

SCOOP

Magazine

Jobs Wanted?
How the search is changing

Spreading The News:
Training countries in transition

+

Good Morning UT
Early rising on campus

Glocker Fully Loaded
Biz building gets a high-tech facelift

Who's The Man Behind The Mask?
Hint: A JEM Professor
find out on Page 9

School of Journalism and Electronic Media

From the Editor

By Shannon Petrie

Out With the Old and in With the New



After a collective effort of brainstorming, planning, and implementing ideas over the course of a semester, I'd like to welcome you to the newly revamped *Scoop* magazine. Under the guidance of Dr. Elizabeth Hendrickson, the fall '08 *Scoop* staff completely restructured and redesigned the magazine to make it a more informative, functional and fun publication for students, alumni and faculty of the University of Tennessee's School of Journalism and Electronic Media.

Going forward, *Scoop* will strive to provide you with a comprehensive look inside the world of journalism, both at the university and throughout the field. We'll give you a glimpse into the lives of modern journalists, from where they work, to how they spend their spare time, to how they keep up with the rapidly changing media industry. In addition, we'll branch out from the sphere of journalism to keep you in touch with what's happening on campus and in Knoxville. Finally, we'll make your reading experience more enjoyable by unifying our content with a cleaner, more cohesive design.

In this issue, find out which JEM faculty member is creating a buzz around campus on Page 9, learn how a network of professors is influencing journalism abroad on Page 22, and see the state-of-the-art interior that lies behind the old-fashioned façade of UT's business administration building on Page 19

Shannon Petrie

Editorial Philosophy

Scoop magazine is a magazine made for journalism and electronic media alumni, students and faculty that strives to keep its readers up to date with what's happening around campus and at the University of Tennessee's School of Journalism and Electronic Media. This is the reader's magazine, a magazine that celebrates JEM students past and present. We spotlight the faculty and other numerous ventures of the School of Journalism and Electronic Media, including campus media outlets and organizations.

In addition, *Scoop* keeps its eyes on the media, always covering – and uncovering – the latest trends. We represent a journalism school that is preparing students and alumni for a changing job market, and we will be there to explain how and why the world of mass media is changing in an effort to best serve our readers.

More than anything, *Scoop* is exciting. We are motivated by our mission and we want our readers to be able to take the same pride in their work and the work of their colleagues. This magazine not only functions as one of the first truly converged ventures of the JEM school following its restructuring, but it also builds on all the exciting changes that came along with it. It's an ideal time for fresh outlook, and *Scoop* stands prepared to deliver all that and more.

SCOOP

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SCOOP Magazine

Winter 2009
Issue 7

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What's better than that first sip of coffee in the morning? Early bird snapshots of our awesome campus.



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JEM professor Sam Swan is part of a network that's helping media in countries in transition to find their own voice.

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With new and expanded information channels at their fingertips, how much do journalists rely on Internet sources?

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Forget the classifieds. Professionals report that job searches are turning more to unconventional outlets. Powercords required.

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On the cover: Photograph by Demetric Banahene
This page: Photograph by Evan Wilson

Behind the Gloss

W magazine designer Laura Konrad finds comfort and creativity in her quirky workspace

by AKEEM HARDNETT

Fairytale creatures, "X-Men" comic covers and a Mexican wrestling mask adorn the cubicle of *W* magazine designer Laura Konrad. Take a tour of her creative New York City environment.

1 What's in the cup to the left?
Coffee!

2 What's the Mika Rottenberg thing on your desk?
Those are page proofs. During production, these proofs of our editorial pages go back and forth between *W* and our pre-press for type and color corrections. I usually have lots of those on my desk to mark up color changes.

3 Are you a clean freak?
I'm German.

4 What's with the "X-Men" covers on your wall?
I love the pop colors of these covers. I also have a crush on Wolverine.

5 What are the tabs on your lamp?
Pink post-it flags. My boss (that's him in the picture frame on my desk, by the way—we put his picture on our desks as a prank) ordered these modernist lamps for the entire art department. I customized mine with "fringe" to make it more homey.

6 What's the deal with the 409 on your desk?
Sometimes I need to clean my desk.

7 What's the mask behind your computer screen?
It's a wrestling mask a friend of mine brought from Mexico. She works in my building and gave it to me here, so it just stayed here. I wear it around the office sometimes.

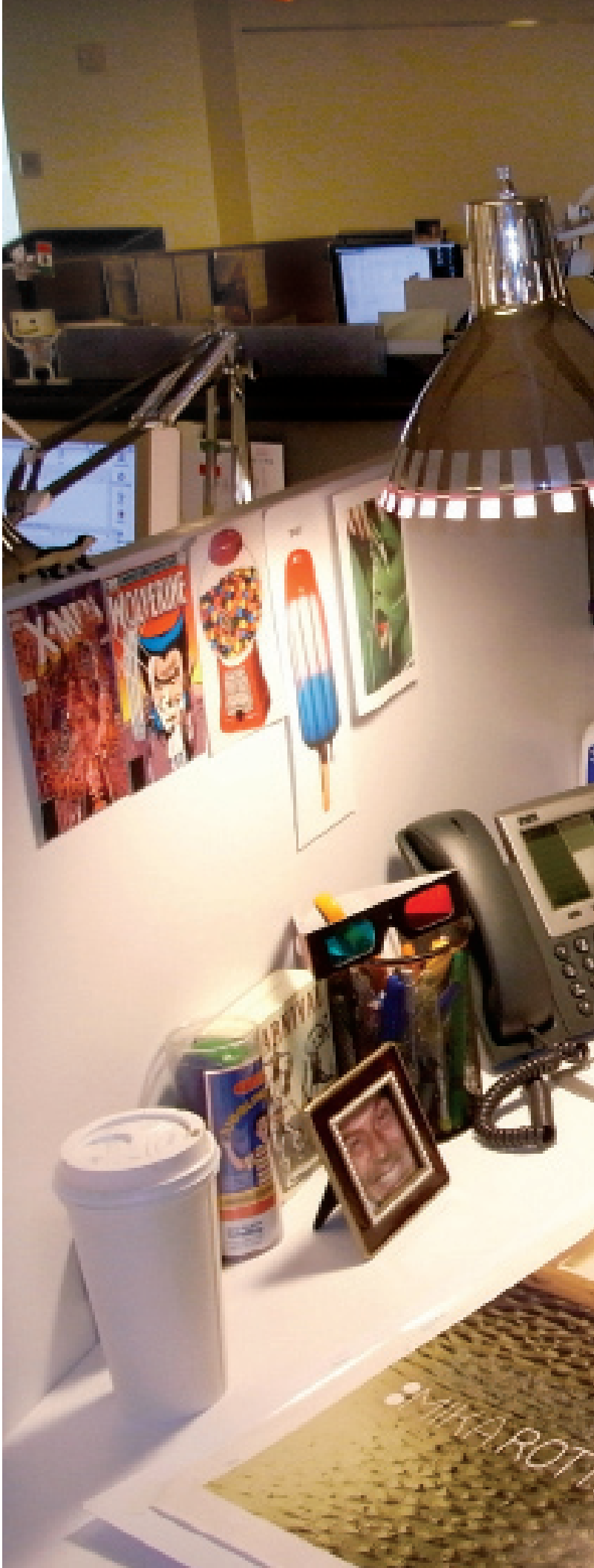
8 What's the unicorn and mouse thing about on the top of your cubicle wall?
I got the avenging unicorn play set from a coworker for secret Santa. The rat with the hearts on it was a gift from a friend. I have a lot of plastic animals at my desk. They just sort of drifted in and accumulated there over time.

9 What type computer do you use?
MacPro. It was kindly provided to me.

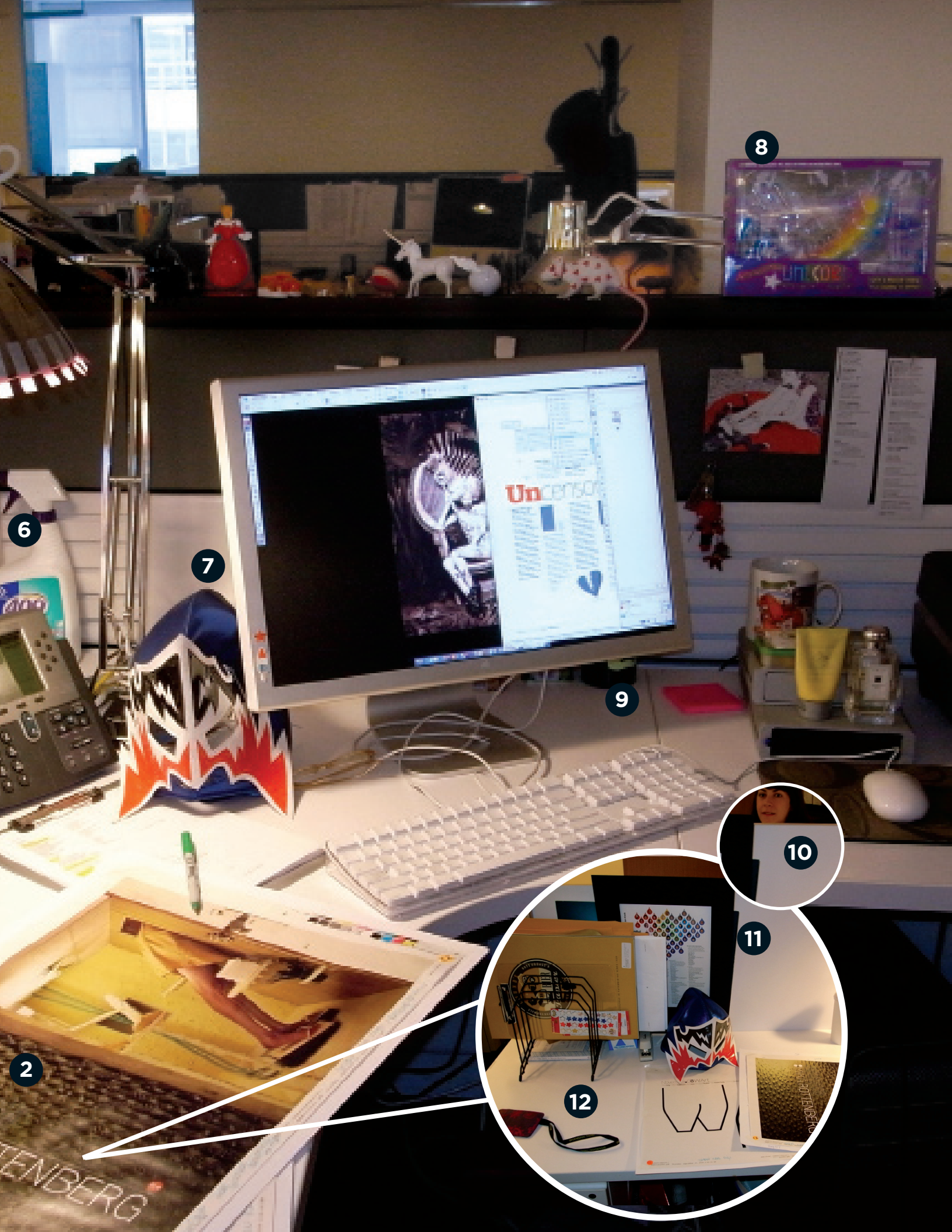
10 Who is the woman looking over your wall?
Gina, another designer at *W*. She is a naturally curious child.

11 What is the paper behind the folders and mask?
It's a layout I did for a story in our recent art issue. Unfortunately, the story ended up being killed for editorial reasons. I hung it there for sentimental value.

12 What's the lanyard?
That's my security pass for the office.



Photos contributed by Laura Konrad


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The Evolution of Journalism: From Pencil on Sheet to Electronic Technique

Before the advent of today's electronic media, journalists-in-training learned skills the traditional way: pencil, paper and typewriter. JEM professor Ed Caudill helps us contextualize these "then and now" photos, and he says, "The technology may alter, but it doesn't change the task."

by NOEL AUSTIN

Then

- Pencil and paper (and blue pen): Predominated practice
- Individual jobs: Teacher guides each student one-on-one
- Journalist training one-dimensional: Editing paper copy was goal
- Young white male dominance: Equality not yet practiced



Now

- Hands-on electronics: Cameras at their fingertips
- Group interaction: Communication becomes two-way
- Journalist training multi-dimensional: Many platforms, from writing to shooting
- Expanded demographics: Diversity realized

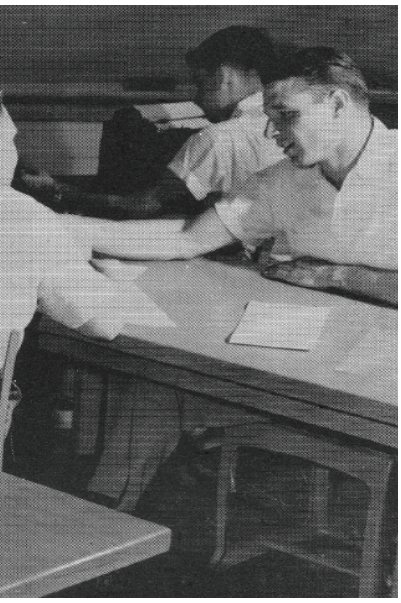


Top photo contributed by UT College of Communication and Information

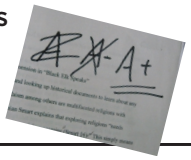
Trend-o-Meter

We used our very scientific (ahem) method here at *Scoop* to calculate what fizzled out and what is off the charts at UTK.

by JOHN WITT





Yesterday	Today
Teacher: "No texting." 	Teacher: "No texting, Sudoku, or Facebook."
Student: "Dude, let's go to Starbucks!"	Friend: "Which one?"
Glocker Building	James A. Haslam II Business Building 
 Knoxville Place	Volunteer Hall
A=90-100=happy students	A-, A, A+=complaining students 
Free football tickets for students	Paying $90 for a student season pass
UGGs and Crocs 	Anything but UGGs and Crocs

For the Love of Honey

UT professor waxes poetic about his sweet pastime: Tending to thousands of bees

by NOEL AUSTIN

While many students and faculty spend their spare time doing common things such as reading, watching sports or catching up on movies, others, like UT journalism professor Jim Stovall, choose a more unconventional pastime. Stovall plays host to thousands of bees. Now that is something to buzz about! We talked to the man behind the mask about his extracurricular life.

How did you get into beekeeping?

Martha Stewart! My wife happened to have her on TV one night several years ago and the show was about beekeeping. I just got interested and started reading and talking to people about it. It just seemed like something that I would be able to do.

How long have you been busy with the bees?

