one trillion social media and online posts to gather large amounts of data about anything from what people are saying about a political candidate to how people feel about a particular brand.

The center has been one of Dean Reichert’s priorities since joining the CIC in 2017. Once funding was secured through the university’s Give 4 Garnet fundraising campaign, his vision was one step closer to reality. After that, Covington was brought on to the project because of his experience as director of Newsplex. “The ability to use this tool to comprehend consumer behavior,” says Covington. “That is really powerful.”

The center will have four main purposes according to Covington.

1. Education: Students will gain hands-on experience generating and implementing social media analytics. The center will host classes for both journalism and mass communications and information science students.

2. Faculty research: The center will serve as a resource for faculty research, such as studies exploring public sentiment about a particular company or issue.

3. Public service research: This research will be used to demonstrate the center’s capabilities and how it can help the community. It will explore topics relevant to the area, such as climate and tourism.

4. Revenue generation: The center can potentially generate revenue for the university by consulting and training businesses on a variety of social media topics.

The Command Center is slated to be operational in the spring of 2019 and will be located on the first floor of the SJMC. While the exact details are still being discussed, basic features of the center will include a wall of monitors, laptops with the modern graphic touches.

For more information about the Carolina Command Center, visit the CIC webpage. bit.ly/cic-news-ccc

### Carolina Command Center

**Setting Carolina Apart**

Story by McKinley Lovins

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What does the future hold? In my work, I see school libraries and public libraries becoming more and more community centered. They are doing more outreach and making themselves visible in communities.

Advice: Get involved in a lot of things on campus. Life motto: I share my motto with the children’s book character, Pete the Cat. “No matter what step you take, keep walking along and singing your song, because it’s all good.”

Valerie Byrd Fort: MLIS, University of South Carolina
Teaches: Children’s Literature and other courses related to children’s materials and programming, coordinator for Ccky’s Reading Express
Why Carolina? USC is in my heart. I have my undergraduate and graduate degrees from USC and when the opportunity came up to become a full time member of the faculty, I knew I had to take it.

What does the future hold? The rapid changes in journalism due to technological advancement will continue. Professionals and academics who believe in the power of free, open and honest information are going to have to stay nimble in the face of change.

Advice: Get involved in things like student media and PRSSA on campus, and get internships that will give you valuable experiences and connections.

Life motto: “Do all the good you can, in all the ways you can, for all the souls you can.” — adapted from John Wesley

Nina Brook: M.Ed., Instructional Technology, Coastal Carolina University
Teaches: Writing for Mass Communications and Public Relations Writing
Why Carolina? The chance to come to Carolina unites every aspect of my career so far. I’ve worked as a professional newspaper and broadcast reporter and in public relations. I have most recently been teaching in a high-tech, high school journalism magnet program.

What does the future hold? I anticipate that school libraries will continue to do what they have always done — evolve and reinvent themselves to meet the needs of young learners.

Advice: Take studying another language more seriously and participate in things that will expand your worldview.

Life motto: Question everything.

Jenna Spiering: Ph.D., Language, Literacy and Culture, University of Iowa
Teaches: Children’s Literature, Children’s Materials and Young Adult Materials
Why Carolina? The University of South Carolina has a strong reputation for its school library program, so there really couldn’t have been a better place for me to land.

What does the future hold? I’m disturbed by trends in communication that create silos and echo chambers which make it harder for people to accept and understand another person’s differing perspective. But more people have platforms and are part of conversations they may not have been before. I hope those of us in journalism and communications can build on the good that is happening and continue to provide unbiased news and information people need.

Advice: Slow down and enjoy this time but put in hard work.

Life motto: I don’t have one, but at this point in my life am focused on doing something I love while also learning and growing.

Mary Anne Fitzpatrick: Ph.D., Communication, Temple University
Plans to teach Health Communication and Media Effects on Children
Why Carolina? I came to the University of South Carolina in January 2005 as an administrator because USC was clearly an institution on the move, poised to take its place as one of the major research institutions in the world. I have held senior administrative positions at Carolina and decided to join the CIC team this summer.

What does the future hold? I am curious to try to predict the future of the profession because we are in the midst of a digital revolution that has brought and will bring massive changes to communications. I do think, however, that the early optimism about the future of the internet and its ability to democratize information has given way to a darker view that the internet has been corrupted by commercialism, advertising and false, distorted images of social reality.

Advice: Take advantage of the opportunities that are available to you to step outside the classroom and build and sharpen your skills in different journaling aspects.

Life motto: “Love and work are the cornerstones of our humanness.” — Sigmund Freud

Kim Thompson: Ph.D., Library and Information Studies, Florida State University
Teaches: Public Library Systems, Introduction to Library and Information Studies, and Problems in Library and Information Agency Administration
Why Carolina? USC has a strong program with an interesting trajectory for future growth and leadership in the field that I felt suited my own interests in digital inclusion and information access.

Advice: Life just gets better and better.

Life motto: Never suppress a generous thought.

Sabrina Habib: Ph.D., Mass Communication, University of Florida
Teaches: Video Production and Principles of Visual Communication
Why Carolina? I decided to come to USC because we have the most respected visual communication program in the country, and I feel fortunate to be here.

What does the future hold? I think we will evolve more toward social listening, artificial intelligence, machine learning, and new ways of experiencing and interacting with brands, news and institutions. No one really knows where new advances will take us. That’s why I focus a lot of my teaching on timeless skills such as creative thinking, storytelling and problem-solving.

Advice: Make work beyond assignments for a better portfolio and do more internships.

Life motto: “Love all, trust a few, do wrong to none.” — Shakespeare

Jungmi Jun: Ph.D., Communication, George Mason University
Teaches: Principals of Public Relations and Public Relations Management
Why Carolina? I was looking for a program that can inspire me to mature as a researcher and a teacher with a great group of colleagues and bright students. UofSC and South Carolina provided me much more and has been better than I expected in the past few months.

What does the future hold? I believe the future of communications will be optimistic both as a profession and an academic discipline.

Advice: Embrace and enjoy uncertainty in life. Stop wanting your time worrying about the future. Trust in yourself and the people who care for you.

Life motto: Be kind and travel whenever possible.

Kristin Pellizzaro: M.S., Mass Communication, Southern Illinois University Edwardsville
Teaches: Writing for Mass Communications and Intermediate Reporting
Why Carolina? As a former broadcast news professional, I was impressed by the senior semester program. I want my students to be at the forefront of change and creativity. With the constant innovation and growth happening within the journalism school they are getting just that.

