SCOOP Magazine



Going green with the EPA's Kelly Hunt

Sense & sensibility: Photographing UT

The Alex Haley Playboy scholarship experience

Teaching technology

New Vice Provost Sally McMillan

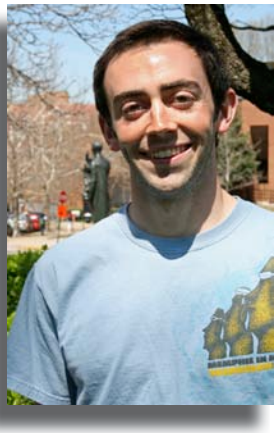
College of Communication and Information

THE UNIVERSITY of TENNESSEE

Forward Thinking»»

Editor's Letter

Plugged in to the possibilities



In the last issue, this page was titled "Out with the old and in with the new." We've come up with a new headline, but the sentiment rings truer than many imagined just a semester ago.

By now, many of you are aware of the changes to the School of Journalism and Electronic Media's curriculum. Perhaps you've talked with fellow alumni, registered for new classes, or maybe you've noticed new faculty names in the course catalog. It's possible you might have logged into CPO using a computer in the new Scripps Convergence Lab.

Those upgrades were made with the predictably unpredictable state of journalism in mind. Our faculty had the foresight to give students more options for their careers. New media demand new skills; new skills demand students (and teachers) willing to learn and adapt.

However, the core of journalism – the who, what, when, where and why – remains the same in any medium, and the University of Tennessee has produced some of the best at asking and answering those questions.

Edgar Miller (page 35) and John Noble Wilford (page 37) forged memorable careers that started before Microsoft Word was a twinkle in Bill Gates' eye. More recent graduates like Kelly Hunt (page 19) and the recipients of the Alex Haley interview scholarship at Playboy Magazine (page 22) are equally adept at distinguishing themselves using the technology at hand. They're plugged in, but they're not zoned out.

It is said that in journalism, there's a struggle between getting the story first and getting the story right. We can buy cameras, recorders, laptops and smartphones to help us be first. But our instructors have taught us that integrity is the most valuable asset for any journalist, backpack or not.

Join us as we highlight the progress, diversity and integrity of the College of Communications and Information. The college will continue to help students develop their talents in whatever medium (or even, field) they choose. Expect to see these individuals create and master new tools of the trade faster than you can say "Twitter."

But as always, Scoop will be back in the fall. Some things never change.

Drew Streip
Editor-in-Chief

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 Magazine

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Photo by MARK McNABB

SCOOP

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Thanks to Alex Haley's interviews, people really do read Playboy for the articles. Each summer, a UT student benefits from a publishing scholarship in his name.

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UT alum Kelly Hunt explains how she combined two passions into one dream job.

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If you've never stopped to smell the roses, now's the time. Ditch the headphones – UT has all the sights and sounds you need. (above photo)