This is the second year I've had my hives. I started with them last spring, spring of 2007.

How have the bees changed your daily life?

You don't have to look after the bees every day. In fact, it's better if you can leave them alone as much as possible. But I do wind up thinking about them a lot.

So what do your family and friends think about all this bee business?

The family, especially my wife, has been very supportive and encouraging. People are fascinated by beekeeping because it's a bit unusual and because the bees themselves are so interesting. It's not hard for us to get a conversation started about beekeeping.

Tell me about the hives.

The beehives consist of a man-made box that contains frames that fit into it. The centers of these frames begin with a foundation, and the bees make the wax and honey from material they bring in. The problem with using natural beehives is that to go in and get the honey, you have to destroy the hives and cut through everything they've done. Beekeepers can use individual frames to remove honey and nothing is destroyed. It is a much more efficient way of keeping bees

How do you cultivate the honey?

Usually one would slice off the waxed caps of the frames and put the frames down into an extractor. The extractor spins around and throws the honey off the frames. From there, you set up a filter with a sheet of sheer material and let the honey filter out. You only have to do that once! You don't process or cook it!

Is there a specific type of bee you keep?

I, like most beekeepers in the Tennessee area, keep Italian bees.

How do you keep bees from stinging you?

Most beekeepers use smoke. It tends to calm the bees down and makes them less aggressive.

Does that mean you have never been stung?

I've been stung on the face a couple of times. My face swelled up and made me look as if I'd gone to the dentist.

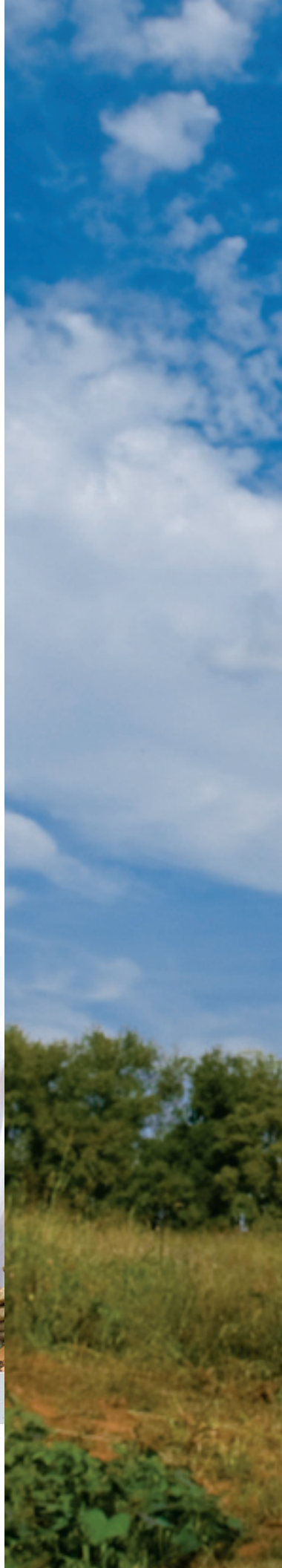
Is there one important fact that we should know about bees?

Bees don't just make honey! Bees are extremely important to our food supply. It has been estimated that about a third of our food exist because bees exists. They are the chief pollinator of our crops.



Where could we learn more about what you do?

My web site about my beekeeping is http://honeydot-comb.blogspot.com.



Photos by DEMETRIC BANAHENE





Jamming Journalist

Picture playing your music to a field of adoring fans. Welcome to JEM professor Rob Heller's world.

by LAURA MCABEE

Kanye West, Willie Nelson and Robert Heller all graced stages at the summer 2008 mega-music festival Bonnaroo in Manchester, Tenn., but only one is a journalism and electronic media professor at the University of Tennessee. Heller talks about his Klezmer band, Tennessee Schmaltz, the music festival experience and what now lies ahead.

Tell us about playing at the festival.

Basically, the highlight of my musical career was performing at Bonnaroo because we're not a typical Bonnaroo band. We were quite delighted to be a different kind of band performing.

How did it feel to actually perform at Bonnaroo?

We just kept walking around pinching ourselves. I was the only band member who'd been there before (Heller has photographed the festival in previous years), so I tried to explain what the experience was like to everybody else, and they all seemed to enjoy it. You know there's hanging out where the other artists are, eating with them and seeing famous people behind the scenes, having your picture made by the famous band photographer and just thinking, "I'm not here like everybody else but I'm here to perform." It's just… the most amazing thing in the world because we are older and different and it was just so unexpected. I brought my cameras this time but I didn't photograph very much because I was just thinking too much about performing, and we didn't know what kind of audience or reaction we would get.

At a glance

› **Professor:** Photojournalism and Graphic Design for 23 years

› **Freelance:** Photography and Graphic Design

› **Author:** "Living On: Portraits of Tennessee Survivors and Liberators," "More Than the Game: The Tennessee Football Experience"

› **Musician:** Clarinet and washtub bass - *Albums:* "Old Country Klezmer," "Pachelbel's Canon"

Photo by DEMETRIC BANAHENE

So what kind of reaction did you get?
We had a very nice audience. We performed at noon on Sunday. Typically at Bonnaroo there might be a dozen or more different bands performing at the same time in different places. We were the only ones playing at noon on Sunday so we weren't competing with anybody. What we were competing with was the heat and the fact that people had stayed up till 6 in the morning to see Kanye West. So they were all sleeping. Now, we don't really attract the same crowd as Kanye West, but we must've had 100 to 120 or so people, I think, in a nice comfortable tent. They chose to see us. They looked at the schedule and chose to see us. They were very enthusiastic and up dancing and clapping. It was great! I was nervous playing the first couple of songs. I just kept thinking, "I'm playing at Bonnaroo, we're playing at Bonnaroo. This is so much fun!" and we just loosened up a bit.

Do you feel that Bonnaroo may have expanded your fan base?
(laughing) I wish I could say that we had a tremendous reaction and people have been calling us by the hundreds. We got an e-mail afterwards from someone in Florida saying, "We just got back from Bonnaroo, and we loved hearing you guys. We're bragging to all our friends that we saw Metallica and Tennessee Schmaltz at Bonnaroo."

When is your next show in Knoxville?
We have a few things but probably our biggest show coming up is at the Bijou at the end of January. They're celebrating their 100th anniversary and are going to have a four-to-five day long festival, and we're getting to play in that.

What other types of shows does the band do?
We have a really interesting year ahead of us. It seems like every week someone is calling us saying, "We'd like you to come play," and we don't even know where they get our names from. Some people from a library in Gadsden, Ala. have called us and are bringing us down to Alabama in the spring because they're having some sort of Jewish cultural festival to honor Jewish contributions to culture. In Alabama! You don't expect that either. We're also going to New Jersey in the spring to play. So all kinds of people are interested in hearing us and are interested enough to hire us.

Are you going to wear UT orange when you're in Alabama?
Probably not while we're performing.

What about when you're not performing?
(laughing) I'm not sure I'm going to take that chance!



JEM professor Robert Heller goes to town on the washtub bass with the Tennessee Schmaltz. Could a Grammy follow their Bonnaroo gig? Only the rock gods know for sure.

Photo contributed by Robert Heller



Student Ambition to Olympic Recognition

Training, trials and triumphs lead recent alum to the world's biggest athletic competition

by NOEL AUSTIN

Jangy Addy's status as a 2008 JEM graduate sounds respectable enough, but his status as a 2008 Olympian representing Liberia is nothing less than remarkable. Although Addy did not compete for his home country, the United States, he proudly represented his parents' African homeland. "My parents called and asked me if I would like to represent Liberia for the 2008 Olympics," he says. "I figured that it wouldn't hurt to try out." After participating in the trials, Addy's performance proved to be good enough to represent Liberia. "They were extremely excited and I found it to be a great honor," he said. He finished sixth in June's Olympic trials and went on to finish in the average rankings in August.

Addy's enthusiasm about his experience stood out. "It was great! Many people dream of getting to the Olympics one day. Believe the hype -- it was a rewarding experience. I met a lot of people and saw a lot of cool things. It was fantastic -- something that I will carry with me for the rest of my life."

Addy's interest in track and field originally started as a way to improve his agility for other sports while at Norcross High School in Georgia. Being recruited by one of his top pick schools for both his study of journalism and track and field, he then joined UT's track team, establishing the foundation for an amazing career for the young athlete. Just in the 2008-indoor/outdoor track events alone, Addy achieved various awards, including the Southeastern Conference Academic Honor Roll and Field Athlete of the Year. Laying his mark in history, he became UT's first *ESPN The Magazine* Academic All-American. He has also broken many records consistently; one in particular is receiving first place in the SEC multi-event in two consecutive seasons.

So what's in the future for Jangy Addy? He admits that participating in the 2012 Olympics could be an option, but for now his plans consist of obtaining his graduate degree in sports studies at UT. "I did not choose JEM as my concentration for graduate school," he says. "I thought that it would be interesting to learn more about the psychological and sociological aspects of sports. I feel that it will further prepare me for my career pursuit in sports journalism. That is why I chose the department of exercise, sport and leisure studies."



Award-winning athlete Jangy Addy takes a moment to stretch before hitting the track. Could a 2012 Olympic bid be in the works?

Top left photo by DEMETRIC BANAHENE, bottom right photo contributed by Jangy Addy

Journalism Outside the Box

Forget elevator lines and cubicles. This UT alum's job defies convention

by JOHN WITT

While she hails from the Smokies of Tennessee, Laura Lacy now calls the Big Apple her home. The UT alumna does research for "Good Morning America" correspondant Ann Pleshette Murphy from Murphy's home office in Manhattan. "My time at UT inspired me to make a big move—from my hometown of Knoxville to New York City," Lacy says. This is her day.

5:45 a.m. My cat Wyatt wakes me up with a paw to the face and several minutes of incessant meowing. Translated, this means "Get up, I'm hungry. Are you awake yet? Feed me…"

7:45-8:05 a.m. The alarm goes off on my cell phone. I respond by pushing the snooze button a couple to 10 times.

9:15 a.m. I head out the door for my walk to the N train subway stop. I run into Starbucks for a Pumpkin Spice Latte on the way.

9:30 a.m. Fortunately, I catch the train headed to Manhattan before the doors close. Unfortunately, I don't notice that this car is virtually empty—a sure indicator that there is a funny smell wafting around. I try to surreptitiously cover my nose for the ride.



10 a.m. I arrive at Ann Pleshette Murphy Inc., a.k.a. my job. Annie is the parenting correspondent for Good Morning America.

10:05 a.m. I sit down at my desk. Did I mention her home office is up five flights of steep stairs? It's a workout to get up there that takes a few minutes, but my calves have benefited from the daily trek.

10:45 a.m. My computer and I bond as I surf the Web. First, I check out the "Good Morning America" Web site and watch any segments that particularly catch my eye. Then I move on to my trusty parenting blogs to hunt for potential story ideas.

1 p.m. After a quick walk down the stairs, Annie and I have a plethora of lunchtime options.

2 p.m. Usually, Annie's columns for *USA Weekend* are approximately 150-250 words. This month, however, we have an extra assignment from the magazine—we are compiling a digest of sorts about kids' health. Today, I'm collecting articles from various and sundry academic journals and news sources. One of the most interesting pieces I've found? Teens who drink sugar-sweetened beverages consume 356 calories from them on a typical day. This made me think twice about my second Dr Pepper.

4:15 p.m. Many "GMA" segments are easy to cast. Others prove more challenging. The story for which we are currently trying to find interviews falls into the latter category. It's about grandparents playing favorites amongst their grandchildren. Anecdotally, we've heard this is a common issue. Unsurprisingly, however, many parents don't want to accuse their parents or in-laws of favoritism, and many grandparents won't admit to having a favorite. So today is devoted to tracking down possible leads to a family willing to talk.

6 p.m. Another 45-minute commute awaits as I head home. Luckily, I have my current read, "Water for Elephants" by Sara Gruen.

6:45 p.m. I ponder what I'm going to eat for dinner until I walk in the door and smell something yummy. Tonight, my sister/roommate has taken mercy on me and whips up a great meal—roasted veggies with chicken and pasta.

11:30 p.m. I wind down for the night, get ready for bed, and call my boyfriend who lives in Philadelphia. Then it's time for sleep—at least until Wyatt forces me out of bed for another scoop of Iams.

Photo contributed by Laura Lacy

The Yasmine Routine

Want to learn how to stay cool, calm and collected amidst chaos? Pancakes...and loads of discipline

by JOHN WITT



All people have their own rituals and routines that get them through the day, whether they get the newspaper before work, eat lunch with a certain group of people, or take a cat nap mid-afternoon. We asked *The Daily Beacon* managing editor Yasmine Alotaibi to tote a camera around for one day and take snapshots to show us what her world is like and how her time flies.

8 a.m.

"Because I'm in class all day and work at *The Daily Beacon* all afternoon, I only have my nights free for homework. Usually, however, I don't have enough time to finish my homework at night. Thus, I wake up early, get ready for class and try to finish everything before I leave. Here, I am finishing up my last-minute Spanish homework while listening to some music. (It gets me going in the morning.) I also have my handy cup of coffee to get that caffeine jolt to make it through the day."



10 a.m.



"Every morning on my way to class, I pick up a copy of *The Beacon* to make sure the final version turned out well! I usually glance over headlines and read through the stories afterwards. If it's just like a style error, fact error, or maybe a bad lead, I will just keep it in mind for when I'm editing later that night. But if it's a production error, like a bad graphic for example, I will be sure to tell the production staff. Most of the time I just make a note of it in my mind for later."

Upper left photo by DEMETRIC BANAHENE

"My days are really busy, but I don't think they're necessarily any busier than other JEM students. We all have a lot on our plates what with school work, jobs, extracurriculars and so on."

7 p.m.



"At *The Beacon*, we take turns night-editing the paper before it goes to print. We check the stories, photos, cutlines and graphics to be sure everything is in order before the paper is sent. Mondays are my nights to work. Here I am checking Page 2, looking for errors in the 'Crime Log' and 'Campus Calendar.' I do think many people underestimate how much work we put into *The Daily Beacon* every day. On any given day, I'll read almost every single story that goes into the paper, I'll work with photography to choose photos to go into the paper, I'll work with the design editors to decide how the paper will look every day and basically just make sure that students have a *Beacon* to read the next morning. The paper is really a team effort."

"I am an avid reader and order books from Amazon. Here I just got a copy of Thomas L. Friedman's latest book, 'Hot, Flat, and Crowded.' He is a columnist with *The New York Times*, and I make sure to read his columns every week."



5 p.m.