What does the future hold? For journalists, new platforms and innovative ways to tell stories will arise, but most importantly I believe we will see greater diversity within media organizations and more quality journalism.

Advice: Find ways to figure out what you want to do in your career before you graduate, through internships, talking to your professors or other resources.

Life motto: You are unique. Don’t hide what makes you different.
New Classes, Cutting-Edge Topics

2018-2019 NEW CLASSES
The College of Information and Communications has introduced several courses covering a variety of cutting-edge topics. Here’s a behind-the-scenes look at some new areas of study available in the School of Journalism and Mass Communications and the School of Library and Information Science.

NEW SJMC CLASSES (FALL 2018)
JOUR 329-001: Healthcare Advertising and Communication
Instructor: Jackie Herr
Students analyzed healthcare communications campaigns while learning the dynamics and vocabulary of healthcare communication. The class also examined healthcare communication influencers, trends, and future opportunities in the field. Course topics covered key healthcare sectors, including pharmaceuticals, biologicals, medical devices, diagnostics, hospital products, hospital systems, teaching institutions, patient advocacy, groups, and foundation, managed care and others.

JOUR 472: Power Producing
Instructor: Dr. Laura Smith
Students learned television news production skills by producing Carolina Insider, a campus cable cut-in for local news. It is an important skill for broadcast and multimedia journalism students interested in working in the newsroom or behind the camera. JOUR 472 used content from other courses, such as JOUR 471: Intermediate Reporting, to create new stories in an experimental learning environment.

JOUR 562: Health Communication
Instructor: Dr. Brooke McKeever
Students learned about communication related to health, science and the environment. In particular, the course focused on global health, environmental communication, and risk communication. The class examined the theories and methods of health and science communication and why they matter in a global society. Using this understanding, students developed a health intervention, social marketing program, or a research proposal designed to address a targeted audience on a particular issue in a health/science/environment field. Students also developed problem-solving, public-speaking and critical-thinking skills.

NEW SILS CLASSES (SPRING 2019)
Data and Information Ethics
Instructor: TBD
Through team projects, class discussion and independent research, this course introduces students to the ethics of the creation, distribution, ownership, use, storage, and access of data. Students are equipped with tools to analyze ethical issues in the academic, business, and public spheres. The class gives students an understanding of the concepts and history of information ethics, as well as the controversies that have arisen from Big Data and Web 2.0.

Blockchain for Business and Information Management
Instructor: TBD
This course introduces students to blockchain technology and its applications in industry. Through hands-on team and individual projects, students learn to identify and apply these new technology principles. Students also have access to professional mentors with blockchain experience.

The class examined the theories and methods of health and science communication and why they matter in a global society. Using this understanding, students developed a health intervention, social marketing program, or a research proposal designed to address a targeted audience on a particular issue in a health/science/environment field. Students also developed problem-solving, public-speaking and critical-thinking skills.

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This course introduces students to blockchain technology and its applications in industry. Through hands-on team and individual projects, students learn to identify and apply these new technology principles. Students also have access to professional mentors with blockchain experience.

The technology allows multiple parties to perform transactions using independently distributed databases without common processors. This creates digital records known as “blocks” that are almost impossible to change, removing risk from business transactions. Blockchain has unlimited application and the potential to disrupt the status quo in virtually all fields of industry, including production, finance, records, healthcare, intellectual property, hospitality, art, library services, revenue and others.

Students gained teamwork skills and practical news production experience that will give them an advantage in their capstone experiences and senior semester.

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Instructor: Jackie Herr
Students analyzed healthcare communications campaigns while learning the dynamics and vocabulary of healthcare communication. The class also examined healthcare communication influencers, trends, and future opportunities in the field. Course topics covered key healthcare sectors, including pharmaceuticals, biologicals, medical devices, diagnostics, hospital products, hospital systems, teaching institutions, patient advocacy, groups, and foundation, managed care and others.

JOUR 472: Power Producing
Instructor: Dr. Laura Smith
Students learned television news production skills by producing Carolina Insider, a campus cable cut-in for local news. It is an important skill for broadcast and multimedia journalism students interested in working in the newsroom or behind the camera. JOUR 472 used content from other courses, such as JOUR 471: Intermediate Reporting, to create new stories in an experimental learning environment.

JOUR 562: Health Communication
Instructor: Dr. Brooke McKeever
Students learned about communication related to health, science and the environment. In particular, the course focused on global health, environmental communication, and risk communication. The class examined the theories and methods of health and science communication and why they matter in a global society. Using this understanding, students developed a health intervention, social marketing program, or a research proposal designed to address a targeted audience on a particular issue in a health/science/environment field. Students also developed problem-solving, public-speaking and critical-thinking skills.

NEW SJMC CLASSES (FALL 2018)
JOUR 329-001: Healthcare Advertising and Communication
Instructor: Jackie Herr
Students analyzed healthcare communications campaigns while learning the dynamics and vocabulary of healthcare communication. The class also examined healthcare communication influencers, trends, and future opportunities in the field. Course topics covered key healthcare sectors, including pharmaceuticals, biologicals, medical devices, diagnostics, hospital products, hospital systems, teaching institutions, patient advocacy, groups, and foundation, managed care and others.

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JOUR 562: Health Communication
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On July 21, 2018 at 8 a.m., Panos Mourdoukoutas, a professor and chair of the economics department at Long Island University, tweeted a link to a Forbes article he wrote with the caption, “Amazon Should Replace Local Libraries to save Taxpayers Money via @forbes.” The article sparked so much controversy that Forbes eventually took it down and released a statement apologizing for the article and for what Mourdoukoutas wrote.

People flocked to the internet in response to the article and defended the public library system. Among those outraged by the article was the national nonprofit political action committee EveryLibrary. The organization countered the article with facts, statistics and financial breakdowns that helped refute Mourdoukoutas’ statements.

Uganda native Dr. Dick Kawooya, interim director of SLIS, gives libraries the credit for his journey to the United States. He says, “Growing up, the closest public library was 150 kilometers away, nearly 100 miles from his childhood home. He attended college in the late 1990s when, according to Kawooya, intern was just taking off. He said he would sit at the computers in his college’s library for hours doing research and connecting with people around the world.