Photo courtesy of Stephanie Myers

Exposing students to photography

Professor of Art Baldwin Lee explains the tools of his trade

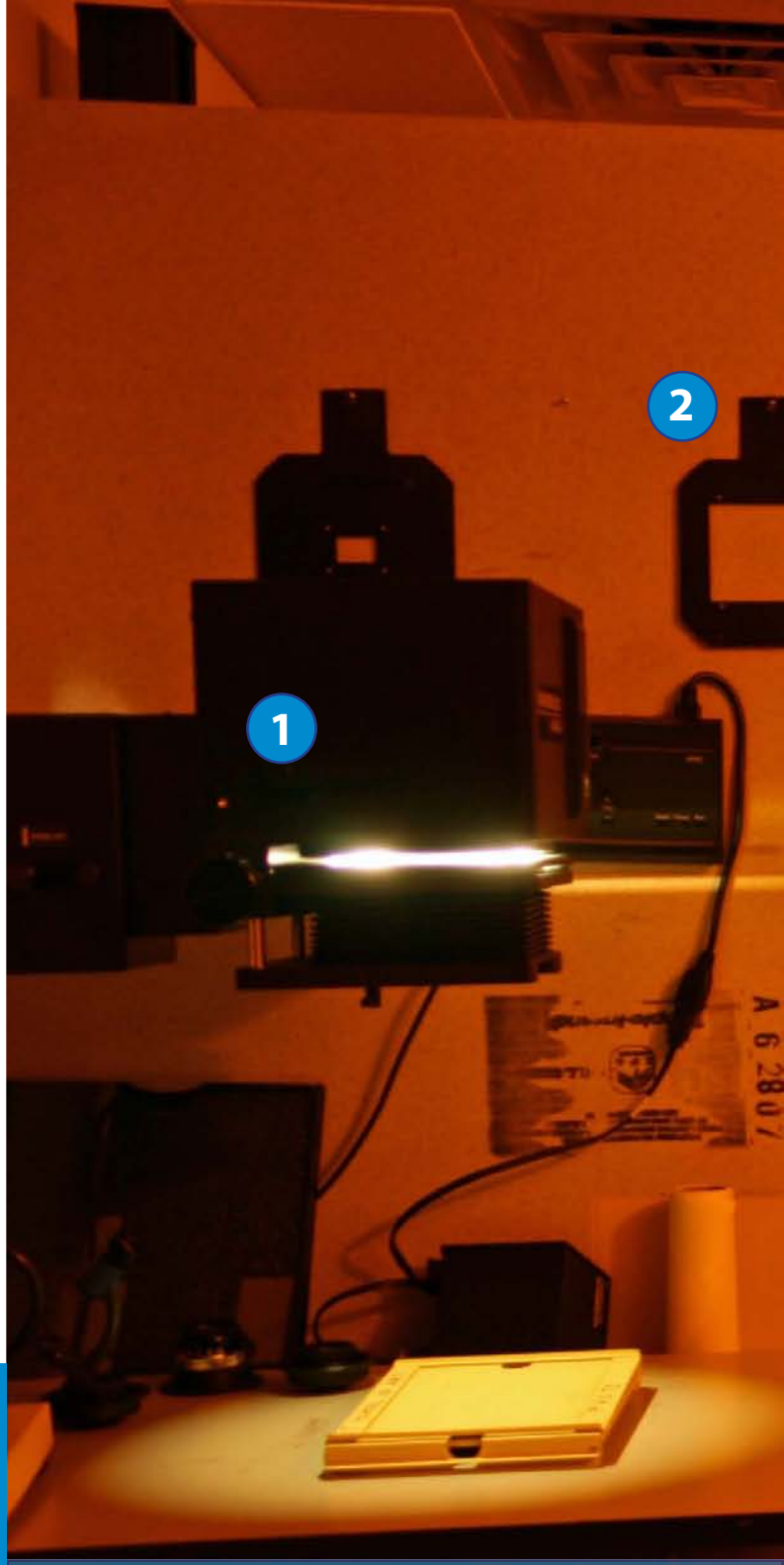
by MARK MCNABB

When photographer and Professor of Art Baldwin Lee came to the University of Tennessee from the Massachusetts School of Art in 1982, he had no idea what he was getting in to – or what Tennessee was like. Lee admits he asked the head of the art department if Tennessee had winters. "I thought Florida was the South," Lee says.

When Lee came to UT, the Art and Architecture building was only a year old. "I got to order all the darkroom supplies and arrange it the way I wanted. It was nice getting to start from scratch."

Lee was an early adopter of digital photography in the early 1990s when he was a visiting professor at MIT. He says it's laughable how far digital photography has come since those days. "My cell phone takes better pictures than those super-expensive cameras we had back then."

Lee has now been teaching in the art department for 28 years, but he looks back on his own education fondly. "I had a teacher in grad school tell me, 'Looking is harder than it looks,' and I have come to understand that." Good photography, Lee says, isn't something that just happens. It's a skill that you have to work at; it has to be learned and honed on a daily basis. "Just because you have 20/20 vision doesn't mean that you can see everything."



1 **Photo Enlarger –** The photo enlarger is used to hold the negative filmstrip so that a picture can be enlarged onto light-sensitive photo paper. The enlarger has a timer that controls the length of time light shines though the negative, projecting the picture onto the photo paper.

2 **Negative Slide Holder** – This is what holds the negative filmstrip in the photo enlarger. It's basically two flat pieces of medal that hinge together keeping the filmstrip still inside the enlarger.