"Here, I just got back from night-editing. I love making breakfast food for dinner so I'm making pancakes. Generally, I just like making whatever is easiest to fix. By the time I'm done with work it's late, because we have to go through each page separately and then send it off to *The News Sentinel*. Usually, I just want to go home and decompress."



9 p.m.

Photos contributed by Yasmine Alotaibi

Glocker Upgrades

A time-honored UT business program plugs in to high-end technology

by DREW LAMBERT

While the facade of the new James A. Haslam II building harkens back to old memories of Glocker, beneath the surface lies modern ingenuity that proves to be miles ahead of its predecessor. The reworked architectural design reveals a fresh, flexible approach that allows for the import of technology and the growth of new programs.

UT established Glocker, the Business Administration building on Volunteer Boulevard, in 1951, but its age became more of a hindrance as the surrounding campus began to progress technologically.

"We were way, way behind," admits Jan Williams, dean of UT's College of Business Administration. "The Glocker building wasn't built to be able to import new technology, whereas this new building has it all built in."

The new home to UT's College of Business Administration boasts a wireless Internet environment that contains 35 team rooms, which all feature modern telecommunication capabilities. Students can reserve the rooms through an innovative kiosk system that displays room availability. These rooms can also be used for student presentations and group events.

The James A. Haslam II building also includes 34 classrooms, each outfitted with a powerful high-definition projection system. Tom Ladd, the associate dean of research and technology for the College of Business, explains: "With these projectors, you can literally see the hairs on your hand as you're changing documents." That's a far cry from the previous Glocker era, "when high technology was equivalent to a piece of plywood painted white to receive the projector image," says Ladd.



Cameras keep a watchful eye on things.

Along with robust projection systems, each room offers several modern tools that can be effectively used without tying up class time. With the touch of three buttons, a professor can fully capture a class discussion on video. While this could be a useful tool for students who have a valid reason for missing a class,



Interior photos by DEMETRIC BANAHENE





Williams says that professors probably won't risk a drop in course attendance to post the day's lecture videos online.

Complementing this new technology is a state-of-the-art, on-the-fly support system. If an instructor runs into any problems with the classroom equipment, tech support staff can take control of the room's innerworkings to fix the glitches. Less time spent hassling with classroom equipment leaves more time for professors to deliver knowledge to students. "I think it will encourage the faculty to use more technology in the classroom," says Erin Atchley, instructor of organizational behavior and human resources. "It should provide a richer interaction between the instructor and students."

So can all of these technological features be enough to keep the University of Tennessee's new business building ahead of the ever-changing technological curve? Time will tell. But what makes this latest addition to UT's business program such a lasting effort is the building's ability to expand and adapt technologically. This room for growth will maintain this structure as a viable part of our campus today and in the future.



(Left) The modern and sleek entrance sheds light on renovations.
(Top) Glass partitions allow for open conference room meetings.
(Bottom) The original Glocker facade still greets Volunteer Boulevard.

Exterior photos by EVAN WILSON



JEM instructor Lauren Spuhler bridges the digital divide to bring professionals into the classroom.

Becoming the 'Jack-of-all-Trades' Journalist

UT's JEM students learn online reporting skills from journalists in the field (and on the screen)

by DREW LAMBERT

While the University of Tennessee's online reporting course JEM 222 may only be in its third semester, its curriculum is already imparting students with the flexibility to survive in the shifting field of journalism. The principal goal of the course is to develop students' reporting and editing skills for the ever-expanding Web-based media.

In this course, learning has a hands-on focus in the classroom. Students are responsible for taking their own photos, shooting their own videos, and doing their own reporting. They also learn to edit the different media that they produce and post it online to the Tennessee Journalist Web site, TNJN.com. "They're going to be the one-man-band that everyone talks about in the newsroom," says Lauren Spuhler, instructor of the class.

Twenty students in the course learn from Spuhler, who also works with *The Knoxville News Sentinel* as an online producer in charge of media content for the Web site. Spuhler says her work at the *Sentinel* is a general foundation for the course's curriculum.

The students learn to use software like iMovie for video editing, Audacity for audio editing and Photoshop for picture editing.

Helping with the class is Peggy Collins, a multimedia editor and producer at the MSN Money Web site in New York, Moneycentral.msn.com. Collins operates as a virtual instructor who communicates with students during class through Skype, a video-conferencing program that costs nothing for mutual users.

While the course concentrates on building expertise, students also experience the immediacy of the online medium. India King, a senior in the media management journalism track, says the class has made her recognize the availability and ease of producing online news. "Blogging is convenient, like if something urgent happened, such as another Sept. 11, you could get the news right then and there," illustrates King.

In the fast-paced industry of journalism, multi-media proficiency is becoming an increasing job requirement. UT's online journalism class helps cultivate students' abilities to adapt to a career in this growing field.

Photo by EVAN WILSON

Passport to Press Freedom



Story by **Amanda Wills**
illustrations by **Erin Hatfield**

A network of American journalism professors gives developing global media a new voice

Sam Swan's small passenger plane came to an abrupt halt on the runway in Zaire. Within seconds, armed guards were pacing the skinny aisles, shouting in a language few could understand. They were told the price for the plane to depart was $10,000.

After a passenger paid the ransom, Swan and the rest of the passengers continued to Angola. The year was 1997, and it was the beginning of Swan's first free press journalism workshop.

Swan's journey to Angola began a few years before, when the Voice of America, part of the International Broadcasting Bureau, began organizing media workshops and contacted Swan. Their actions helped stimulate a trend in international media assistance and soon enough, the State Department and United States International Broadcasting Bureau began forming a network of professors who could provide media training in transition countries.

Now, 11 years later, this group of professors from around the country has multiplied and is conducting workshops in many countries about the importance of free press journalism. The professors profiled work together abroad and have significant relationships with one another. According to these professors, the results of the workshops have been more than substantial – they've been life changing.





(Above) The Liputan 6 TV news station broadcasts throughout Indonesia. Its slogan "Aktual, Tajam, Terpercaya" translates to "Actual, Sharp, Trusted." (Right) Rogus says her work is "all about the community outreach and the local people."



Indonesia

Mary Rogus, Ohio University

When Mary Rogus arrived in Jakarta, Indonesia for the first time in 2006, she was told that no topic was off-limits and the discussion should be as free and open as wished. But the journalists in Indonesia had witnessed enough bloodshed to make them more than apprehensive, and they were terrified of speaking against their government.

While Indonesia's landscape is one of diversity and rich cultural values, its 17,000 islands and various communities make government control nearly impossible. As a result, Indonesia's history is littered with violent conflict. Because the government prohibited journalists from covering these battles, civilian wounds were suppressed.

For years journalists served as the government's mouthpiece, and bribery dominated a reporter's salary. According to Rogus, a reporter often had to decide between practicing fair journalism and feeding his or her family. Freedom of the press in Indonesia didn't exist until this oppressive government was overturned eight years ago.

Rogus says even though the country is moving toward a democracy, many of the journalists are still of this controlled mindset. She claims her challenge was to teach reporters how to get the story without accepting the bribery.

"This is where the rubber meets the road," Rogus says. "You have to step back as a trainer and think about practical solutions. You can't say, 'This is how we do it in the United States, and it's right.' It's a new democracy that needs guidance tailored to its culture."

Rogus focuses on professionalism and stresses the importance of covering each side of the story, which includes the feelings and opinions of the public.

Photos contributed by Mary Rogus



Serbia





(Top) In addition to giving Serbian journalists practical training, Silcock speaks with them about media phenomena, cultural issues and political events. (Bottom) Silcock, here in Belgrade says that although much of the Serbian scenery was crushed under communist rule, its people remain resilient.

Because of Indonesia's extremely low literacy rate, television and radio play an influential role. Since Rogus began the workshops, local private stations have blossomed, producing 70 to 90 percent of their own programming.

"The quality may not be great because this is an impoverished country," Rogus says. "But it's all about community outreach and the local people."

Rogus foresees an incredible evolution in the country's media within the next five years because Indonesia's journalism is developing skills in both print and broadcast. She predicts the country will experience movement toward more sophisticated journalism because both journalists and civilians are seeing how important it is to maintain a democracy.

"Independence is so important, and we take it for granted here," Rogus says. "One thing that strikes me the most is the incredible challenge to just do good journalism, because they're literally facing death. Each time I leave, I come away with the reminder that we have to instill our own protection as journalists or it will someday be lost.

Bill Silcock, Arizona State University

It had been more than eight years since the 1999 bombings in Kosovo when Bill Silcock conducted his workshop on cultural reporting in Belgrade, Serbia. As he listened to refugees recount fleeing Kosovo, Silcock began to understand their mental and physical destruction.

He says while the Serbian landscape had been crushed under communist rule, its people remained resilient.

"I walked down the street, and they still have the buildings left over from when we bombed them years ago," Silcock remembers. "I just kept thinking, 'My gosh, I can't believe we did this.' But here's my Serbian friend sharing this experience but still not getting angry with me. It's all about relationships."

Silcock cultivates those relationships through his cultural reporting workshop devoted to the development of "cover stories," or timely news. This training has facilitated a friendship and professional

Photos contributed by Bill Silcock



Bulgaria

partnership with Evropa editor Marija Midzovic that has proved to be especially significant. According to Midzovic, Silcock's workshop was invaluable during an especially hard time for Serbian journalists.

"What we all needed was to rediscover our profession," Midzovic says. "We needed a reality check. We were wondering 'are we still journalists after all these years of isolation?' Inspiration and special synergy that have come [from the workshops] were a genuine antidote for feeling isolated or stigmatized."

According to Silcock and Midzovic, Serbian journalists experienced a specific kind of burnout during the 1990s after Serbia was accused as an active leader of the war and devastation in the former Yugoslavia. The challenge for these journalists was rebuilding professional standards despite an embarrassing stigmatism.

Midzovic says problematic Serbian-American relations of the past and the fact Silcock was an American emphasized the importance of professional understanding of ethical standards. Almost one year after the workshop, the group of journalists is still active in its professional practice of these codes.

Silcock says he remains in awe of the group he works with, in light of their grim experiences. "It's emotional and interesting," Silcock says. "These are people in their 30s or 40s and they have seen so much death. Their families have been killed, and they've been close to death themselves. It's amazing how far removed we are from things. I'm just thankful that the American government is pumping money into everything from reconstruction to free press journalism workshops."

"We were wondering 'are we still journalists after all these years of isolation?' Inspiration and special synergy that have come [from the workshops] were a genuine antidote for feeling isolated or stigmatized."

The group spends extensive time discussing media phenomena, cultural issues throughout the world and important political events. As new journalists explore new formats and mend broken relations, the future of journalism in Serbia looks promising. "This kind of workshop is a serum, a vaccine to a new breed of young, confident journalists," Midzovic says. "They will explore and develop further knowledge and ideas based on their discovery of international perspective. There's a new faith in professional mission, confidence and our precious group. It's beautiful and unexpected ending."

Sam Swan, University of Tennessee

When Sam Swan walked into Balkan Television's (BTV) makeshift news room in 2000, he was met with apprehensive stares and archaic technology. Swan says Bulgarian journalists were creatures of governmental habit after 50 years under communist rule. Their reporting style centered on the government's every move, portraying it in a positive light.

Under international pressure, the Bulgarian government agreed to

Photos contributed by Sam Swan

"When I first went there, there was nothing in the newsroom. They didn't even have a buiding. It was just bare bones equipment. They've come so far in such little time, and it's only the beginning."

grant broadcasting licenses to private corporations, and News Corp. launched BTV as part of this arrangement. After BTV launched in 2000, the country's print media harshly criticized the network. Determined to survive, the news organization contacted Swan for media training.

"Fifty years of habit was hard to break," Swan recalls. "I focused on producing stories about the people for the people. Instead of following around the prime minister all day, I stressed getting a public opinion of everyone from the Black Sea to the mountains in the north."

Swan trained BTV to do "American" journalism, which included everything from a new newscast format to employing co-anchors. Swan also changed BTV's format of writing, reporting and shooting stories. But Swan says the first thing he tried to do with the small group of journalists was convince them that they work for the audience. They had to understand the idea of a free press.

The idea worked. Ratings skyrocketed, and the government was shocked that a private news organization was a success. Since 2000, Swan has visited Bulgaria 12 times to conduct similar workshops for BTV. He says his visits consist of two weeks working one-on-one with reporters for up to 13 hours daily. BTV's executive news director Victoria Beher says she asks Swan to train every new staff member.

Swan says the principles of American-style journalism, which includes freedom of the press and freedom of access, have been very important in Bulgaria. At the beginning of BTV, Swan says there was a "chill effect" because journalists were afraid the government would shut down the station. But Swan addressed these fears by simply encouraging the journalists to try it.

"It's been interesting to me how the people of Bulgaria have accepted this American approach to television and programming," Swan says. "It's changed so much since my first visit. Now they're producing their own version of 'American Idol' and 'Survivor' and have a heavy emphasis on news and talk shows."



Swan demonstrates videography techniques to Bulgarian journalists in Sofia while working with Balkan Television (BTV).

BTV is now the most successful station in Bulgaria, grossing more than $80 million annually. While Swan acknowledges his help with the station's news coverage evolution, he says its passionate journalists drive BTV's success.

"If you walk into the news room now, it looks like any other television newsroom," Swan says. "The technology is getting better, so the quality is better. When I first went there, there was nothing in the newsroom. They didn't even have a building. It was just bare bones equipment. They've come so far in such little time, and it's only the beginning."

While the idea of free press journalism is still relatively new in some countries, it's vital for any democracy. Since these workshops began, this network of professors says they have witnessed tremendous growth in democracy and the idea of free press journalism throughout the world. It's not about forcing an American way of life onto the people of these countries. It's about giving them a voice.

There Goes *the* Newsroom

Rethinking journalism in the age of online social networking

As Bob Dylan once said: "The times they are a'changing."

While admittedly cliché, Dylan's observation is especially true for the media and their current relationship to Web 2.0, a collective term for the increasingly interactive experience of the World Wide Web. Blogs, social networks and wikis are changing the face of what was once a one-way street. These days it's more comparable to the Los Angeles freeway system, sans traffic jams.

Story by **Scott Jones**
illustration by **Sonia Jackson**


Text
blog
myspace
Where'd
get this
Internet
SAID
you
stuff
NEWS
Not
junk
twitter
Every Where
SONIA JACKSON '08

Information is constantly streaming in and out from all directions at rapid rates. It's being shared, judged, debated, countered, added to and passed on again. Some of it is credible, some merely interesting, and the rest, well, might only be described as "dubious." For the media, and journalists in particular, this evolving information-sharing landscape presents an unthinkable number of challenges and opportunities.