Kawooya eventually connected with Professor Wallace Koehler Jr., director of the information studies department at Valdosta State University in Valdosta, Georgia. They built a relationship, and Koehler helped Kawooya receive a scholarship to come to the United States to study. Kawooya says his story is just one of many of how libraries have changed and are continuing to change lives every day.

Jake Duffie graduated from UofSC with an undergraduate degree in classical studies and went on to receive his Master of Library and Information Science. Duffie has been the branch manager of the Northeast Branch of the Richland Library for almost two years. In 2015 the Richland Library received a large bond that allowed them to renovate all the libraries in their system. Duffie says their system is fortunate to have a lot of support from the public.

When planning the renovations, the library held an open forum to see what the community wanted. “We really tried to listen to the public,” Duffie said. He believes the more involved the community is, the more engaged they will become.

Duffie says he can’t find a favorite thing about the renovations. “I just like it all,” he says, “but if I have to choose, probably the kitchen.” The 2015 bond allowed the Richland Library to introduce makerspaces to each branch. The Northeast Branch has a professional kitchen, complete with hanging cameras for filming. Each branch has a space unique to it. Duffie says, soon, they hope to start holding free cooking classes for a variety of age groups.

Duffie believes a library should be a place for the community to come together to learn, create and share. He worries that many people see them as places to get information, and in an era when virtually any information can be found online, libraries may seem irrelevant. Libraries provide so much more than books. They provide movie rental services, children’s activities, educational courses and free access to almost every online database available. They also help to bridge the digital divide in communities where not having home internet access would otherwise leave children unable to complete homework assignments and adults unable to apply for jobs.

Modern libraries often identify needs within their communities—like social services—and partner with government agencies to provide resources. Kawooya says there is often a gap between childhood and older adulthood when people tend to use libraries less frequently. North Central Middle School in Kershaw, South Carolina, is trying to help bridge that gap. Cynthia Sparks is a 2005 MLSI alumna. She is currently the media specialist for North Central Middle school. Sparks says the school offers events to encourage students to read such as book clubs. The Page Turners’ Book Club offers fun incentives to students such as name badges, a membership card, a bookmark and a bracelet. Wearing the bracelet makes them eligible to win a prize at the meetings. Students read about 30 pages per week and are provided with an after school snack during meetings.

The school tries to involve teachers wherever possible by hosting events. As part of their most recent Scholastic Book Fair week they had “Pick Your Teacher’s Nose if You Dare.” The students had to identify which nose belonged to their homeroom teacher based solely off of a picture. Events like this one are fun for students and capture their attention well.

The North Central Middle School library also has activities that have nothing to do with books. Students are able to participate in activities such as giant tic-tac-toe, coloring or putting together a 1,000-piece puzzle. These programs are samples of how libraries are changing to fit the needs of the community. The Center for the Future of Libraries has been tracking library trends to identify the changes. They have discovered trends that examine blockchain, aging advances, connected toys, flipped learning, haptic technology, virtual reality and many more.

Kawooya and Duffie agree that libraries will remain relevant for those who need their resources, as well as for those who seek creative spaces and neutral meeting areas. Libraries will continue to evolve in response to changing societal needs.

“The Page Turners’ Book Club at NCMS.

Fun incentives given to students at The Page Turners’ Book Club at NCMS. 3-4 photos provided by Cynthia Sparks. The Richland Library Main family center offers toys, books and more for children to play with while their parent works on the computer. Middle photos by Demetri Kotsinis. The sign welcomes members to a special area of the library where they meet with social workers in the Richland Library Main. Students engaging in giant tic-tac-toe, one of the activities at the NMS library offers.

Richland Library Main.

Inside the woodworking studio found at the Main branch.

Photo by Demetri Kotsinis.
Forever Changed by Africa

Story by Kelly Soder

When junior visual communications major Cole Lowery took a leap of faith and secured the last spot on a study abroad trip to Malawi, Africa, he never imagined the impact the experience would have on him. During a 15-day span, Lowery, 12 other SJMC students and three SJMC professors embarked on the trip of a lifetime that would leave them nothing short of humbled, grateful and changed.

The study abroad experience was a service learning trip, with an emphasis on the service angle. Foremost among the things Lowery learned was that while this experience allowed him to improve his photography skills, it also helped him with his interpersonal skills involving face and body language, communicating despite a language barrier, and remaining respectful and mindful of the different culture.

An exciting moment came the day of the mobile medical clinic when the group was able to pass out over 600 Beanie Babies that had been collected leading up to the trip, the bulk of which were donated directly from the company TY, the company which makes them. TY? There was no way they could say no,” Lowery said. A few weeks later, they received a box of over 600 collectible stuffed animals from the company and the students filled up their checked bags with them for easy transportation.

Prior to the experience, most of the students had no medical knowledge but they quickly learned how to weigh babies, count and pack pills, give malaria tests, stamp the villagers’ medical passports and check them in. They journaled throughout the trip to keep track of and remember this beyond-the-classroom experience. Each student went to Africa with a story assignment – although many of the topics changed once they arrived – and the journaling was a helpful way to keep track of their interviews and ideas.

In between assisting villagers, the students were able to film, practice their photography, interview the local people – and have fun. Stories they wrote included what it’s like to be a woman in Africa, Malawian schooling, and African health and health care. Lowery said that while this experience allowed him to improve his photography skills, it also helped him with his interpersonal skills involving face and body language, communicating despite a language barrier, and remaining respectful and mindful of the different culture.

An exciting moment came the day of the mobile medical clinic when the group was able to pass out over 600 Beanie Babies that had been collected leading up to the trip, the bulk of which were donated directly from the company TY, the company which makes them. For Lowery, the most humbling moment of the trip came when they stayed overnight in a remote village where they were fed what was considered a feast of goat, greens and enema, a porridge-like food made from maize. They spent the night dancing with the local children and there was a moment of realization about what the villagers were giving up to feed the USC students. “You think you know privilege and then your world is turned upside down when you see how little these people have. We are so lucky to have the opportunities and things that we do have,” Lowery said.

Things like outdoor lighting – something so ubiquitous in the U.S. that it often goes unnoticed – are unavailable to the people of Malawi. “Once it hits 6:30 p.m. it’s black. They don’t have street lights, a lot of them don’t even have electricity. They just walk home in the dark and they aren’t afraid,” Lowery said. When asked if he would go on another trip like this in his future, Lowery responded with an overwhelming, “Yes!” For both students and professors, the Malawi Maymester trip was an incredible opportunity to learn outside the classroom.