3 **Photo Safelight –** The safelight lets us see in the darkroom but doesn't expose the photo paper to regular light. The orangish hue gives the darkroom a distinct feel that's reminiscent of the 1970s.

4 **Darkroom Timer** – The timer is a very important part of the entire developing process. Each step in developing a photograph has a precise timeframe that has to be followed in order make the picture look correctly.

5 **Developer Bath** – Once a piece of photo paper has been exposed to light from the enlarger, the developer starts a chemical process that makes the paper's invisible image cast from negative appear as a photograph.

6 **Stop Bath** – The stop bath stops what the developer started. The stop bath's chemicals stop the developing process and locks in the microscopic particles in the photo paper from further change.

7 **Fixer Bath** – The fixer bath is the final step in the developing of the photo paper. The fixer chemicals act as glue, keeping all those microscopic particles in place and preserving the photograph for years.

8 **Running Water** – There's nothing special about this step. It just removes any chemicals left over from the developing process. The cleaner the image is from chemicals, the longer it will usually last.

Photo by Mark McNabb


3
4
5
6
7
8

PHOTO BLOGGING

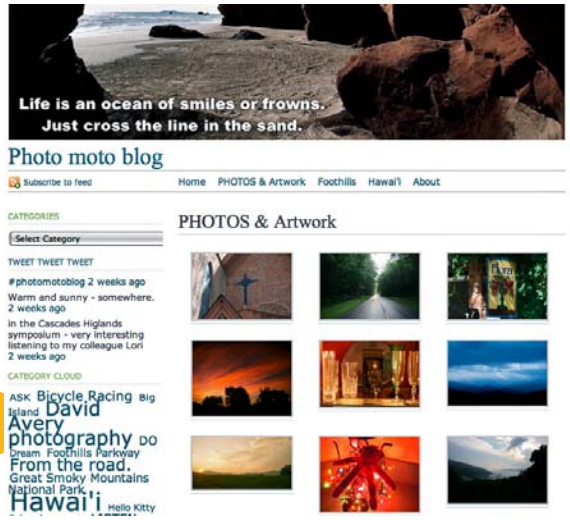
by CAITLIN LINDSTROM

According to Urban Dictionary a blog is defined as "A meandering, blatantly uninteresting online diary that gives the author the illusion that people are interested in their stupid, pathetic life. Consists of such riveting entries as 'homework sucks' and 'I slept until noon today.'" However, two UT alumni bloggers prove this definition to be largely incorrect. Kristin Luna, a Travel and Lifestyles free-lance writer in San Francisco, writes an award winning blog titled Camels and Chocolate. She updates her blog regularly with riveting entries and photos of faraway places.

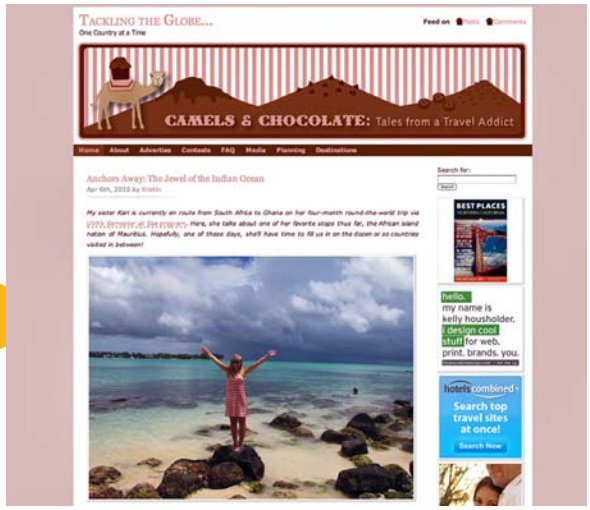
David Avery doubles as a CCI professor and an advertising "architect" for the Tombras Group. Avery is an avid publisher of his photos that mainly retell pictures of nature.

These two blogger prove that cyber space is too infinite for Urban Dictionary to depict the right definition of a blog.