The most recent online phenomenon is social networking. Sites like MySpace, Facebook and Twitter have emerged as gigantic players in the online scene, boasting millions of members worldwide. And they all share a single theme: communication. They likewise all hold untapped potential for journalists, but just what that potential is remains something of a mystery.

"Social networking is meant for individuals to connect with one another and to build online communities, and the media can definitely take advantage of this," says Johanna Carrillo, director of IJNet, the Web site of the International Center for Journalists. "Millions of people use social networking sites on a daily basis-some just to communicate and share information, but many also to get information. This is something the media are taking advantage of more and more." Especially, says Carillo, as it pertains to cybersourcing.

Cybersourcing, or infiltrating these online networks as a base for solid information sources, provides journalists with a pool of millions of people of differing interests and expertise. They just have to know how to find them.

"If you decide to find your sources on the Internet, you may find it extremely convenient and less time consuming," Carrillo says. "This approach can also be cheaper if you are an editor and get help from citizen journalists or bloggers. The most important thing is to deliver information that is accurate and truthful, and for that you need to know how to evaluate your sources, not always an easy thing to do when it comes to the Web."

Like Web 2.0, much of cybersourcing is in an experimental phase. Its potential is still being gauged by journalism's curious and courageous, such as New York University journalism professor Jay Rosen. His project, Beatblogging.org, examines "whether beat reporting with a social network is a viable pro-am [mixing amateurs and professionals] method in journalism—or just an attractive concept."

Rosen recruited 13 "beats" of differing flavor, such as science and sports, in different locales across the country to gauge the effectiveness of cybersourcing in today's media environment. The project's aptly titled Web site Beatblogging.org posts reports about the participants' usage of social networks in the newsroom. The benefits of cybersourcing are obvious for Beatblogging participant Khristopher Brooks, an education reporter for the Omaha World-Herald in Omaha, Neb. Brooks often looks to Facebook, defined by its Web site as a "social utility that connects you with the people around you," for sources.

Brooks uses Facebook several times daily in his role as an education reporter because it is a better tool to locate different types of students, he says. Facebook offers different networks for different universities, which are further broken down in terms of major and other classifications.

"Facebook has helped me find a specific type of college student that I need when I'm working on a story on higher education that affects students," says Brooks, adding that using the network saves him time as a reporter. In the past he says he often spent hours on campus looking for a student to be the "face or illustration" of the larger story.

However, social networking sites such as Facebook are complex, diverse and vast, and their potential transcends convenient source pools. Twitter, for example, is described as both a social network and "microblog." Essentially, it allows users to send and receive updates from one another in increments of 140 characters or less.

Ron Sylvester, also a participant in the Beatblogging.org project, has used Twitter to redefine court reporting. "His use of Twitter to cover trials may change how trials are covered in the 21st century," writes Patrick Thornton on Beatblogging.org. "He originally started covering trials on Twitter earlier this year as a 'what if.' What would happen if we covered trials live via Twitter?"

Cyber Chart

› **Facebook** was launched in February 2004 and has become one of the largest social networking sites. It connects millions of employees, friends and family.

› **Myspace** was created in 2003 and offers an interactive network of blogs, music, photos and more. It has more than 100 million accounts and attracts more than 200,000 new users per day.

› **Twitter** was founded in 2006 and is a new networking site where people can post "tweets," or short 140 character updates. It has recently been used to update the public on breaking news events.

› **Help A Reporter Out** is a Web site by Peter Shankman that allows journalists to submit a query for a source, which is then send out in a mailing list.

› **ProfNet** was created in 1992 and is an online community of about 14,000 professionals and was designed as a way to connect reporters to expert sources.

After some initial success, Sylvester's paper, the Wichita Eagle, began embedding his Twitter feed into his blog for the paper. "By the end of the trial we were getting a lot of reaction from readers," says Sylvester on Beatblogging.org. "People said they were sitting at work, refreshing the page over and over again to keep up with the trial . . . For traditional print, it kind of puts us back in the game," he says. "It allows us to cover the courts live."

Chris O'Brien, a business and technology columnist at the San Jose Mercury News, says he uses Twitter to look for potential stories. For instance, he monitors the chatter regarding his beat—a sort of public eavesdropping where he is always looking for interesting threads. In a sense, he says, it allows him to "take the pulse of the [Silicon] Valley."

In addition, between Facebook, Twitter and blogging, O'Brien says that journalists can get a better sense of how the audience is reacting. The downside: he admits that responding to the audience is a ton of work. While it is nice to have the audience involved, it is more involved than ever, he says, and that adds up to more work for the journalist. According to O'Brien, the key is to strike a balance between audience participation and the journalist's involvement.

Another example of Twitter's impact involves a recent Columbia University forum featuring presidential candidates Barack Obama and John McCain. Students were encouraged to use Twitter for quick, live coverage for the forum's blog. Franz Strasser, a broadcasting student at Columbia University writing for Poynter Online, says, "Editors of the blog agreed that Twitter enhanced coverage of the forum."

Columbia student and forum participant Chikodi Chima used Twitter to post during the forum and he liked what he saw, Strasser says. "With Twitter, you can capture a moment that the TV cameras were not focused on, or that wasn't part of the bigger story," Chima says. "It is just color that somebody following live might be interested in. It broadens the scope of what the story is." However, it was not without its drawbacks, Strasser says.

"Having no editor and only a limited amount of space sometimes led to a writing style that would be considered inappropriate in any other format at the journalism school," writes Strasser. Collin Cromwell, who helped create the forum blog, likewise saw room for improvement. "Signing up and Twittering does not equal good reporting. Students need to take the time to understand how each application can improve journalism."

Other sites like Help a Reporter Out (HARO) and ProfNet allow journalists to connect via e-mail to pools of experts in various fields. While ProfNet charges, HARO is free. According to HARO founder and CEO Peter Shankman, his company's mission is to connect journalists and sources worldwide, using the power of the Internet in an open environment. Shankman says that though cybersourcing is extremely useful, getting sources to respond to journalists can be problematic. "They will," he says, "but it will continue to be an educational process."

Despite the existing bumps in the road, there is little doubt that social networking and its various tentacles are changing the information and media landscapes. Thanks to MySpace, Twitter, Facebook and other developing tools, the way people report and receive news is most likely forever changed. "It is so easy and relatively cheap to find and distribute information," says University of Tennessee journalism and electronic media professor Benjamin Bates.

"The Internet offers the potential to really transcend the limits of traditional media and communication. We have the potential to be much better informed than ever before."

Bates sees the success of new media platforms, and blogs in particular, as an affront to traditional media. "Now everyone can access original information and present their interpretation," he says, adding that in the past there was a certain arrogance among journalists. After all, they "were the gatekeepers, they controlled information."

This new Web 2.0 phenomenon has frustrated the old guard newsperson, says Bates. Whereas traditional news media often don't link their sources, he says, referring to the oft-cited "according to the New York Times," good blogs do. Furthermore, in many cases bloggers are specialists with a high degree of knowledge on a subject, and this perhaps increases their relevance compared to the traditional generalist journalist.

The new information environment offers a degree of interactivity that sometimes acts as a threat to traditional journalistic practices, says Bates. However, that threat is a reality only if traditional media fail to adapt.

"New technologies have brought us many solutions to problems we had in the past, but also have raised us a number of questions," says Carrillo. "Now we can reach millions of people at once with one short and easy-to-read posting, but what about in-depth reporting? More than adapting to the new technologies involved, I think the mainstream media's need to adapt a new way of thinking about the news."

Whatever the future holds, it seems clear few things will remain the same. Facebook-savvy Brooks predicts that as younger journalists continue to use these tools, editors will be forced to have the conversation on how to properly implement them. Essentially, he says, the technology will trickle up through the younger reporters into the heart of the newsroom. "People that started on typewriters will have to adapt," he says.

Columnist O'Brien says he sees more community involvement in the news cycle. Whereas the current newsroom largely manufactures the news through a linear process of sourcing, reporting and editing, the future will see a more circular process involving community feedback and follow-up, and alas, more work.

As for Shankman, he says that cybersourcing will continue to grow and that "the press release will die . . . Reporters will start to get their sources in quicker spurts."

"The Internet offers the potential to really transcend the limits of traditional media and communication," Bates says. "We have the potential to be much better informed than ever before."

Good Morning UT

Everything looks and feels different in the morning. Crisp air fills our lungs as the day begins anew. The a.m. sun gives seemingly dull subjects a certain light of interest. In our routine battles for parking and punctuality we often overlook the magnificence that the morning brings. Some welcome the chilled air while others snooze their way through the new day and the new challenges. At some point we should all pause to appreciate the beautiful gifts that are left for us every morning. Good Morning UT.

Story by **EVAN WILSON**





PREVIOUS PAGE
6:30 a.m.- Dual silhouettes of the Henley Street Bridge greet the sunrise.

THIS PAGE
(Top) *6:40 a.m.*- Neyland Stadium and McClung Tower frame the Knoxville horizon.

(Right) *6:50 a.m.*-Morning light filters through fall foliage.

(Bottom right) *7 a.m.*- The beautiful calm before the rush hour storm at Neyland Drive Garage.

FACING PAGE
(Top left) *7:50 a.m.*-Necessary equipment is needed to battle fatigue and prepare for a long day.

(Top right) *8 a.m.*- The morning chill factor is met with the hoodies, shorts and sandals look.

(Bottom) *8:10 a.m.*- Circle Park: Heads down, hands in pockets.













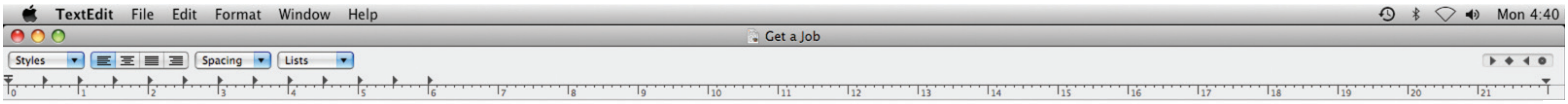




(Far left) 8:15 a.m.- A golden tunnel beckons pedestrians to the Humanities Social Sciences Building.

(Near left) *8:20 a.m.*- Students scurry beneath the morning sky to reach their first classes of the day.

(Top) *8:30 a.m.*- Oversleepers beware. A UT groundskeeper makes the necessary noise to keep the sidewalks clear.



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<Cracking the Career Code>

<Finding the right job without hacking or slacking>

Story by **Amelia Laurens Buffaloe**
photos by **Evan Wilson and Demetric Banahene**

The job market for journalism and mass communications graduates can be appropriately compared to the stock market - infinitely fluctuating - up one day and down the next, never screeching to a standstill or leveling off. Students in the final phases of their undergraduate degrees eagerly wait for the day they enter the industry, find their first job and earn their first salary. But will there always be a job waiting for them on the other side?

According to a survey conducted by the University of Georgia in 2005, the journalism and mass communications job market showed significant signs of improvement. The study revealed that in 2005 recipients of bachelor's degrees reported an average annual salary of $29,000, up $2,100 from 2004. Now fast-forward to 2008, what does the current job market have in store for recent graduates and how can they get ahead in their specified fields?

Different paths to employment

Knoxnews.com online producer Lauren Spuhler jumped into the job market in 2003, at a time when her journalism professors warned her finding a job would be nearly impossible. And they were right. After six months of desperately searching, Spuhler emerged empty-handed and with only one option: go back to school. “The job market stunk,” she says. “So I applied to graduate school at Northwestern and got accepted. I studied what was considered back then ‘new media,’ which today would be classed ‘online theory.’”

Michael Kelley, a former journalism student at the University of Tennessee, took an unconventional approach to job hunting. “I already had a job before I graduated. It didn't seem to make sense to wait until after I was done with school,” he says. “I finished classes on a Friday and was on the job the following Monday.” Kelley says he would recommend his game plan to anyone. He suggests students should just plunge into the market headfirst. “Get out there and just forget about waiting,” he says. Kelley stresses that time is never going to be your friend in the news business, and it is probably best to learn that early on if you are serious about a fulfilling career in journalism. Don't be hesitant to follow in Kelley's footsteps and have a job lined up before you graduate.

Photo by EVAN WILSON

Kelley, who was a Bloomberg news editor for eight years in Europe, specifically the Netherlands, earned a Dow Jones Newspaper Fund internship while studying at UT. He advises all undergraduates to gain as much experience as they can while in school. Internships, both paid and unpaid are a must for journalists, he says. Kelley returned to UT for three semesters to teach in the journalism department and has recently left UT. He is currently freelancing for ESPN as a Formula 1 motor sports contributor as well as stringing for the Associated Press.

Peggy Collins, a multimedia editor and producer for Microsoft Network, graduated from the College of Holy Cross in Worcester, Massachusetts in 1997. After completing her bachelor's degree in English and International Relations, Collins went back to school at Northwestern University's Medill School of Journalism, graduating with her master's in 2004.

"The market was extremely tough when I left graduate school," she says. "I think it's tougher in some ways now and in other ways easier. If you are in your mid-career as a journalist it's difficult to find a job because so many people are looking. Many newspapers have closed and even broadcast outlets are cutting back because advertising dollars have shifted to online. Add to that the economy tanking as a whole and the situation gets much worse. Advertisers are not buying as much space or time, and that money supports the business more than subscriptions. But there's some good news. If you are a reporter with multimedia skills or an area of expertise such as law or medicine, you're a hot commodity."

Technology and the market

Throughout its history, journalism has witnessed a number of technological advances. Gutenberg's printing press made mass circulation possible, delivering news to the population for a fraction of the cost. Appropriately coined the 'penny press,' this new invention in journalism aided the media in reaching readers of the lower class, and creating an audience outside of the elite. The Internet, arguably the most important technological invention of the 20th century, introduced a new way for readers to find and gather news. The technical transition offered news audiences information both on paper and the computer screen. In 1989 the World Wide Web burst onto the scene, taking the world by storm and forever changing the definition of journalism. Today's incarnation of online journalism continues to grow, providing more opportunities and creating higher expectations from new journalists. As the amount of online news content increases, so does the competition among journalists producing that content. With such a high level of competition brewing, how might an individual stand out amid a sea of other applicants? There are several ways to get noticed but most importantly, journalists today have to be extremely versatile, Sphuler says.

"As many multi-skilled things that you can do and demonstrate on your resume is important," Lail says. "We are looking for people that know how to write, may know how to use a video camera, may have some experience in the Web, may have some experience with photo editing. Really anything that shows you are versatile makes you an important asset to the newsroom and puts you at a definite



Why get your entire interviewing suit dry cleaned when you can accomplish much of the job process in the comfort of your own jammies? The Web is taking "pounding the pavement" to a new, more comfortable level. But don't even try slacking.