“You think you know privilege and then your world is turned upside down when you see how little these people have.”

-Cole Lowery
Growing up, Andrew Battelini had a variety of interests. He had no idea they’d eventually lead him to a job with NASA. He began college studying nursing, then changed his path completely to pursue a dual major in history and theater. After graduation, a job at a public library helped Battelini discover his passion for obtaining and distributing information, and he decided to go back to school and pursue a Master of Library and Information Science.

Battelini became interested in digital information when he was referred to Dr. Elise Lewis as the “go-to” for digital interests within SLIS. “She was the first professor I really talked with at length. She taught the first course that turned me on to digital information management and has been a constant source of aid and encouragement throughout the entire journey,” he said.

Within his program, most of his studies have involved digital information resources, specifically focused on repositories, digital collections, metadata and information management.

While Battelini won’t officially complete his degree until May 2019, his current position within NASA allows him to keep learning and apply his knowledge of digital information management and sharing in a hands-on setting.

As he wraps up his master’s degree and continues to develop his professional career, Battelini hopes to remain engaged with his interests in the field of information science and to parlay his interests into helping others. He describes the opportunity to experience as much as possible in pursuit of his degree as “the key component in professional capability.” The other component, he explained, is that “all library and information science professionals serve an intermediary role that helps others by filling their information needs.”

So, what does his job as NASA actually entail? “NASA does a lot of research and, as a result, produces a large amount of information,” Battelini explained. Most of this information is stored in the NASA Technical Report Server, which is a part of the Scientific and Technical Information Program. He’s employed by a team supporting this program.

Most of his team’s work is focused on the repository system and communicating and maintaining relationships with multiple NASA centers, as well as handling and digitally storing all of the information that comes in and goes out. Battelini says his team’s main role within the STI program is to digitally store and publish information to NASA’s website so the public can access it.

“Basically, people have questions and we seek to digitally store and publish information to NASA’s website so the public can access it. The way we interact with information is network-based. You tend to be connected with people similar to you,” says Dr. Vanessa Kitzie, assistant professor with the School of Library and Information Science. “The information we start to see becomes narrower in terms of the voices and perspectives, and we tend to get less exposure to information that might be disconfirming to what we believe to be true. We see more and more sources that are just confirming what it is that we think we already know.”

If we are networked with people who have the same views as us and social media sites promote news that we relate to, the information we receive is limited. “Just getting news and information from those with whom we agree doesn’t work in today’s society,” says Randy Covington, director of special projects for the College of Information and Communications.

Another growing concern is the automated accounts on social media or social bots. According to the Pew Research Center, these bots accounted for 66 percent of tweets links to sites focused on news and current events. “The bots are becoming more sophisticated, developing skills to behave like an authentic account. We have seen that bots are able to manipulate (misinformation and disinformation),” Dr. Kitzie said. “People seem to be confident that they can detect what is a bot account and what is not a bot account.”

These social bots have accounts just like an average user with a normal profile picture, biography and posts that seem consistent with a human user. So can we actually tell the difference between a social bot and an authentic account? “Some research that I’ve done shows that is not the case,” Dr. Kitzie said. “After the Parkland shooting, one of the things we found is that the majority of bot accounts were retweeted by people.”

More information about the STI Program can be found at sti.nasa.gov.
Images have the power to convey complex emotions and transport us to otherwise inaccessible moments. Yet, for the nearly 1,000 people attending the annual Buchheit Family Lecture, it was the words of Pete Souza that brought them to laughter and tears.

With more than 2 million followers, students and guests might have known about Souza from his viral Instagram pictures. However, he also served as the chief White House photographer for the Obama administration and was an official White House photographer for President Ronald Reagan. As a self-described “visual documentarian,” Souza captured some of the greatest and most challenging moments in our nation’s history.

In a darkened theater, audience members were transported to these moments. Each person relived the elation and the despair. A captivated audience learned about personal encounters with two of our nation’s most respected presidents. The presentation was divided into sections by administrations. The Reagan administration featured subjects including “Nancy,” “Commander in Chief,” “Rancho del Cielo” and “Gorbachev and the Soviet Union.” The Obama administration featured more personal topics including, “The Best Day of His Presidency,” “The Bin Laden Raid,” “The Worst Day” and “Family.” Images ranged from intimate moments between Nancy and Ronald Reagan to solemn glimpses into President Obama’s “worst day” as president – the day of the Sandy Hook massacre. Souza became emotional during his explanation of the photographs during the tragedy, capturing the hearts of the audience. During a meeting with SJMC students, Souza explained that access was an important requirement for accepting the position within the Obama administration. “The only goal [I had] was to try to make interesting pictures, knowing that, someday, somebody will be looking at all of them, and trying to photograph in an authentic way, to really show what was taking place,” he said. “I tried to never lose the primary mission, that being that you’re creating a visual archive of a presidency for history.” He talked to students about the current political climate and listened to their opinions.

At a candid lunch with Souza, students listened to more personal stories of his life as a White House photographer. He provided insights into the difficulties he faced abroad, discussing the stealth necessary to capture pictures around the world. He told stories of foreign secret service members keeping him away from the president and the steps he took to outsmart them. He said traveling was one of the most enjoyable and challenging parts of his job. Yet, the challenges never hindered his determination to capture the personal and historically significant moments. Souza estimates that while serving as the chief White House photographer he would take between 500 and 1,500 photographs a day, all of which are now archived and will eventually be made public. However, people can find a portion of his work featured in his award-winning book, “Obama: An Intimate Portrait,” and his newest book “Shade: A Tale Of Two Presidents.”

He spoke of the current animosity toward the press, reminding students “neither [President Reagan nor President Obama] ever called the press the enemy of the people. Neither one of them ever thought we shouldn’t have a First Amendment or didn’t believe in the freedom of the press. It’s not normally like this.”

An outspoken critic of the Trump administration, he reflects this through his hashtag #throwshadethenvote. He posts pictures to highlight differences between the Trump and Obama administrations. “I now have this voice,” Souza says, “I’m a private citizen first and foremost. I feel it is my civic duty to speak out ... I felt it was my duty to speak out and do it in a humorous and snarky way.” Despite his personal online popularity, he is passionate about the public doing more than just discussing current events online. He emphasized the importance of “getting out the vote” for the 2018 midterm elections, and he shared a glimpse into the triumphs and trials of the two most powerful men in the world.