BLOG OF KRISTIN LUNA



BLOG OF DAVID AVERY



ESSENTIAL APPS FOR BUDDING WRITERS

by LINDSEY HUGHES

Struggling to find just the right word for your memo, project or paper? Fear not: Here is a list of apps that make composing easier.

1

Dictionary.com- If you have bibliophobia, this is the app for you. Don't know what bibliophobia means? Even better. As one of the most-used apps in the world, Dictionary.com instantly gives you definitions to a myriad of words. This app also has easy access to Thesaurus.com for all your synonym needs.

2

AP Stylebook- Tired of frantically flipping through your AP Stylebook? Try the AP Stylebook app. Just type in the word you are looking for, and viola— you just saved yourself time and a few paper cuts. The downside: it costs $28.99. While this app is very convenient, carrying around the paper version of your journalism Bible will save you some money.



TREND-O-METER

by JESSICA SIZEMORE

1

Talks about campus budget cuts prompted numerous organizations, such as the Worker's Rally, left, to exercise their right to assemble.



2

It appeared to be construction season around the UT campus. Good thing the construction cones are orange and white.



3

Forget your average campus landscaping, UT is light years ahead. Living Light, a green architecture student project, is positioned on the Humanities Plaza and is completely solar-powered.

3

Photoshop.com Mobile- In today's fast-paced media world, you need to be able to crop, color-correct and tweak photos instantly. This free app lets you edit photos anytime, anywhere. Once you're done, you can easily upload them to your favorite social networking site or send them to anyone on the web.

4

Google Mobile- While you can search with Google in Safari, stretching and squishing the screen quickly gets annoying. With this app, searching Google, reading your Gmail and managing your calendars, blogs and Google documents is easier than ever.

5

Homemade App- Make your own app from your favorite news website. It's quick, easy and free. Most major news organizations charge a few dollars for their own apps, and while easier to navigate, they tend to be filled with annoying ads. Just connect to Safari, access your favorite sites, click the + sign and add the site straight to your homepage.

Photos by Jessica Sizemore and Carly Bushong



CCI's Diversity Student Leaders Society (DSLS) and the Communication Studies Club take a trip to Washington, D.C.

CCI goes to Washington

Diversity Student Leaders Society and Communication Studies Club

by Drew Streip

CCI's Diversity Student Leaders Society (DSLS) and the Communication Studies Club sent eager groups of students to Washington, D.C. this spring to meet with prominent national communicators.

The inaugural four-day DSLS trip included visits with representatives from the offices of Senator Lamar Alexander and Bob Corker, C-SPAN, Fox News, Microsoft, North Bridge Communications, The Washington Post and the World Bank.

DSLS students received a wealth of career advice and information about the communications industry from everyone with whom they met, including CCI alums Beldina Auma, Pat Butler, Laura Herzog and Ed Ingle.

Alice Wirth, DSLS director and lecturer in the School of Communication Studies, organized and chaperoned the trip, along with her husband, CCI Dean Mike Wirth, and CCI Director of Technology John McNair. According to Alice Wirth speakers emphasized that, "In order make it in this competitive world, you have to develop a strong set of skills, work hard and go beyond the call of duty."

Thanks to the networking opportunities of this "life-changing experience," one student received an immediate benefit by obtaining a paid internship in California. Wirth says that next year she hopes to take the group on two trips, "a short visit to Atlanta, along with a longer trip to either Chicago or D.C."

Wirth, who has directed the program since its beginning three years ago, eventually wants to have one of the largest, most successful collegiate diversity programs in the nation. She says her goal, and the goal of Dean Wirth, is to teach civility and respect for all individuals and to prepare students for the global workplace.

Together, they want CCI DSLS students to set an example for the rest of the university. "Diversity is not a black and white thing, nor is it limited to minorities and women," says Wirth. "Diversity is not divisiveness. It is intentionally inclusive of everyone."

Just two weeks before the DSLS trip, students from the Communication Studies Club traveled to D.C. on their annual trip to meet with national-level public affairs professionals and distinguished CCI alumni.

The itinerary included sessions with the Legislative Relations Group for Toyota North America, Jefferson Consulting Group, Senator Alexander's office, Congressman Duncan's office, Congressman Roe's office, the Embassy of Australia, and a tour of the White House. They also met with Global Event Partners, the largest special events firm in Washington and the firm responsible for the inaugural ball. In addition, several communication studies alumni now affiliated with the Federal Bureau of Investigation, National Association of Retailers and the Department of Education met with the students to discuss career options.