Go here

Need a job? Check out these sites...

Journalismjobs.com	Hotjobs.yahoo.com	Monster.com	Mediabistro.com	Ed2010.com
Founded: 1998	**Founded:** 1996	**Founded:** 1999	**Founded:** 1996	**Founded:** 1998
Best for: Aspiring journalists	**Best for:** Recent college graduates	**Best for:** Recent college graduates	**Best for:** Those seeking media-related positions	**Best for:** Those seeking a magazine dream job
Bonus feature: Gives tips on how to get a job as a journalist and lists various journalism schools in the U.S.	**Bonus feature:** Has interviewing tips and lists of the top 100 companies to work for.	**Bonus feature:** Is the largest job search engine in the world, with more than a million postings at any given time.	**Bonus feature:** Offers a comprehensive list of RSS feeds of sites with industry tips and information.	**Bonus feature:** Offers visitors the chance to talk to a mentor in a a 60-minute question-and-answer session.

advantage."

There are so many aspects to online journalism: reporting, editing and computer programming, that working in the online field requires multitasking, Sphuler says. Graduates must be familiar with the latest media trends, which means having a good grasp of the computer programs used in the newsroom on a daily basis. "If you want a job online you need to at least know the basics involved with video and photo editing programs," she says. "I use Sony Vegas and Final Cut every single day. If you can shoot and edit your own video for a story, you are at a definite advantage over older, more traditional generations of journalists."

While the industry may be changing, some aspects stay the same

The first step remains creating a powerful resume and cover letter. Reenactment Producer for Jupiter Entertainment Kristina Parks says, "Your resume is your first impression; it should be free of typos and contain honest, never exaggerated content." Be sure to use good judgment in selecting your references. "A total of three references is adequate," Lail explains. "Including published writing samples in addition to your strict one page resume is also a good way to get noticed. Sometimes I read them, once I have narrowed it down to a few candidates."

Career Web sites and social networking

On the topic of finding job openings, Michael Kelley says, "I went through newspapers and trade magazines and made a search of companies in my field that looked like they were relatively new, and theoretically, still growing. I sent out resumes and arranged an interview with one company as part of a school-related trip. I ended up with the job I wanted where I wanted."

But times have changed and large publishers like Hearst and Condé Nast, both based in New York City, now post department openings on their Web sites, which can be accessed through the companies' human resource departments. In addition, Peggy Collins of MSN adds, "A lot of big publishing companies tend to post their job openings on major sites like Monster, Yahoo! Hot Jobs and Journalism Jobs."

These days, most job seekers are performing their hunts online, and with good reason. Millions of people regularly use social networking sites on a daily basis. With so many useful resources at your fingertips, the Internet is a great tool for finding your next job. A social network site is a great place to look for work. These sites' focus lies in building online communities of people who share interests and activities. Most social networking sites today are Web-based and provide a variety of ways for users to interact, not only through blog-like postings but through e-mail and instant messaging services. With so many new options online to communicate back and forth and share information, social networking is a great place to make yourself known, whether you are looking for advice on a paint color for your home or a job opening in journalism.

Monster.com, a leading global online careers property, has not only changed the way people look for jobs or the way employers look for people, it has also changed the way companies connect with their target audience. With 5,200 employees, 75 million users and operations in 36 countries, the Web site is currently ranked among the top 20 most visited sites on the Internet.

Another renowned job search site, Mediabistro.com, prides itself on being dedicated to serving anyone who works with or creates content, such as writers, editors, graphic designers, producers, book publishers and many more. Since the Web site's launch in 1994, more than 850,000 professionals worldwide in the media industry have registered for services.

Kelley echoes the importance of career Web sites. "The newspapers where I was living and attending school weren't much help and were very local in scope, which doesn't help you if you want to cast

Photo by DEMETRIC BANAHENE

a wider net. The Internet is probably much more useful in the case of job searching because it's more inclusive, enabling you to see the big picture."

Spuhler advises graduates to make good use of networks like Facebook and Twitter, because "the more people you know makes you that much more aware." Remember to be wary of the Internet and remember everyone can see what you put up. Lail strongly recommends students remain conscious of their privacy settings on Facebook. "We realize applicants just graduated from college and of course they weren't studying the whole time, but employers do look for that sort of stuff," he says.

Kelley claims it is extremely important to develop contacts with fellow journalists such as previous professors and employers. You need to make an impression on them so they remember your name and your performance. Kelley considers himself an old-fashioned journalist; he speaks highly of Internet networking but also strongly supports personal contacts. "I ended up making my own contacts as I went along," he says. If you go to enough events and seminars and so forth, you'll meet enough people to set up your own network."

In addition, Lail emphasizes the benefits of opening your ears as well as your laptop. He claims his paper does most of their hiring through word of mouth, both internally and externally.

"People get their foot in the door in very strange and mysterious ways," he explains. Lail admits job openings in online journalism are rare, and when you are given a budget to hire, you have to act fast. "Here at the *News Sentinel*, if we have an opening we post it internally first, getting the word out to other departments within the company. Next, I pick up the phone and call my contacts, professors and fellow journalists I know and trust. I explain to them what I am looking for and ask if they have any suggestions.

Final Thoughts

According to the Annual Survey of Journalism & Mass Communications Graduates, virtually all of the 2007 journalism and mass communication recipients of bachelor's degrees (who looked for work) had at least one in-person job interview. Only a small percentage of 2007 graduates reported they didn't receive a single interview. Back in 2000 the percentage of graduates with job offers dropped significantly, but by 2003 the numbers had leveled off. Graduates in 2004 and 2005 were more likely to leave their respected university with at least one job offer than they were in the previous year.

Alarming as it may seem to a prospective graduate, the current unemployment rate for the journalism and mass communication bachelor's degree recipients can be appropriately compared with the unemployment rate for the overall U.S. labor market. There is no denying the fact that graduates in the field of journalism and mass communication have experienced a higher unemployment rate than professionals from other fields within their age group. In fact, this has been the case every single year since 1999, with 2005 being the only exception.



While the Internet is an increasingly rich source for job-seekers, good old face-to-face time with potential employers, such as CCI's annual job fair, never go out of style.

Despite the negative outlook for the job market, new opportunities continue to appear in the field of journalism and mass communication, and many of them, all thanks to the Internet. The Web has paved a new road for graduates, generating new careers that are heavily linked to new media. The field of journalism has become more web centered in recent years and will continue to do so, offering new jobs in new fields and keeping the hope for journalism and mass communication degree recipient's alive.

Spuhler advises graduates to make good use of Facebook and Twitter, because "the more people you know makes you that much more aware."

Redressing the Strip

Plans, plans and more plans: Making the Cumberland Avenue Project a reality

by MERRI SHAFFER

It is a quest to develop a more vibrant and attractive street. It is a pursuit to build up a safer and more economically friendly road. It is the Cumberland Avenue Corridor Project, a plan to remodel and create a better image for the Strip, and to enhance the retail and residential characteristics of the district.

Cumberland Avenue acts as a front porch to the University of Tennessee and the Fort Sanders Regional Medical Center. It's a place to grab a bite at McDonald's or Copper Cellar, fill up a tank at Shell or Pilot's or participate in a bit of bar hopping at Half Barrel or Macleods'.

The project encompasses both a streetscape and urban design plan with intentions to allow more places to live, work, shop and play.

"Not only is it our main road of travel, it's where so many people hang out due to the various venues for gathering amongst the students," Reenie Malaney, a junior in finance, says.

Throughout the week, thousands of students congregate on the Strip and even more gather during events such as football games. Some students, such as Malaney, agree with the idea of a touch-up. The Strip currently is lined with a medley of bars and mismatched architecture.

"I think they can and should clean it up, make it look more appealing, because it is our main means of travel," Malaney says. "It's so close to campus, so when people are visiting they instantly get a bad impression."

Anne Wallace, Cumberland Avenue Project's manager, says, "In the next 25 years, it will really create a district where people can move in there and live in there for the short term or long term and have most of their needs met in a short, 12-block area."

The project's streetscape plan includes the implementation of a three-lane reconfiguration that includes a turning lane. It also offers wider sidewalks, new street lawns, decorative benches and trashcans to "beautify the street and make it more pedestrian-friendly," she says.

The project's prospective urban design plan currently provides for more than 1,400 new housing units, more than 100,000 square feet of ground floor commercial use, and support for the development of a public parking resource in the corridor.



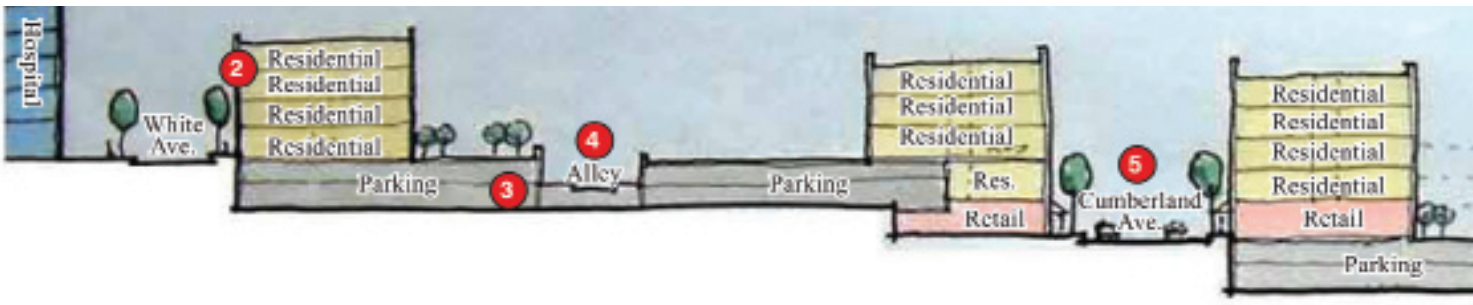


(Top) Looking southeast on Cumberland Avenue today. (Bottom) An artist's rendition of proposed plans for the same location includes adding trees, benches and bricked crosswalks.

"[This project] will make it easier for folks to live where they work and play where they work," Wallace says. "We hope it will attract working professionals and students."

The estimated cost for the streetscape improvements is around $12 million, Wallace says, but planners anticipate public investment will leverage about $280 million in private investment.

Though detailed designs have not been completed, Wallace anticipates construction to begin in the spring of 2010 and take 18 to 24



Graphic image contributed by City of Knoxville





(Top) Looking northeast on Cumberland Avenue today. (Bottom) An artist's rendition of proposed plans for the same location including a brick middle turning lane, temporary parking and space for sidewalk dining.

months to be completed. Construction can proceed after completing an environmental impact analysis and tying up a few other loose ends.

Project planners intend on working closely with business owners during the designing phase. The planners hope to minimize the impact on the businesses currently located along Cumberland Avenue, Wallace said.

"I think we will have some growing pains, which is expected," she says. "But as long as we are working with the merchants and keeping everyone informed, I think it will be ok."

Debbie Billings, owner of Graphic Creations and a member of the Merchants Association, says the organization has been campaigning and working with the city for years trying to get the improvements and planning needed for Cumberland Avenue to remain a viable and growing part of the city.

"The decline of Cumberland reflects not only on the university's appeal to alumni but also to visitors downtown and at the Convention Center," she says.

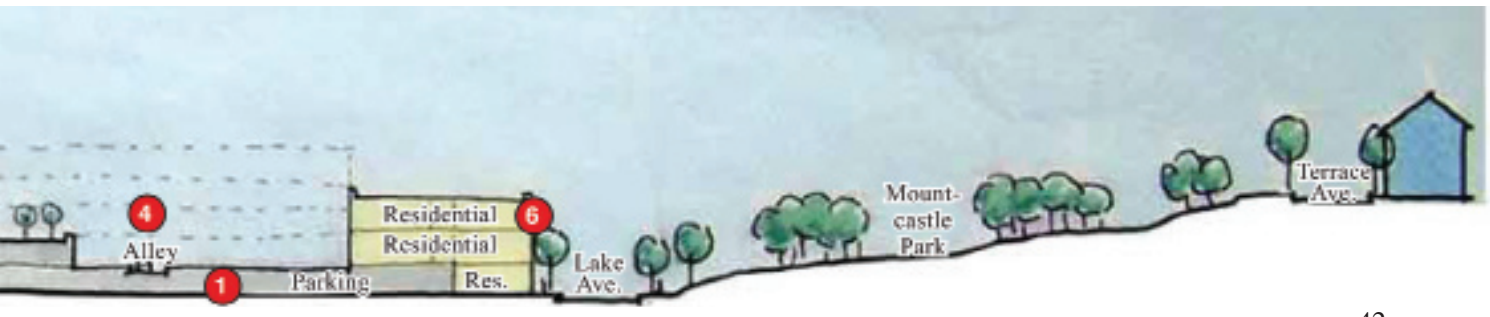
As far as any concerns about the alterations, she says concern usually exists when there is change.

"A bigger concern, however, would be to do nothing to assist the area to develop into the pedestrian friendly, mixed retail, office, residential vibrant area," she says. "One of the concerns of the Merchants Association is gaining more active participation from property owners and businesses in the public forums and latest planning stages."

Billings says she feels the changes are necessary. "I have been working with the Merchants Association for over 20 years and trying to get some of these items done," she says. "I know that it will affect business during the process, but it is already difficult for those that don't live near here to come to Cumberland, park and enjoy a meal or shop, and the long-term positive vision will be worth it."

The Urban Design Plan

1. The plan hopes to take advantage of the Strip's current topography by placing parking into hills and beneath buildings.
2. Development on White Avenue should reflect the land uses of the Forth Sanders neighborhood.
3. The plan will also try to tuck additional parking under new developments.
4. Alleys will still be an important part of the Strip and will allow access to various parking structures.
5. The development also plans to have active ground floor uses with offices and residential areas.
6. New residential projects along Lake Avenue will match the surrounding neighborhood in scale and design.



Photos by DEMETRIC BANAHENE

The New Taste of the Old City

Fish and chips, cigars or… cereal? Why not.

by JESSICA BOYD

For much of the last 20 years, the Old City was a deserted-looking neighborhood made up of old warehouses and abandoned buildings. It was a place not often visited by locals looking to have fun. "I used to think it was scary," says Whitney Reisser, a University of Tennessee senior in psychology.

However, every neighborhood deserves a second shot, and in the last several years businesses have opened near the intersection of Central Street and Jackson Avenue, helping give the area a new lease on life.