“I now have this voice. I’m a private citizen first and foremost. I feel it is my civic duty to speak out.”
-Pete Souza

The Buchheit Family Lecture Series was established in 2000 in honor of the late Phil Buchheit, who was the former president and chairman of Mid-South Management Company and the former publisher of the Spartanburg Herald-Journal. The lecture series is sponsored by the Buchheit Family Endowment, which provides scholarships to undergraduate students and fellowships to graduate and doctoral students attending the School of Journalism and Mass Communications.
Going National
National Association of Black Journalists

T he National Association of Black Journalists is an organization for journalists, media professionals and students. USC’s NABJ student chapter just became nationally recognized. Prior to spring 2018, it functioned as a campus organization. The newly acquired status provides eligibility to request funds from the national office, as well as offer its members the latest scholarships, conference opportunities, and access to jobs.

“At the end of the day, there aren’t many people of color on the news. NABJ paves the way for African-Americans who are pursuing the field of journalism,” NABJ’s treasurer, Ava Dia, said. “I hope our organization can attract more members, regardless of race.”

Alumna Brianna Briggs was USC’s NABJ president when the organization became nationally accredited. “This is one of my proudest accomplishments,” Briggs said. She graduated in May 2018 as a broadcast major and is now a promotional assistant at Summit Media Greenville.

They didn’t waste any time in taking advantage of the change. In July, nine NABJ members attended the Erwin Center Scholars intensive workshop. There, they participated in a week of research, brand strategy and networking with professionals in brand communications. Chapter President Analis Bailey attended the annual NABJ convention and is now a promotional assistant at Summit Media Greenville.

“I got to represent our chapter while gaining invaluable information from daily workshops and forums as well as networking with top media professionals,” Bailey said.

The executive board is adding more programs and events, in addition to 10 service hours per semester for every member. “As journalists or communicators, we are essentially public servants to the community around us,” Bailey said. In addition to group service trips, they have planned a mini-convention with hands-on workshops and field trips to local news stations and corporate communications departments to foster relationships with local media professionals. They’ve already hosted many events with guest speakers. The topics included providing information about making the most of your summers, getting resume advice from PR Educator of the Year Ernie Grigg, and participating in USC’s Mental Health Summit.

“I think the most meaningful part of staying involved as an alumna is really just being there, attending events and establishing relationships with undergraduates,” Briggs reflected. “I for one can’t wait to come back to be able to one day share my journey as an alumna of the SJMC and NABJ. NABJ wasn’t just something to do for me, or a placeholder on a resume – it was a part of my life and I can’t wait to see how it grows.”

For God and Country: Student Opportunities at the Army Chaplain School

I was surprised when the commandant reached into his pocket. “No way,” I thought. “Am I actually getting a medal? For a graduate project?” It wasn’t a medal, but a challenge coin, traditionally presented by unit commanders in recognition of special achievements. This meant my team and I were among the few civilians who had received this honor. In Instructor Kelly Davis’ summer 2018 Strategic Communication Campaigns class, student teams developed PR or marketing campaigns for real-world clients. Our client was the U.S. Army Chaplain Center and School. It was the first collaboration of its kind, according to USACHCS communications coordinator Melvin Slater, and he’s hopeful it won’t be the last. “We will certainly be open to future opportunities to work with USC, the SJMC and the talented students,” said Slater.

After being briefed in class, we visited the Chaplain Center at Fort Jackson and met Slater and Chaplain (Col.) Jeffrey D. Hawkins, the school’s commandant.

“If we weren’t for the name on the entry arch and the steeple-like pinnacle, it might not be readily apparent that this modest collection of buildings is the ‘heart and home’ of the chaplaincy. The USACHCS complex is the primary training center for Army chaplains and religious affairs specialists (enlisted people who assist and protect chaplains in the field.) It boasts a library, a chaplaincy history museum and a virtual reality training system.

Hawkins, with charismatic energy and enthusiasm, explained the project goals and the values of the chaplaincy, while Slater outlined the products that the school needed. As this year marks the 100th anniversary of the school’s founding, we developed promotional material, including a video and a bookmark design. In addition, through a student/alumni survey, we gained audience habit insights that will be useful in developing future social media strategies for the school.

“The presence of the SJMC team was certainly a joy for the Army Chaplain Center and School,” said Slater. “Each member was curious, motivated and dedicated. They were able to quickly learn about the organization and plan, implement and evaluate a very useful communication campaign product.”

After we presented our finished product, Hawkins presented Davis and the team with challenge coins. An Air Force veteran classmate later shared the meaning of this custom among coin-holders: if two challenge coin recipients meet in a bar, the one who cannot produce his or her challenge coin must buy the other’s drink!“

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-Melvin Slater

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Follow NABJ on Instagram and Twitter @nabj_uofsc

Erwin Scholars at Clemson University’s intensive workshop Photos provided by Analis Bailey

President Analis Bailey at annual NABJ convention and career fair
The Cannes Lions International Festival of Creativity is a star-studded event on the French Riviera, known for innovative panels, unveiling new ideas and participation by high-profile executives from the creative marketing industry. However, this past spring, two Gamecocks were thrown into the mix. As graduation quickly approached for SJMC students Emery Smith and Pedro Bernardino, a foreign opportunity presented itself—a chance to go to the Cannes Lions Festival, all expenses paid, with a program through Google. They would be accompanied by the dean of the College of Information and Communications, Tom Reichert, along with SJMC Instructor Ernie Grigg and his wife.

“Here, study abroad is a vital component of the CIC education—we really push students to expand their horizons and seek knowledge beyond the world they know,” Dean Reichert.

The Cannes Lions Festival experience was one that left students inspired, invested and confident in their work. Not only did it bring innovators from across the world together, but it also brought motivated young adults together, leaving them with the experience of a lifetime and friendships they will never forget. These young adults, two SJMC students in particular, made their mark.

A version of this experience will be offered as a study abroad course of JOUR 499/599 in summer 2019 led by Instructor Grigg. The class will run from June 10-28, with the trip taking place June 14-26. They are currently recruiting students. Reach out to Instructor Grigg at egrigg@mailbox.sc.edu for more information.
Aft

my favorite part of my job is how hands-on I get to be with the show," said Barnette. “I really feel like I have a big part in shaping the show, and I love that.”

One day Barnette hopes to be a line producer or an executive producer for a show at Fox, but she hasn’t counted out getting in front of the camera one day.