The annual trip is organized by John Haas, director of the School of Communication Studies, and Dean Rice, lecturer in the School of Communication Studies and a member of CCI's Board of Visitors both of whom accompanied the students to D.C. Haas says the trip was designed to support the academic activities of communications studies' students and had a very significant impact on their career aspirations.

One of the highlights of the trip was the session at Toyota. Because Toyota was under fire for possible manufacturing problems at the time, students were able to experience a real life case study as it was unfolding. "It was really a lesson in Crisis Communication 101," says Haas.

Photo courtesy of DSLS



Armstrong brings some levity to his hectic schedule in the Beacon Office.

Day in the life: Nash Armstrong

The daily grind of the Beacon's Editor-in-Chief

by SARAH MORGAN

As the editor-in-chief of The Daily Beacon, the University of Tennessee's student newspaper, Nash Armstrong juggles a busy schedule. He also works and goes to school full-time. In the pursuit of his dream job, becoming a nationally known sports writer, Armstrong gives us a behind-the-scenes look at what daily life is like for the student editor-in-chief.

4 a.m. - My day usually starts bright and early. I am not only a student and editor-in-chief of The Beacon, but I also have a full time job that begins at 5 a.m., in the bakery at the Walker Springs Wal-Mart. After about seven to eight hours at Wal-Mart, I make my way home and play with my Jack Russell Terrier, Brady. If it is a Tuesday or Thursday, my days are full of classes. I go to Diversity and the Media from 11:10 to 12:25, 2:1 to 3:25 I have News and Broadcast Writing, 3:40 to 4:55 I go to my Contemporary European History class and finish with American Folklore from 5:05 until 6:20.

2 p.m. – I make my way to The Beacon offices, if it is not a Tuesday or Thursday. I enter through the advertising department and talk to our advertising representatives. I see how many pages we are going to have for the next day and make sure our advertising revenue is doing well. I ask what is working and what isn't, especially with the economy the way it is because even The Beacon, a student-produced newspaper, needs to pay attention to make sure money is being used wisely.

2:30 p.m. - I then make my way down another hallway and talk to our secretary, Ms. Linda Graham. She takes care of us and has helped me out so much with anything that I've needed. After this, I have finally made it to my desk. Once there, I get on my computer, check a few e-mails and look over a few stories for the day. Then it's time to really get down to business.

3 p.m. – First, I look around the newsroom to see who is actually there. All of our editors have different class schedules, so it is really hard to get everyone in the newsroom at the same time. I talk to the people in the room about the stories going in tomorrow's paper and just get a general overview of how things are going.

3:30 p.m. - I head over to the photography room and talk with the editors about what pictures we have for the next issue. Then I'm off to talk with the graphics advisor because one of my main goals is to make this paper look as pretty as possible and also to give students something to look at, rather than the crossword and Sudoku puzzles. Then it is back to my desk to finish up any work I have to do, which mainly consists of being a second set of eyes on stories and help putting things in place.

4 p.m. - All of my teams - sports, entertainment, photography - are headed in the right direction, and now it is time to sit down with the managing editor, Flora Theden. We discuss what we want the top stories to be, what pages everything else is going to go on and talk with the photography director about what pictures we have.

4:30 p.m. – We finally get to sit down and put the paper together. It doesn't always run like clockwork, but we usually aim for putting the paper together by 4:30 p.m.

7 p.m. – I finally get to go home, play with my dog and relax. Putting in a Blu-Ray is the way I like to get lost for a few hours. If I could be watching any movie it would definitely be the new "Star Trek" movie, because everyone has their nerdy side and that is mine. Thank you, J.J. Abrams! I do this until my day starts all over again tomorrow.

Photo courtesy of



Never a dull moment

Between freelancing and school responsibilities, Ben Moser stays sharp by keeping on.

by MARK MCNABB

Ben Moser is one of the most involved journalism students you'll ever meet. From freelance work in video, photography and graphic design, to producing highlight reels and feature videos for UT athletics, to acting as E\editor-in-chief for the Tennessee Journalist (TNJN.com), Moser seems to do it all. Follow him though a typical Thursday, his "busy day."