Barley's Taproom and Pizzeria, Urban Bar and Corner Café, and Hanna's Café in the Old City are all main stops, but the Knoxville Cigar Co. has anchored the area, opening in May 1996. Located at 118 S. Central St., the Cigar Co. has a shop and a bar area with large televisions and leather chairs for lounging. It is an upscale stop in the Old City, containing a variety blend of both professionals and 21 and up college students looking to enjoy a unique, relaxed atmosphere.

Such successful businesses have helped bring in a few more interesting selections to the neighborhood, such as the Knoxville Pearl, at 108 E. Jackson Ave. The buffet-style cereal bar opened in September 2007. It caters to college students looking for a late night cereal fix or some bubble tea. The Pearl offers a laid-back, mellow atmosphere with psychedelic landscape murals and abstract art covering the walls. Visitors can relax on couches and chairs after filling their bowls with everything from Trix to Golden Grahams. The café also has games to play such as Guitar Hero, and it occasionally offers live music.

Owner Jamie Johnson said the idea for the restaurant was not originally a cereal bar. "Moving to Knoxville two years ago I found there was no place to get bubble tea," she says. So Johnson decided to open a business that sold the beverage, and the cereal bar idea came as an afterthought. When she was looking for a place to open up her business, she remembered driving down Central Street a year before, after dropping her parents off at a the nearby bus station. "When I drove through it, it gave me this feeling," she says. "It reminded me of Chicago, where I'm from." She thought her idea would fit with other businesses nearby such as the Melting Pot, the Knoxville Cigar Co. and Old City Java.

"The feel of the Pearl is the Old City kind of feel," she says. "It just fit. When I went down here and saw the shop, I knew this was the place."

The Knoxville Pearl celebrated its one year anniversary in September, and Johnson thinks foot traffic has improved even in the short time since she opened up. "There are more people, so when there's more people, there's more people looking in the windows," she says.


1


2


3

- **Cigar Co**. 118 S Central St. (865) 673-8556; www.knoxcigar.com
- **Crown and Goose** 123 S. Central St. (865) 524-2100; www.thecrownandgoose.com
- **The Knoxville Pearl** 108 E. Jackson Ave. (865) 323-9303

Another new kid on the block, the Crown and Goose, is located at 123 S. Central St. The gastropub opened in March 2008 and features English favorites such as fish and chips and shepherd's pie for lunch and dinner prices range from a $7 Welsh rabbit entrée to a $30 filet mignon. A patio area called the beer garden faces Central Street and is filled with many umbrella-covered tables, allowing more than 150 patrons to enjoy dinner or a drink outside.

General manager Bob Wilson credits owner Jeffrey Nash, a developer in the Old City and downtown Knoxville who hails from London, with the restaurant's combination of old world nuance and new world atmosphere. "That was one of his reasons for picking the location -- just the old architecture and history of the Old City," Wilson says.

The pub is spotless and smoke free, making it a draw for diners seeking a low-key pub ambiance. But on the weekends, bands regu-

Photos by DEMETRIC BANAHENE







1. The Old CIty view down South Central Street, from Jackson Avenue.
2. The Cigar Co.'s comfy bar stools beckon weary souls.
3. London meets the Old City at the Crown and Goose.
4. A wall of sugar acts as artwork at The Knoxville Pearl.
5. Hold your bowl up until your tummy can't take any more.
6. Smokers and non-smokers alike can appreciate the Cigar Co.'s fancy wares.
7. A stage at the back of the Crown and Goose attracts tribute bands and karaoke enthusiasts.
8. Sink your seat into the C&G's cozy couches and order a pint of Guinness
9. Trip the light fantastic in The Pearl's psychedelic lounge.







larly play inside next to the bar, giving the atmosphere a heightened pulse. As for the typical of Crown and Goose customer? "Our demographic is from 18 to 80," Wilson says.

Downtown area residents and college students alike say they are increasingly tapping into the Old City's new excitement. Torry Patton, 29, has lived in the nearby Sterchi Lofts on Gay Street for three years. He says his home is the perfect walking distance to food and entertainment during the weekend. "That's one of the main reasons that I moved down here," he says. "I enjoy downtown life."

Patton says he considers the area to be more a community than his previous Knoxville residence. "One thing I didn't expect, it's really like a neighborhood," he says. "People are really friendly, more than when I lived in an apartment."

Naturally, college students, never ones to pass up nighttime outings, are also enjoying the area's energy. Reisser, 21, says she has been going to the Old City more in the past year. "I think that as far as the nightlife goes, it's more fun, and there is more variety than on the Strip," she says. Reisser says Hanna's, a two-level bar located at 102 S. Central St. with '80s music downstairs on the weekends and hip hop upstairs, and the Crown and Goose are two regular Old City stops for her.

However, one potential spoiler is the area's limited parking. Chelsea Bivens, a 21-year-old senior at UT in political science and a friend of Reisser's, says she enjoys the Old City but is always wary of where she parks her wheels. "It's inconvenient because you have to park so far away, and typically where you have to park, it's not very well-lit so you feel quite unsafe," she says.

She recalled an outing in the area that caused some frustration. "Because we had to parallel park on the street, we had to park rather close to other cars so there was little room to maneuver the car and get out of the parking spot," Bivens says. "So I gave the car behind us a little love tap."

Perhaps the next chapter of the neighborhood's revitalization is figuring out the parking puzzle. After all, if you build it, and build it well, they will come.

Leave it on the Field

But whatever you do, don't call these intramural teams novices

by MADDIE KIND



(Top and bottom photos) Action shot from a typical night's competition.

For many college students, it seems that working up a sweat while watching the Vols duke it out at sporting events counts as cardiovascular activity. However, more than 9,000 students at the University of Tennessee choose to leave the fan section in order to take part in the school's intramural sports program, which offers team, dual and individual activities suited to nearly any type of competitor.

Throughout the year, the program offers 42 different sports, ranging from traditional flag football and 3-on-3 basketball in the fall to the more outrageous inner tube water polo and wallyball, a modern-day volleyball, in the spring. The intramural program has been around for more than 30 years and has since seen remarkable growth and popularity.

Mario Riles, the newly hired intramural director, says he has even higher hopes for the program. "The intramural sports program has seen tremendous growth over the last few years. The individuals who play intramurals are looking more for competition in a fun and safe environment."

As far as serious competition goes, flag football is the most popular sport among students, Riles says. With teams comprised of fraternities, sororities, regular Joes and past champions, the sport brings out students' athletic ambitions.

"I consider flag football to be competitive whether it is the recreational league or the competitive league," says Vinit Rai, captain of team Mafia. "Everyone seems to want to win. The past seasons have not been too good, meaning no championships, but we've had a couple of playoff runs. This season I believe we can win the league championship with the talent we have. We just need to stay organized."

Students can expect even more varieties of intramural programs in the future. According to Riles, sports and activities such as Frisbee golf, track and swim meets, Xbox 360 tournaments, fantasy sports leagues and sports trivia will be added the program.

"We will continue to improve the quality of our current activities while also phasing in more non-traditional sports and non-athletic activities aimed at maximizing student participation," Riles says.

Most intramural sports and activities are free to UT students who have paid their student activities fee and to all faculty and staff who have paid membership fees to Rec Sports. Intramural information can be found on its Web site at http://recsports.utk.edu. You may also call their office at (865) 974-2382 or visit the Intramural Office in the Student Aquatic Center, which is open Monday through Thursday from 9 a.m. to 7 p.m., and Friday from 9 a.m. to 5 p.m. Mario Riles can be reached at mriles@utk.edu. All games are played at the T-RECS facility on campus at 2111 Volunteer Blvd.



Photos by DEMETRIC BANAHENE



(Top) Students hoping to score a football ticket line the halls of the University Center.

Post-Season Ticket Talk

Football season may be just a bad memory, but the ticket debate remains

by MADDIE KIND

It seems like only yesterday there was a campus outrage at the sudden news of a new fee for student football tickets. Here we are a semester later with questions from students and staff still unanswered.

The proposal that students would pay a fee to attend home football games was first announced in April 2008. The new payment system gave students the choice to pay $90 for the entire home season, which guaranteed tickets for all seven home games, or pay $15 for each individual game.

Students who chose to pay the $90 for season tickets were notified of dates and times they could visit the Central Ticket Office to pick up their game tickets. After this process, full-time students could purchase any unsold student tickets for $15.

While we are still months away from the second go at this purchasing system, students keep asking just where their money went the first time around. Basically, they have been reminded that the additional fee covers the athletic department's operating budget, which controls the costs of Tennessee athletics while still remaining fully self-supported.

Tiffany Carpenter, director of public relations for Tennessee Athletics, says the system of paying for tickets, which already exists at other schools, was inevitable. "Over the past several years we have tried to avoid charging students for tickets, but we reached a point where it became a necessity. UT was one of only three schools in the SEC that does not charge students for tickets, and the dollars we receive from student fees has remained the same for 30 years and is among the lowest in the nation." The University of South Carolina and Vanderbilt University are the only two schools in the SEC that don't charge students for tickets.

The athletic department, along with UT President John Petersen and Interim Chancellor Jan Simek looked at many alternatives for balancing the budget. In the end, they chose to make adjustments that were "user-defined fees" and spread the increase over several different areas.

"As we started to look for solutions, we wanted to make sure our decisions would not negatively impact campus budgets," Carpenter says. "Every year the athletics department contributes more than $25 million to the university in some fashion. We probably could have increased student activity fees; however, we felt this was a more fair approach since only the students who wanted to attend games would pay the additional cost."

Jeff Wilcox, president of the Student Government Association, helped conduct a survey shortly after the ticket fee announcement was made."Over 7,500 students responded to the survey, and for a large portion of the students, the frustration was not so much the $90 price tag of the season tickets, but more because the students had no input in the planning process for such a drastic change directly effecting students."

But Amanda Spilos, a senior in English literature, is one student who felt the price tag was too high. "I feel that it is absolutely ridiculous. If we had to pay for the games at all, it should be no more than $5."

In contrast, Jeremy Parker, a senior in enterprise management, says that even though paying for tickets now seems unfair to him, being at the Volunteer football games is well worth it. "I don't like the fact that we have to pay for tickets but to me it's worth it to see Tennessee play.

Photo by DEMETRIC BANAHENE

Developing in Denmark

Photojournalism student Katie Hogin talks about living and learning the Dane way

by ERIN HATFIELD



The first thing Katie Hogin, senior in journalism and electronic media, has to say about her current study abroad experience in Aarhus, Denmark is "Thank God for coffee breaks." Though only dealing with one class per day, she says each class can last anywhere from three to five hours. Hogin came to Aarhus to build upon the photojournalism classes she had taken at the University of Tennessee. By May 2008, Hogin says she had taken UT's two photojournalism classes and wanted to learn more. So she applied to study at Denmark's Journalisthøjskole, or the Danish School of Journalism.

For the application process, Hogin says she had to fill out "mountains" of paperwork from the study abroad office on campus to be accepted into its program. After being accepted, she faced the daunting task of compiling a portfolio for admittance into The Danish School of Journalism with the help of photojournalism professor Rob Heller.

After being accepted, Hogin left the United States on July 29. She says getting acclimated to new surroundings had its pros and cons. "Going through so many time zones really warped my mind," Hogin said. Classes didn't begin until Aug. 11, so she traveled with fellow journalism and electronic media student Andrea Hall to Salzburg and Prague.

Once in Aarhus, Hogin settled into her "Skjoldhøjkollegiet," or apartment. "I like to visit with people in the different programs here by hanging out in their dorm or going with them to the city," she says. "We usually get together and have potluck style dinners."

She says most people in the area speak English, so the language barrier isn't overwhelming. She claims she has mainly stuck to familiar foods, generally cooking her own food but occasionally eating at Mackie's, an American-style restaurant. On occasion, she has sampled the local food as well. "[This] guy I photographed for a 'Day in the life of' photo project let me sample potato sausage," she says. "It sounds strange, but it's so freakin' good!"

The classes Hogin took at UT gave her foundation for her Danish schoolwork, she says. "They helped me become more comfortable with approaching people," Hogin said. "I can be a bit shy, and the classes really helped with that."

While Hogin only had to turn in her best photographs for grading at UT, in Denmark, she has to make every photo count. The small student-teacher ratio of about four to one means professors scrutinize each photo carefully. She also learned how to use an external flash, or a flash that is not built into the top of the camera, but attached to it.

Hogin says her classmates seem to be both serious and skilled photographers. "It is intimidating. But at the same time, they have been helpful too," she says. Overall, the experience has been interesting, she says, and she plans to stay in Denmark through the end of the semester.

Photo contributed by Andrea Hall

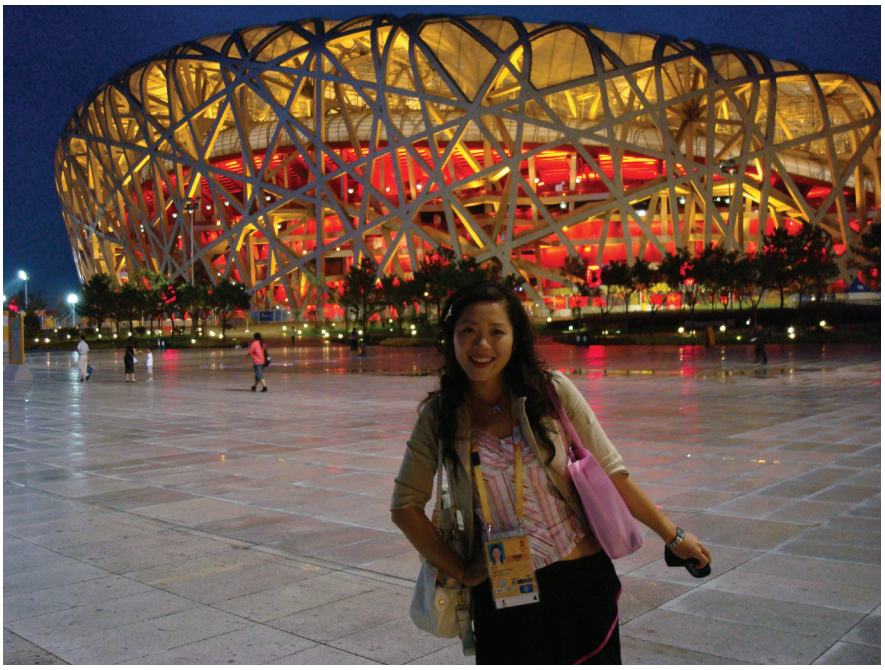
An Olympic-Sized Experience

Graduate student gets the opportunity of a lifetime right at her own doorstep

by JESSICA BOYD

Rachel Rui, a graduate student pursuing her master's in the School of Journalism and Electronic Media, returned home in summer 2008 to do something most students do during the summer: work. But Rui's home is in Nanjing, China, and Rui didn't have just any run-of-the-mill summer job. She was working for the Associated Press covering the 2008 Summer Olympic Games.