“The School of Journalism and Mass Communications really prepared me for this position through all of the courses and work I did during my time as a student there. I credit senior semester and Carolina News for giving me the skills I needed to be successful,” Barnette said.

Barnette had only been to NYC once before moving from Spartanburg, South Carolina, and that was for her interview with Fox Business. Since relocating, in addition to her blossoming career, she has enjoyed every aspect of the city, especially the amazing shopping, food, concerts and sporting events.

“I credit senior semester and Carolina News for giving me the skills I needed to be successful,” Barnette said.

show themed to the stylings of cartoon dreamlands and Pixar symphonies. Her fans, little girls and boys, are in the scariest moments, those magical, once-in-a-lifetime moments we were promised as children. Elena Barilla, a senior broadcast journalism major, finds hers every week – metaphorically and literally.

On a Friday morning, at North Carolina’s Levine Children’s Hospital in Charlotte, in the impossible-to-miss glass-walled area of the lobby known as Seacrest Studios, Barilla is in the midst of her radio simulcast of song and dance, but the interns, too, Matt Bumbaca, a senior broadcast journalism major, describes the internship in one perfect word: euphoria.

“Every week I walk in here and I just instantly feel happy. I immediately think, ‘This is why I’m doing this,’” he says. With every interaction, the children are given a bit more hope and the students are shown the strength that is possible for everyone. Moments like these make the weekly three-hour round trip worth it.

Prior to becoming a broadcast journalism major, senior Anna Grace Galloway recalls that she expected to only grow in a career path towards local news. Galloway says now that – much like a chart-topper on Barilla’s show, “Aladdin” – she has been opened to a whole new world of what the field has to offer.

As production assistant, Barnette is in charge of video and sound bites for the show. The role has also allowed her to be more involved in script writing and producing segments. “My favorite part of my job is how hands-on I get to be with the show,” she said.

“I love that."

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There is no doubt that the program will continue long after Barilla, Bumbaca, Galloway and their peers have moved on from their semester with Seacrest Studios. To those future students, the current interns have just one piece of advice: Do it because it will change your life.

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Before the smell of coffee has even hit his face, Andy Pierrotti knows exactly where he wants to go. Pushing open the door of Cool Beans, a coffee shop in Columbia, Pierrotti takes two quick steps toward the stairs and begins ascending them as he had so many times 15 years prior. Except this time, Pierrotti, ’03, is no longer a student at the University of South Carolina writing stories at a window seat, but instead a professional-in-residence trying to get work done for his news station, 11Alive, after teaching the J-school’s senior semester class earlier that morning.

When Pierrotti got a call from the University of South Carolina writing stories at a window seat, but instead a professional-in-residence trying to get work done for his news station, 11Alive, after teaching the J-school’s senior semester class earlier that morning, the mound of work he has to do remotely for his news station, and the windowless-wall beside us, a coffee blender blares as the sound of a coffee blender blares as Pierrotti reaches the top stair of Cool Beans. He places his order at the counter in front of him, and then pauses. Under his breath, he says, “Not only is he succeeding but he’s innovating the business and showing out. He’s also really caring, you know? It’s not just a story for him. This is his passion and that inspired me a lot.” That passion students recognized has been burning inside of Pierrotti since he was a student. And it was that same passion that Pierrotti saw in the students that he got to work with. The sound of a coffee blender blares as Pierrotti reaches the top stair of Cool Beans. He places his order at the counter in front of him, and then pauses. Under his breath, Pierrotti mutters something about a window seat. He walks away quickly and looks in each room before returning. He tells me of the long days he used to spend in Cool Beans as a student and how, 15 years later, he still craves his favorite spot—a window seat. With coffee in hand, Pierrotti picks a nearby table. Despite working with the senior semester class all morning, the mound of work he has to do remotely for his news station, and the windowless-wall beside us, a smile is spread across his face. “Just hanging out with them, and seeing how interested they are and how curious they are gives me hope that our industry is in good shape,” he said.

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The College of Information and Communications recently secured funding to build a lab where faculty, graduate students and undergraduate students can have hands-on experience with devices that can measure the four main psychophysiological measures in conjunction with one another. Wen says the faculty is excited about the possibilities. “For journalism, PR and advertising students, I think that understanding the mechanisms behind psychophysiological devices will help them to strengthen their research abilities and market themselves in the industry better by knowing that these devices are really the cutting edge in technology.”

To help USC be on the forefront of the new, exciting technology shaping the future of media, visit www.sc.edu/giving/now/education/146 and select the College of Information and Communications Carolina Fund.

The (Subconscious) Future of Media
Story by Ryan Tracy

W hen you first glanced at the image above, you most likely looked at the image of Michael Phelps winning a gold medal before the image of a woman crying. You also probably looked at it for a longer time, you’re more likely to remember it, and subconsciously, it made you feel happier and more empowered. Dr. Taylor Wen, an assistant professor at the University of South Carolina, used these two images in an experiment that has provided enough data to confidently make these assumptions about your visual habits and how these types of images resonate with you. Wen conducts research in consumer psychology and media effects, and her main focus is about the power of emotions in persuasion. She began her research at the University of Florida, where she received her Ph.D. in mass communications. She has continued to find key consumer psychological insights for the past two years at USC.

In most cases when Wen does research in academia for emotions, she’s asking people to tell her how happy they are on a 1-7 scale, with 1 being very unhappy and 7 being very happy. “We’re trying to evaluate people’s emotions, asking them to rationally think about their emotions and put them on the written scale,” Wen said. “This process receives a lot of criticism because emotions are supposed to be a very instinctual response. When you’re asking someone to write it down on paper or respond on an online survey, you’re giving them an opportunity to rethink and rationalize.” The psychophysiological measures, such as eye tracking, go beyond this and capture the real and instant emotional responses from the audience.

Wen looks for four main types of psychophysiological measures when testing people’s responses to certain images: their eye movement, facial expression, skin responses and brain waves. “I find that people attend to the positive image more on average, regardless of where you place the image. Even though they may attend to the negative image first, they will always go back to the positive one, and then stay longer at the positive one,” she said. “The positive one also makes people feel more empowered.” This is important because Wen has also associated empowerment with memorability.

Dr. Taylor Wen, an assistant professor at the University of South Carolina, is excited about the possibilities. “For journalism, PR and advertising students, I think that understanding the mechanisms behind psychophysiological devices will help them to strengthen their research abilities and market themselves in the industry better by knowing that these devices are really the cutting edge in technology.”