Ben's typical day

8 – 11 a.m. I've got two early morning classes, after which I will either work on homework for my next class or I'll try to sneak in a nap. I usually grab a quick lunch before class, too.

2 - 3:30 p.m. I've got my last class for the week-screenwriting. (I lucked out with no Friday classes.) Then I'm off to Dr. Stovall's office to talk about TNJN, what we need to focus on for the upcoming week and where we need to improve. I then run back to my apartment for a shower, a fresh change of clothes and to prep for the TNJN editors' meeting.

5:30 p.m. Every week the editors of the Tennessee Journalist get together to talk about the site, gather story ideas, talk about improvements, and vote on a story and photo of the week.

6:30 p.m. That's when the full TNJN meeting starts. We have all of the staff come in and discuss issues we've had with the site, ways to improve the site – along with ways to improve our writing and photography skills. The meetings usually last until 8 p.m. or so.

After-hours After all the meetings is when I can breathe. We usually have a group of TNJN staff go out for dinner and a little bit of fun. When I make it back to my apartment, it's back to work. I usually work on a project like video editing until the wee hours of the morning. Not having class on Friday lets me get away with staying up till 3 or 4 a.m. Sleeping in is my reward for a long Thursday – a normal Thursday.

Photos by MARK MCNABB




- President's House 4 Sale
- Registering for Classes
- Finals preparedness (generic)
- Football practice
- Graduates' advice for Fresh
- Hot hangouts outside
- UT Gardens




Tennessee Journalist
Offensive line, quarterback among question marks for Vols
Sundown in the City returns to Knoxville
Are you in the game?
March for Babies: Walking toward a future where all babies are born healthy
Meet the man they call Tank



A warm home for great tomes

Center of Children's and Young Adult Literature

by Caitlin Lindstrom



The room appears taller than it really is from the amount of shelving that takes up nearly every inch of wall space. Six rows of children's books reaching the ceiling brighten the small room.

Students in the College of Communications and Information might walk by the closet-sized room lined with shelves of children's books and mistake it for a library of sorts. Perhaps, they would be incorrect. The Center for Children's and Young Adult Literature has been at the University of Tennessee for one decade, with the official mission to celebrate and promote literature in the community. Director Miranda Clark is the leader of the Board of CCYAL Directors.

According to Clark, the Center originally focused on the College of Education and was housed in Hodges Library for librarian's and student's use. However, it relocated in November 2009 to the fourth floor of the Communications building and is currently open three times a week.

The center has a cheerful view of Circle Park, overlooking the trees and park benches with students awaiting their next class. The room appears taller than it really is from the amount of shelving that takes up nearly every inch of wall space. Six rows of children's books reaching the ceiling brighten the space.

"I love seeing the new books," Clark says. "All the books here are 18 months new. We get them in every week, even every day, new. They're called examination copies, and publishers from all over the country send them to us."

The center receives books from more than 30 publishers, including Scholastic and the Penguin Group. "It allows for the desire of those who want to put their hands on the books, those who will be teaching children's literature," Clark says.

Most adults have one children's book that bring back the fondest memories and can be called their "favorite," but Clark says she cannot choose just one. "It is very hard to pick a favorite because they are well done. I'm always looking for this one book called 'The Stray Dog' by Marc Simont."

Clark also enjoys the classic "Where the Wild Things Are" but refuses to see the movie because she says she will be too critical of the interpretation.

Although the actual children's books are a significant part of the center, they are not its sole purpose. Over the years, the center has brought in award-winning authors every fall and spring. The center hosted Gary Paulsen, author of "Hatchet," in early spring and collaborated with the Ready for the World Program to bring author Deborah Ellis. "She has done a lot of work in the Middle East working with children," Clark says. "We are very excited to have her now."

The center is restructuring, and is moving towards making lecture series their primary focus. "We are looking for new ways to use [the center]. We have had examination success but we need more deliberate focus," Clark says. The center also holds storytelling classes and is always open to parents who want to bring their children.