Rui, 23, and her fiancé, Harrison Pang, a 24-year-old fellow grad student in art, interned for the AP in China from the end of 2006 to June 2007 before beginning their studies in the United States. Rui met Beijing native Pang at the Communication University of China, where both were undergraduates studying international journalism. Because of their previous AP internships, they were given the opportunity to cover the 2008 Olympics and both took advantage of it. Rui worked in the Main Press Center, gathering information and planning event coverage for the next day, while Pang worked from a Satellite News Gathering vehicle, coordinating what would be shown live. "This was the first time China allowed foreign media to be live without being escorted," Pang says.





(Above) Rui poses outside The National Stadium, home to many headlining events.
(Bottom left) Rui at work in the Main Press Center.

Rui says her day-to-day schedule was an invaluable experience in patience and preparation. "I functioned as a producer," Rui says. "I did interviews, waited for Michael Phelps." She said she never had the chance to talk to the eight-time gold medal winner, but she had the chance to ask other athletes as well as local residents interesting questions.

"We were standing outside the Olympic Village, and we asked people what they thought of Beijing roasted duck," she says. She reports many of the athletes hadn't tried the popular local dish.

"The question I asked the Beijing citizens was if the Olympic Games were inconvenient to them," she says. They said it was not inconvenient to them at all. "All of them were very supportive. It's a big thing for China."

Rui says she saw a few events, but she mostly remained busy working. "I was in the water cube and saw diving," Rui says. "[But] we worked 12 hours a day so it was hard to go into any venues."

Rui says the citizens were accommodating of their government, and the Chinese people believe the media regulations were for the greater good of the country. "The Olympic Games gave China the opportunity to show the world the new China."

Photos contributed by Rachel Rui

Swan: International Man of Journalism

UT professor Sam Swan brings a world of wisdom to classes at home

by MERRI SHAFFER

A shiny blue globe sits on a corner of his desk, inches away from a coffee mug showcasing dozens of international flags. Together, they give a bit of an insight into the workings of professor Sam Swan.

"A part of me is happiest when I am in another country doing what I do," he says. As the director of UT's internalization and outreach programs and a professor of journalism, Swan has led more than 100 workshops in Africa, Southeast Asia, South America and Eastern Europe in an effort to improve the journalism skills of reporters around the world.



"The two goals are to develop a free press [and] at the same time develop a free market economy that will sustain advertising-supported media," he says.

But despite unsanitary conditions, the sight of "shocking" poverty and security issues, Swan has made heaps of changes to foreign reporters' outlooks on journalism during his decades of experience abroad.

That began for Swan in 1970, when he worked with the U.S. government right out of college to establish radio programs to reach rural people all over Sri Lanka.

"In America all we think about is Internet, cable, satellite television and cell phones," he says, "but for most of the world, the only way they have communication with the outside world is with radio."

He saw the impact radio had on a population, which eventually led him to participate in expanding media practices abroad.

"It has made me a better teacher because I am bringing into the classroom stories – examples from other countries," he says. "I think students benefit from that. Maybe [I am] enlightening some American students about the way things work in the real world that they may not know about."

What keeps him participating in sometimes-life-threatening regions such as Karachi, Pakistan, a city stained with the kidnapping and beheading of American journalist Daniel Pearl in 2002, is the difference he makes.

"I am having an impact," he says. "I feel appreciated. I feel like I'm helping people, and they want what I have to give them. When I walk into a classroom in Rwanda, I get a standing ovation before I even say a word."

Though he has since declined workshops in areas with high security dangers, such as Kabul, he says he is not planning on ceasing his international workshops anytime soon.





(Top) Swan visited Nigeria where he trained radio and TV managers in Lagos and Jos.

(Bottom) Ghanaian broadcasters presented Swan with a Kinte cloth robe made by tribal chiefs in northern Ghana.

Photos contributed by Sam Swan



Writing the Book on It

Collaborators explore more territory with their new textbook

by KYLE ROSENBERG

Students in the School of Journalism and Electronic Media's media and diversity class, JEM 365, could be thumbing through a new textbook as soon as fall 2009. The co-authors of the book "Media and Diversity" are none other than JEM professors Catherine Luther, Naeemah Clark and former JEM professor and *Scoop* magazine founder Carolyn Lepre, who is now at Marist College.

Luther developed the JEM class several years ago and found the course's assigned textbook to lack consistency, so she invited her co-authors to team up with her to produce a product that explores more territory, yet unites under a common theme: the media's coverage of diverse audiences. While Luther says many different articles exist on these topics, "I realized there really wasn't a book that was comprehensive. I like the subject; I care about the subject, so I thought I would write something that could be used."

Luther says she hopes the upcoming book will be more structured from beginning to end. "Other books tend to focus on one particular topic, such as race or media," she says. "Our book will be more encompassing."

In 2001, Luther published the book "Press Images, National Identity, and Foreign Policy: A Case Study of U.S.-Japan Relations from 1955 – 1995" but this is her first time working with other authors. "It's a little different co-authoring," says Luther. "One of the challenges is to coordinate with two other authors, and you have the editor to work with as well. It's definitely different than doing it alone." Wiley-Blackwell is publishing the book.



Presidentially Wired

Kaye strikes again with the newest addition to her buzz-worthy study

by KYLE ROSENBERG

While the presidential election might be over, professor of journalism and electronic media Barbara Kaye is once again kicking into high gear with her online study of media use during presidential elections. Since 1996, Kaye has created and implemented surveys that analyze how people receive their candidate information during presidential elections.

"There was a time when people just didn't use the Internet for political information," says Kaye. "It was in about 2000 when the Internet really got strong for political information for elections."

She says her research helps answer which media people use for political information, what they like about the source, and if they use these online vehicles more than they do traditional sources such as television, radio and newspaper. The survey also asks people how credible they find information on the Internet, especially in comparison to information gleaned from conventional media sources. Kaye will submit several research articles for publication after she finalizes the survey analysis.

Kaye says part of her research also focuses on comparisons from past election years' surveys to see how people have adapted to using the Internet as their main source of finding information. For this election year she is focusing on the use of the increasingly popular blogs, YouTube and social networking sites for political information. She is dropping analysis of chat rooms and electronic bulletin boards, whose use has waned dramatically in the last four years.

Photo contributed by Barbara Kaye



An Experience of Extremes

UT professor and students document African poverty and royalty

by ALICCIA LARK

An idea to re-examine a racially charged psychological test led a JEM professor and four video production students across the Atlantic to Africa. Professor Bob Legg and his team planned a documentary on civil rights in America, but instead found a project overseas.

Legg and his students initially organized a documentary focused on the "Doll Test," a 1940s era psychological exam that studied segregation effects. During interviews with various academics and public figures, the research team met former U.S. Ambassador Andrew Young, a civil rights activist.

"He was so impressed with the students who are really top-notch kids that he called us and invited us on a 10-day trip to Ethiopia and Tanzania," says Legg. With that invitation, the documentary team journeyed to Africa for new experiences and a lifetime of impressions.

While in Tanzania, Legg said that his team dealt with two different extremes and two completely different emotions. For example, one day Legg and his students visited an Massaii village, and bad directions forced them to walk through the city garbage dump to get back to the hotel. Legg says that families lived in shacks in the city dump. "Seeing all those people," Legg says shaking his head solemnly. "There were children living in this dump."

Later that same day, the visiting documenters had a formal dinner with the president of Tanzania. It was a great experience, but Legg says the emotional switch from city dump to presidential palace was certainly difficult for him and the four students.

The documentary, "The Long March," is broken into three to four half-hour shows and has been entered in the International Documentary Competition in Romania. Also, the success of the documentary is attracting attention from the Pentagon. The Army wants a documentary on Angola, where land mines left from the last war litter the country. "This is where women are farming and children are playing," says Legg. He says the new documentary could be shot as early as next summer.



Web of Emotions

Exploring the use of social networking sites for grieving

by KYLE ROSENBERG

For Naeemah Clark, a JEM professor now in her sixth year at the University of Tennessee, the online world is rich with scholarly research opportunities. Clark, along with her CCI co-authors Drs. Dan Haygood and Kenneth Levine, recently completed an article addressing students' level of trust for the information they find on Wikipedia, the user-generated online encyclopedia. Almost 800 students were involved in the research project, which included open-ended interviews with students. Clark says she enjoyed this particular aspect of the project because it allowed students to write freely about how they perceived the information site. "We found that students feel the same way professors do about Wikipedia," says Clark. "We kind of think that it is useful up to a point. It is a jumping off point, but you really have to check other sources." The article is currently being considered for publication in *Journalism Educator*, an academic journal for journalism and mass communication professors.

In addition, Clark is starting work on a research project that will explore a unique use of social networking sites, such as MySpace and Facebook. Clark is concentrating on how people are using these social networking sites as online communities to grieve for soldiers and students who have passed away. Clark became interested in this idea when the *Chattanooga Free Press* approached her as someone who researches new media and social networks.

"They interviewed me about how soldiers' families have created Facebook sites where people are able to go on and send their relatives who have passed away messages, so I started to do a little bit of research and it seems that's the new way people are grieving," says Clark. "It's a tough subject to research because to get the information you need, unfortunately a tragedy has to occur." She says her research will look into who contributes to these groups and the response the groups are receiving.

Photos by DEMETRIC BANAHENE



Gene, Gene the Sports Machine

UT alum and ESPN writer talks about conquering the big leagues

by GINA LAMBERT

Gene Wojciechowski, 51, enjoyed his time at the University of Tennessee so much it was hard for him to leave. "I would have stayed longer, but I ran out of electives to take." Wojciechowski graduated in 1979 and majored in journalism."The diploma says 'With High Honors,' but those who know me think I Photoshopped that," he says. Now a sports journalist at ESPN, Wojciechowski is married to Cheryl Coffey and has two daughters, Lara, 26, and Taylor, 25.

You started writing for *ESPN The Magazine* in 1998 after being a college football reporter for six years. How did you get in to sports journalism?

By pure chance, another writer asked if I would trade places with him for one week. It was literally my first day at a Fort Lauderdale paper. He covered sports, and I was assigned to cover city council. That was 28 years ago. I don't know what happened to that guy, but as the old knight says in the third Indiana Jones movie: "He chose poorly."

After being named senior national sports columnist in 2005, what's it like working for ESPN?

This is my 11th year with ESPN. We're called "Cast Members," not "Employees," because we're owned by Disney. In fact, my 10-year anniversary present was a plaque with Mickey Mouse on it. I was part of the first masthead for *ESPN The Magazine*, which was a source of pride for all sorts of reasons. We went from 300,000 circulation for the first issue, to two million by the time of our 10-year anniversary in March 2008.

Now that circulation has exploded, how has work changed?

The beauty of my job is that there are no typical days. If I had to work a 9 to 5 gig, I'd probably stick knitting needles in my eyes. I spend as many as 125 days a year on the road. But how many jobs do you know pay you to crouch 10 feet away from Padraig Harrington as he's making the winning putt on the 18th green ar of the British Open? Or pay your $15,000 entry fee to be a camper at Michael Jordan's basketball camp? I'm beyond lucky.

Along with *ESPN The Magazine*, you have also contributed to the *Chicago Tribune, Los Angeles Times, Dallas Morning News* and *Denver Post*. What advice would you give to current students looking to launch a journalism career?

I say follow your heart. You'll love what you do if you do what you love. By the way, I just made that up, and it's terrifyingly trite. When you're young, you have that advantage of financial ignorance, so don't be afraid to pursue your first career love. Don't be insulted if you're asked to start at the bottom. I did. The same goes for 10-time Sportswriter of the Year Rick Reilly and Los Angeles Times columnist Bill Plaschke. We were at the bottom together in Fort Lauderdale. Don't be allergic to long hours or rejection letters. It happens. Also, work ethic is a great equalizer.Experience, at whatever level, matters. In the end, talent usually bubbles to the top.

You say experience is key, but the current economic situation is freezing new jobs in communications. Is this something young journalists should be worried about?

These are weird, confusing times in the communications business. Everything continues to evolve on a nanosecond-by-nanosecond basis. It's the most difficult time I can remember, and, in a bizarre way, one of the most exciting times. Think about it: You can help define what happens next.

Photo contributed by Gene Wojciechowski

An Adventure to Call Her Own

How a study abroad experience led to an expanded world-view

by GINA LAMBERT

Scripps employee Leah Carpenter (alumna 2004) applied to study abroad during her last semester, and her world was turned upside down, literally.



Carpenter's study abroad experience led to extraordinary adventure not quite found in Knoxville.

What influenced your involvement in the study abroad program so late in the game?

It was my last semester at UT. I was at least three months away from being finished with my undergraduate degree. I literally had everything ready for graduation. Then one day a speaker spoke with my media management class about studying abroad. She told us about the scholarship opportunities available for the program, and so I decided to look into it. I had one of those moments where I knew my life would never be the same. It was probably the same feeling people get they get engaged or find out they're pregnant. I was excited and scared all at the same time. I had no idea what the future had in store for me. I had never experienced living far from family and friends. I had never been out of the United States.

Talk about jumping in headfirst. So you studied at the University of Bedfordshire in Luton, England. What was your experience like?

I personally tapped into a passion. There were people from all over the world in my exchange program, so I learned a lot about their individual cultures. I learned about their religious differences, traditional foods, education systems and their views on America. I also got the opportunity to backpack through Italy, France and Switzerland for a month. I was instantly addicted to traveling. Since then, I've visited Scotland, Spain, Hong Kong, China, Cambodia and Vietnam. I literally want to visit every country in the world before I die.

What did you do when you returned to the States?

I graduated and then spent the next couple of years working in marketing and sales roles. I was back in Tennessee feeling unfulfilled and was constantly plotting my escape. I continually researched ways to get back overseas. After speaking with various contacts and professors, I decided to pursue an MBA in international business in fall 2006. I was accepted into European Business School in London and spent a summer abroad at City University in Hong Kong and I never looked back!

So where are you currently employed?

At the moment I'm working in the Branded Entertainment department at Scripps Networks headquarters. Therefore, I'm currently back in Knoxville, despite the international focus of my MBA. Nevertheless, Scripps is a fabulous company that takes great care of its employees. I absolutely love the work environment and the creative minds I'm surrounded with on a daily basis.

After hearing you speak so passionately about traveling outside the States, East Tennessee is the last place I'd expect you to be.