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A s part of the SJMC’s yearly Alumni Awards celebration, young alumni spoke to undergrads from all majors, offering advice and encouragement. For Outstanding Young Alumni recipients Christopher Rosa, ’15, Isabelle Khurshudyan, ’14, and Justin Fenner, ’10, it was a night of recollection, great food and emotional moments.

Before the dinner, the three alums held a roundtable discussion in the Kennedy Greenhouse Studio, where they allowed undergraduates to ask questions about life after college. Questions from students included how to brand yourself and what industry professionals are seeking in a résumé.

Khurshudyan described her journalism career starting with an internship at The Washington Post covering sports, then getting hired there as a sports reporter. “I think the biggest thing I learned from coming here was how much I was encouraged to challenge authority and pursue really cool things,” Khurshudyan said, recalling her time at USC. “If this is something you want to do, I would encourage you to go for it now.”

Christopher Rosa described his story as being “lightning-in-a-bottle lucky.” He described applying for internships and receiving rejections. “There were certain times I thought this wasn’t going to work out,” Rosa said. “When I do take a step back and realize the things that I’ve done, I’m super proud and super lucky. The school has been great to me, and my experience here was great.” Justin Fenner thanked those who have helped him grow as a writer and artist. “Everyone who is in any way a partner to an artist, writer, a journalist, an editor, knows that they’re the gardener and we’re the rose, so thank you for your gardening.”

Mary Caldwell Excellence in Teaching Award
August E. Grant, J. Rion McKissick Professor of Journalism, and director of the Center for Teaching Excellence. Grant specializes in teaching and researching convergent journalism and is co-author of “Principles of Convergent Journalism.”

Obituaries
John Christopher “Ches” Benning died on May 16, 2018. Ches attended the School of Journalism and Mass Communications and played baseball for the University of South Carolina from 1987-1989, before being drafted into Minor League Baseball. Following a shoulder injury, Ches completed his college education and graduated with a bachelor’s degree in communications from Colorado State University in 1993. Most recently, he worked for Talys in Seattle as vice president of customer experience and vendor relations.

Jane “Brookside” (Marshall) Maya, BA, English, 1945, died on July 26, 2018. In Columbia. She was a longtime friend and supporter of the School of Journalism and Mass Communications. She had a successful career with the Red Cross, where she initially joined as a recreation specialist in service clubs. This position allowed her to travel across Asia and Europe. She later served as the director of development and public relations for the organization, where she developed the Waterfront Festival, the most financially successful American Red Cross outdoor festival in the country. Throughout her career and in her retirement, Brookside was closely involved with the community and the university.

Van Newman, BA, 1949, died on Oct. 16, 2018, just a few days after the death of his wife, Alice. Van founded what is now known as Chernoff Newman and was a key figure in South Carolina’s advertising/PR community. He supported his alma mater throughout his life in a variety of ways – serving on the SJMC Partnership Board, teaching advertising, serving as a PRSSA advisor, and investing in the school’s students and initiatives financially.

Raymie Woolie, BA, 1960, died on May 10, 2018, in Charlotteville, Virginia. Raymie had a successful career as a photjournalist. He apprenticed with Mark Shaw, a New York fashion photographer and Kennedy family photographer. After his apprenticeship, he shot advertising, fashion, society and celebrity print layouts. His love of thoroughbred racing later drew him to the Daily Racing Form, where he wrote the book “Secretariat.” Raymie was also known for writing “Streepatching” and “Doomed Horse Soldiers of Bataan – The Incredible Stand of the 26th Cavalry,” published in 1981 and 2016, respectively.

Tracy Hardaway, BA, 1971, is the 2018 recipient of the Ruth Nicholson Award, the Community Foundation of Greenville’s highest honor to a volunteer who has made significant contributions to the community. Hardaway is vice president of UBS in Greenville. Hardaway has been heavily involved with the community and its arts. Throughout her career and in her retirement, Hardaway was a partner to an artist, writer, a journalist, an editor, knows that they’re the gardener and we’re the rose, so thank you for your gardening.”

Bobby Hitt, BA, 1973, has been awarded the South Carolina Economic Developers Association’s Distinguished Service Award. The S.C. Chamber of Commerce also recognized him as the 2018 Public Servant of the Year. Hitt is the S.C. Secretary of Commerce.

Barry Walters, BA, 1977, MMC, 1979, has received the Distinguished Service Award from the U.S. Securities and Exchange Commission, the SEC’s highest honor award.

1980s
Reba Hull Campbell, BA, 1983, has been named Hammond’s 2018 Distinguished Alumni Award recipient. Campbell graduated from Hammond School in 1979 and now works as deputy director of the Municipal Association of South Carolina.

Tim Fennell, BA, 1983, is a film instructor at Trident Technical College in Charleston. He is also the director of the PBS series, “Live at the Charleston Music Hall,” which recently won a Southeast Emmy Award.

Vera (Stover) Goodson, MLS, 1989, has been a volunteer at the White House, assisting with the Easter Egg Rolls, the lighting of the national Christmas tree and the Fall Garden Tour. She belongs to a choir that has sung at the Kennedy center twice, and has traveled extensively around the U.S. and the world. As a retired teacher, she gives SAT and AP exams.

Alan House, BA, 1989, is the film and television liaison for the University of Southern California, where he manages professional film, TV and commercial productions that occur on the campus and its properties. His past projects have included “Scandal” and “Carpool Karaoke,” as well as a number of national commercials for Apple, Samsung and the NFL.

Lou Kennedy, BA, 1984, has been elected the 2018-2019 chairman of the South Carolina Chamber of Commerce.

Cindy Ort, BA, 1982, is serving as a mental health media adviser in Afghanistan. She has recently coordinated the completion of two short documentaries on PTSD and epilepsy, focusing on children and adolescents.

Paula (Withington) Rose, BA, 1988, was named newsroom digital team leader for the Monitor News in Montrose, Michigan. She was instrumental in the Monitor News earning second place in Division B Social Media Excellence in Best of GateHouse 2017.

NOTES
Students who produced the two most recent issues of InterCom have earned several 2018 MarCom Awards from the Association of Marketing and Communications Professionals.

1990s
Ashley Dansbury, APR, BA, 1994, has been awarded the “W. Thomas Duke Distinguished Public Relations Practitioner of the Year by the South Carolina Chapter of the Public Relations Society of America.

Charles Jones, BA, 1991, is a senior client development manager with Akermann in Miami, one of the largest law firms in the U.S. Jones handles business development, marketing and communications.

Robert McDonald, MLS, 1998, has been appointed to the role of chief academic and administrative officer of University of Colorado Boulder’s libraries.

Steve Solomonson, MMC, 1992, has graduated from Luther Seminary in St. Paul, Minnesota, with his Master of Divinity. He has accepted a chaplain position with Intrepid Hope in the Twin Cities.

2000s
Jackie Alexander, BA, 2009, is the director of student media at the University of Alabama at Birmingham.

Scott Eisenberg, BA, 2005, has been named the 2017 National Sports Media Association’s South Carolina Sportscaster of the Year.

Timothy Frisby, BA, 2007, serves as coordinator of the South Carolina V.A.O.B. Program. This program, which is operated through the Attorney General’s office, provides legal services to military veterans.

Kimberly Hallums, BA, 2007, has joined the U.S. Postal Service as a social media analyst.

Ganny Jones, BA, 2002, is the public information director for the South Carolina Judicial Department.

Megan Ploot, BA, 2009, has joined Historic Columbia as director of development.

Nick Neshdun, BA, 2009, is now with Delta Air Lines, based out of Raleigh-Durham.

Kristin (Sexton) Simensen, MLS, 2005, is the director of Calloway County Library in Saint Matthews. Library Journal named her a 2018 Movers & Shakers Change Agent.

Drew Stewe, BA, 2009, is an assistant professor at Anderson University. He was named the 2018 South Carolina Independent Colleges and Universities Excellence in Teaching Award winner for Anderson University.

Allison (Smith) Tjaarda, BA, 2009, married John Tjaarda on April 15, 2018, in Columbia.

Justin Williams, BA, 2006, has been elected to the South Carolina Public Service Commission as the Sixth District commissioner by the General Assembly. He is an associate attorney with Moore Taylor law firm in West Columbia.

2010s
Jason Afton, Ph.D., 2017, has been hired as a lecturer in the School of Information Science and Learning Technologies at the University of Missouri.

Logan Anderson, BA, 2018, has joined The People-Sentinel of Barnwell County as a reporter.

Cecilia Brown, BA, 2016, has been named editor of the Maui News.

Janelle Bonnied, BA, 2017, has been promoted to weekend morning news producer at WYFF News 4 in Greenville.

B. Castillo, MLS, 2011, has joined Emsy and Henry College in Emory, Virginia, as library director.

Laney (Hawkins) Cohn, MLS, 2011, is a media specialist at Gallman Elementary School in Newberry. She has published three children’s books. Cohn also serves as president of the Newberry Library Council.

Jordan Craven, BA, 2014, MMC, 2016, is the future content strategist with Facebook in the San Francisco Bay area.

Sarah Driestman, BA, 2018, is the associate director of Changing Our World in New York.

Kara Durette, BA, 2010, has received an honorable mention in the NFL Hall of Fame’s 50th Annual Photo Contest.

Justin Fenner, BA, 2010, is a senior associate editor at Gear Patrol in New York.

Sarah Gledhill, BA, 2015, has been hired as a junior account executive at Tek Media + Communication in South Boston, Massachusetts.


Anna Hartnett, BA, 2014, is the digital sales manager at Tribune Media in New York.

Maggie Heckmanns, BA, 2017, is an account manager and executive assistant at The MediaBear Marketing Group in Charleston.

Heather Hild, BA, 2017, has joined RBS Agency in Bethesda, Maryland, as an assistant account executive.

Kathlyn Hodges, MLS, 2017, has been named a 2019 American Library Association Emerging Leaders Hodges is a reader advisory librarian at the South Carolina State Library.

Stella Huffman, BA, 2017, has joined Colliers International in Columbia as a marketing assistant.

Danny Kelly, BA, 2018, is a multimedia reporter for The Sunter Item. He covers both local sports and news.

Isolde Khursudyan, BA, 2014, is the NFL Capitals beat reporter for The Washington Post. Her coverage of the Capitals’ Stanley Cup championship earned her the Post’s Publisher’s Award for June.

Alyssa Lang, BA, 2015, is a studio host and anchor for the SEC Network.

Charnita Mack, BA, 2016, has joined Claffin University in Orangeburg as a public relations and social media coordinator.

Bridget Mackey, BA, 2018, is an account coordinator at Cynre PR in Parapuigy, New Jersey. In May, she appeared on the Today Show with fellow alumni Darius Rucker.

Mark Mannione, BA, 2017, is a reporter for The Lancaster News covering the city of Lancaster and the Lancaster County School District. This year, he won two South Carolina Press Association awards for his reporting.

Lauren McClean, BA, 2015, has joined ADCO in Columbia as a digital marketing specialist.

Ashley (Randall) McGee, BA, 2010, serves as the content and social media manager for Target/Market in Summerville.

Victoria Milligan, BA, 2018, has received the Alfred Fleishman Diversity Fellowship at FleishmanHillard.

Robin Newspass, BA, 2018, has joined Undertone in Chicago as an incoming sales coordinator.

Anna Peterson, BA, 2017, is the communications specialist for Columbia Chamber. She recently won an award from the City of Columbia for winning their #LoveColumbia social media photo challenge on Twitter.

Harley (Monroe) Petti, BA, 2012, has joined DECA Inc. in Boston, Virginia, as communications manager.

McKenn Porter, BA, 2018, is a junior associate in corporate marketing at 360i in New York.

Catherine Ramirez, BA, 2014, has joined Cheznette Newman in Columbia as a social media and PR specialist.

Virginia Ramsey, BA, 2015, has been promoted to senior account executive at Edelman’s Washington, D.C., office, where she works on the Corporate Reputation team.

Emily Rimann, MLS, 2015, is the technical services librarian for Tiffin-Seneca Public Library in Tiffin, Ohio.

Julia Shingler, BA, 2016, recently joined Tony Burch in New York as an associate copywriter.

Jamal Simmons, BA, 2015, is a digital media specialist at Florida State University.

Ron Stafford, MLS, 2017, has been selected by the Mint Museum Library and Archives to archive the collection of Robert Henri, an influential American artist.

Anja (Hodges) Wiedeke, BA, 2012, is head of graphics at the Neuchâtel Zeitung in Switzerland.

Brett Williams, BA, 2017, is the women’s basketball play-by-play voice at Western Kentucky University.

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