I never intended to move back to East Tennessee so soon. I came back post-MBA to deal with an illness and death in the family, and eventually my visa ran out. I feel really blessed to have this job in this market and economy we're in at the moment. The position really just fell into my lap at the right moment. Literally, my name was passed around, and I received a call about a job I hadn't even applied for!

Where do you see yourself five years from now?

I would really like to work my way into business/international development roles. I'd be happy in business consulting, sales or strategic marketing. Basically, I'm keeping an open mind on the actual position. However, whatever it is, I want it to have an international focus.

Photo contributed by Leah Carpenter



Designing Tomorrow

Convergence training leads to an interactive career path and the Big Apple

by JIMMY WILSON

For former CCI graduate student Matt Denton, finding the ideal career path meant first doing some research. Denton graduated from East Tennessee State University in 2003 with a fascination for online media and technology, but a degree in communications.

He says as he witnessed many of his friends graduate and enter the communications work force with reportedly modest entry-level salaries, he began to rethink his career strategy. "I didn't want that to be me," he says. "I was certainly encouraged to pursue higher education. I wanted something to make me stand out over other applicants, and a grad degree seemed like the answer to me."

While pursuing a graduate degree became his goal, Denton says he lacked a definitive idea of what he wanted to study. He said he then spent the next few weeks slaving over a keyboard in search of something to "to make the light bulb click." A random search on UT's Web site resulted in his discovery of the communications graduate program called "Convergent Media" within the College of Communications and Information, which seemed to blend his interest in media and progressive technology with an opportunity to build experience in the working field.

"I knew that I wanted to work in the media industry," he said. "I had a passion for new technology, and I foresaw the Internet quickly emerging as the de facto media platform. I chose the 'Convergent Media' path in the College of Communication because it offered a broad overview of all forms of media and communication, specifically focused on the convergent and technology aspects."

Denton says he knew UT was known for excellence, and he felt the skills he would learn there would allow him to reach his aspirations. "I expected to learn practical skills, a toolset like 'click here, do this,' he said. "I was surprised that the program was more research and theory focused, much more abstract, and much broader than I had expected. I feel like this resulted in a much better toolset to take into the working world. Daily skill sets are quickly learned on the job, but having a grasp of the broader picture, the theories and research behind the work that I do has been extremely helpful."

Denton now works as an interactive designer with Scripps Networks Interactive. "For me, this job is the best of several worlds," he said. "I get to ride the wave of the Internet, but I'm doing it for a company with deep roots in traditional media such as television and print." He says that taking the UT graduate program helped him put real world ideas into perspective, which gave him a leg up in his work. "For companies like Scripps, being able to engage audiences on both a very broad and also a very personal level is very important, and the company truly believes that the Internet is the proper platform for doing this in the future."

Experience gained from UT's graduate program combined with skills he has learned on the job have given Denton many opportunities. "At the moment I am designing a social network around HGTV," he said. "It will enable our Web site users to talk to one another and to speak to our broader audience," he said. "It's sort of the reverse of big traditional media, and it will open up many new, unexplored layers of communication around our brand."

Denton's work will soon take him to New York City, where he is relocating to continue work with Scripps Networks Interactive. He says he has dreamed of such a move since graduation. "I'm excited to be transferring to our NYC offices and starting a whole new chapter there," he said. "I think we are just getting started tapping into what the Internet allows us to do."

Photos contributed by Matt Denton



Red Carpet Reporter

From *Maxim* to Mel Gibson, a *Scoop* founder discusses his new life in the limelight as an associate editor for *TV Guide* online

by AMANDA WILLS

"**Even though I'm young,** I'm not intimidated," says Adam Bryant. The 24-year-old associate editor for *TV Guide* online calls himself a "utility player" for the publication. Bryant contributes to the site's breaking entertainment news coverage, works on daily features and slideshows, and edits various blogs.

Bryant solidified his legacy at UT when he and four other students founded *Scoop* magazine in 2006. Creating the magazine tossed Bryant into an essential learning experience that has helped with his career today.

"The Web is so huge," he says. "You have to find ways to get your content in front of new eyeballs all the time. It's the lesson I learned with *Scoop* times a million."

Bryant also credits his knowledge of the industry to the Alex Haley/*Playboy* Interview scholarship in which he sealed a coveted summer internship at *Playboy* magazine in New York City. Working with top editors and writers, Bryant expanded his education and formed valuable relationships.

Bryant launched his career shortly after graduating in 2006 when *Popular Mechanics* offered him a job as a special projects assistant. But it was his *Playboy* experience that earned him a position with *Maxim* online, where he also contributed to *Stuff* and *Blender*. After a year at *Maxim,* Bryant took his current job with *TV Guide* online. While he was apprehensive about entertainment writing, he says he didn't want to be pigeonholed into men's magazines.

"While I can't say I want to cover entertainment for the rest of my life, it's a great experience working with big names," Bryant says.

Mel Gibson just happens to be one of those big names. While Bryant says Gibson was an exceptional interview, their conversation didn't start on the best note. Fresh on the heels of his DUI scandal, Gibson was tense and short in the beginning. So Bryant took a different approach. "Instead of asking him the questions he had been answering all day, I talked to him about why audiences loved him -- 'Lethal Weapon' and 'Braveheart' made him a hero," Bryant says.

Gibson was able to open up and relax after Bryant connected with him on a personal level. Bryant says it was a lesson in timing – asking the right questions at the right moment. While the Mel Gibson interview stands out as a favorite for Bryant, he also has talked with other celebrities, including Kiss front man Gene Simmons, rapper Common and various reality TV stars.

Writing and editing for Web sites was not in Bryant's original plan after graduating. His experience with *Scoop* and *Playboy* harnessed a love for magazine publishing, but he says online media offer positions that are otherwise unattainable for younger journalists. Bryant has an important title and is responsible for a high level of content on the site.

"Web is a nice marriage of news and feature," Bryant says. "I thought I was a print guy, but I love online. It's perfect for what I do."



(Top left and above) Bryant says his JEM time, shown in these 2006 photos of Bryant and classmates, provided sound experience to carry him into the professional world.

Photos contributed by Adam Bryant

School of Journalism and Electronic Media

Alumni Notes



Up Close and Personal

by NANCY ROBINSON

It was by chance that Lisa Byerley Gary started teaching at UT in 1998; she was asked on a whim to teach a journalism class that had been left without an instructor.

"And that's all it took," she says.

Throughout the past 10 years, Gary has taught six different classes in the College of Communication and Information.

"I am better at style and grammar than I ever was before," Gary says. "I've always been a writer, but teaching other writers helps me understand the way things are done."

Gary graduated from the University of Tennessee with a degree in journalism in 1986 and obtained a master's degree in communication in 2002.

Gary knew she wanted to pursue journalism as a career after a supportive faculty member told her she could write. As a student, Gary combined her love of writing with her interest in agricultural science and completed the equivalent of a minor in agriculture. She interned at both the *Knoxville News Sentinel* and UT's Agricultural Experiment Station.

Gary landed a job right out of college as associate editor at *Appalachian Observer News*, a weekly newspaper in Clinton, Tenn. That same year, she founded the weekly newspaper, *Union County Neighbor*, with her husband Jeff, whom she met in a communication history class at UT. They published the paper for two years, until Gary decided it was time to move on.

"The community liked the paper, but the economics just wouldn't work," she says.

So Gary went to work as lead publishing specialist for Whittle Communications, a national publishing company in Knoxville. In 1993, she returned to UT to work as a communications specialist for the Institute of Agriculture. She was a writer and editor and sometimes managed specific projects within the Institute.

As the media industry has been rapidly evolving, Gary says UT has done a good job keeping up with industry trends.

"The industry's changing so quickly, working for UT forces me to keep up," she says. "There is a lot more emphasis on cross-training."

Gary recognizes that today's students have more opportunities than ever. In fact, there are two things she says she always tells her students: to be the person who does things the right way, and to work hard to keep up with technology.

A mother of two, Gary says watching young people learn is fulfilling and brings many proud moments.

"I love seeing my students' bylines," Gary said. "That never gets old."



Front Line Journalist

by NANCY ROBINSON

Steven Susens, a 1993 JEM alumni now teaching News Writing and Reporting, looks down and gently twirls his fingers around the two objects hanging from his neck. "The first piece is shrapnel from a rocket a rocket that exploded about 30 feet from me one night in the Green Zone," he says. "The rocket exploded and killed two people that were in the general area. I survived without a scratch." He pauses. "But I was very lucky."

The second piece on his necklace: a bullet from an AK-47 rifle that ripped through the roof of his trailer and landed on his bed while he was sleeping one night after the Saddam verdict was read. It's been almost six years since Susens

Photos by DEMETRIC BANAHENE

was working as a spokesperson for the reconstruction and a senior media strategist for the U.S. State Department, a time he describes as "incredibly fulfilling."

To Susens, the relics around his neck serve as a remembrance of the sacrifices made while serving in Baghdad. "These two incidents were reminders for me that we were targets at all times, but we were also committed to our jobs. It also reminds me that I've been very lucky to have survived two and a half years there."

Driven by work and an unquenchable thirst for knowledge, Susens is not the type to let something get in his way - not even a war zone. This is the key to understanding Susens' reasons for getting into the news business in the first place. "History," he says. "I want to see more of it. It's why I got into journalism -- the thrill seeking. I don't want to watch the news. Show me. I want to see it, be it."

And that's exactly why he jumped at the opportunity to go to Baghdad in 2003, when White House officials offered him a job as spokesman for the Department of Defense's Program Management Office. "It was an opportunity to watch history," he says. Susens worked in Baghdad for one year, "learning Arabic, eating lots of dates and wearing bullet proof vests." He even earned a medal.

Susens returned to Iraq in 2005 to work at the U.S. Embassy as deputy director for the State Department's Global Outreach Team. "I was a strategist for the Saddam trial," he says. He recalls standing just feet away from Saddam Hussein during his trail in Baghdad. "It was surreal being there, 10 feet from Hussein," he says. "It was wild. It was amazing being with all these famous journalists."

Susens left Iraq in 2007. "This time for good," he says. Still, Susens believes his time in Iraq was profound. "It changed my life. I came back a whole new person. I love being able to teach and tell students what I saw and have done."



The Print Maker

by NANCY ROBINSON

JEM instructor Chris Wohlwend is not the type to follow the beaten path; he thrives on change and the unpredictability it brings. Take his career preparation, for instance. He graduated from the University of Tennessee in 1968 with a degree in marketing but had no plans to pursue it as a career. Wohlwend's passion was and always has been journalism. But he never thought twice about switching his major. Instead, he dove right in, and despite never having taken a journalism class, he served as a full-time reporter and editor at *The Knoxville Journal* as a student. And Wohlwend says it was better that way.

"I learned more in six months at *The Journal* than I would have in three years here," he says. While his time at The Journal confirmed his journalistic talent, he wasn't ready to start work right out of college. Rather, he took off for Europe for four months. Wohlwend was ready to take on a career in journalism when he returned and it offered him the excitement he craved.

"I don't know of anything else more fun I could've done," he says. "It's always different, and you're always dealing with interesting people." He landed reporting and editing jobs at various publications across the U.S. including *The Miami Herald, The Charlotte Observer* and *The Louisville Times.* But by mid-1980 he had transitioned to magazines, a switch he expected to make.

"There's a natural progression to go from newspapers to magazines," he says. "If you get into magazines, you can generally find something you want to do."

From 1981 until 1985, he worked in Dallas at *Westward* magazine, the Sunday magazine of *The Dallas Times Herald*, and *D Magazine.* Then Wohlwend moved to Atlanta, where he worked for a year as editor of *Atlanta Weekly,* the Sunday magazine of the *Atlanta Journal-Constitution*, until it folded.

"I then continued on at the *AJC* in a couple of editing positions until the fall of 1987, when I became executive editor of *Atlanta Magazine*." In February 1990, he returned to work at the *Atlanta Journal-Constitution* for four years in various writing and editing positions.

Today, Wohlwend freelances and has maintained connections with many of the industry's elite. His work has appeared in numerous publications such as *The New York Times, The Boston Globe* and *People*. He began teaching journalism at UT in 1996 and obtained his master's 10 years later. Throughout his career as a journalist, Wohlwend's covered everything from general features and sports to food, music and drama. He's written extensively about travel.

"Stories are always a lot easier if it's something you're interested in. Being intellectually curious is very, very important. You've either got it or you don't," he says. Wohlwend's got it. Still very much the young graduate who adventurously left for Europe, Wohlwend possesses an avid drive to get out and go places.

Photo contributed by Chris Wohlwend



1980s

Sewell, Sherra (JEM, B.S., 1983), co-owner of Lake Park advertising agency, West Palm Beach, FL

1990s

Thompson, Tarvis E. (CCI, B.S., 1994), communications manager with Emory University's Institute of Advanced Policy Solutions, Stone Mountain, GA

Williams, Kesha (CCI, 1994), director of media relations for Elizabeth City State University in the Office of University Relations & Marketing, also editor & photographer for ECSU Magazine, Elizabeth City, NC

2000s

Mynatt, Greg (JEM, 2004), territory manager at RJ Reynolds Tobacco, Memphis, TN

Robinson, Sheena (CCI, B.S., 2004), co-founded Ad2 Nashville Program, a chapter of the National Organization for Young Advertising, serves on the Birmingham Advertising Federation's Education Committee, Birmingham, AL

Stanback, Kristie (CCI, B.S., 2004), senior customer account representative for Norfolk Southern Atlanta, GA

Robinson, Syrenthia J. (CCI, Ph.D., 2006), manager of original programming for HGTV, Knoxville, TN

Ayers, Jessica (JEM, B.S., 2007), interning at Atlanta Peach magazine, Atlanta, GA

Couch, Krystle (JEM, B.S., 2007), employed by Gaylord Opryland Hotel, Nashville, TN

Schohl, Lisa (JEM, 2007), teacher's assistant in Spanish/English bilingual schools in Madrid, Spain

Wade, Grace (JEM, 2007), editorial production coordinator at Women's Day magazine, New York, NY

Giewont, Kim (JEM, B.S., 2008), Production Assistant at Jupiter Entertainment, Knoxville, TN

Griffey, Doug (JEM, B.S., 2008), Lenticular Sign Company, Lentix, Knoxville, TN

Pavlik, Hunter (JEM, B.S., 2008), copy editor for The Gazette newspaper, serving Maryland suburbs, Washington, D.C.

Rodgers, Katie (JEM, B.S., 2008), Web producer/assignment editor for WRCB-TV, Chattanooga, TN

Thornton. Samantha (JEM, B.S., 2008), photography intern at the Food Network Magazine, New York, NY



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