"We have maintained for ten years and we have had success for ten years," Clark says. The center will continue to impress the school with their award winning authors and hundreds of children's books. And it hopes CCI students will at some point take the opportunity to revisit their childhood classics.

Photo by Mark McNabb

A true "Volunteer"

This CCI student does more than pay lip service

by KATE SPENCER

Courtney Holder, a University of Tennsee senior, wholly embraces the meaning of living as a true Tennessee "Volunteer." When she is not pursuing her communications studies major or her journalism and electronic media and French minors, Holder can often be found donating her time to a meaningful cause.

"I don't think I could really imagine my life without volunteering," she says. "It is really a huge part of who I am and what I do and what I enjoy."

Holder first discovered her passion for volunteering before reaching UT. In fourth grade, she joined the elementary level of 4-H, a program designed to "empower youths to reach their full potential." It was through 4-H, as well as community church activities, that Holder realized the power of giving.

"I really started to develop a passion for [volunteering], and to me, now volunteering is something that not only do we have a responsibility to do, I almost feel like it's a privilege for me to be able to do it," she says.

As she furthered her involvement in 4-H, Holder encountered new outlets for volunteering. During her senior year of high school, Holder and a group of about ten other girls decided to take on a new project. The Children's Center of the Cumberlands, nestled in Oneida, Tenn., is an advocacy center that focuses on providing a safe haven for children who come from physically or sexually abusive environments.

Holder's outreach with the center began with a service project she and her fellow volunteers coined "Art from the Heart." This monthly program allowed children to enjoy arts and crafts and other entertaining activities while staying at the center. These activities were intended to counteract the intensity of the children's previous living environments.

Holder and her volunteer group noticed the program's success and submitted a proposal summarizing their "Art from the Heart" project to CosmoGirl Magazine. As a result of their work, CosmoGirl awarded a $10,000 grant to the Children's Center of the Cumberlands. Holder says winning the grant for the center was gratifying, but the impact she and her friends had upon the children was even greater.

Holder recalls a young girl who said she'd never had the opportunity to just sit and play before arriving at the center. She says moments like these remind her why she appreciates her volunteer experiences.

After her constant community service in high school, Holder eagerly looked forward to the opportunities awaiting her at UT. During the fall semester of her freshman year, she volunteered with TeamVOLS, an organization devoted to volunteering mostly in and around Knoxville.



Photo by Anne Huffman

As a member of TeamVOLS, each student is provided an opportunity to spend their fall or spring break doing community service. Holder applied for an Alternative Fall Break trip her sophomore year and received the chance to lend a hand in Charleston, W. Va.

"It's really heartwarming to see and to hear people's stories and to kind of get a different life perspective, and it really helps you put into perspective the things that you do have and the things that you are blessed with throughout your life," she says.

Holder has now participated in three Alternative Break trips and recently enjoyed acting as an Alternative Break leader on their spring break trip to New Orleans, La.

Along with TeamVOLS, Holder is active in Gamma Sigma Sigma, the university's community service sorority. She has been a member since the fall semester of her sophomore year. As a member of Gamma Sigma Sigma, Holder is required to fulfill 15 hours of service each semester. Most members, however, average twice that amount.

Holder recently brought the sorority a great deal of recognition when, in the fall of 2009, she was crowned the University of Tennessee's Miss Homecoming. She was nominated by her Gamma Sigma Sigma sisters, and she says she was stunned when she won.

"I was so excited and honored to be able to represent Gamma Sigma Sigma in Miss Homecoming," she says. "It was really great to be able to give Gamma Sig that kind of recognition across the university. It was definitely exciting."

As for her future after graduation, Holder hopes to turn her passion for volunteering into a career.

"[Volunteering is] really a huge part of what has shaped what I want to do even in the future," she says. "I know that I want to do something where I'm making a positive difference, a lasting impact. I want to do something where I'm surrounded by people and I can use my experiences and my skills and talents to encourage them, to motivate them in some way."



Jack Lail weighs the pros and cons of the newest wave of media technology.

iDon't get it

Will the iPad change journalism as we know it?

by ERIN CARSON

The unveiling of the Apple iPad laid to rest much of the speculation and excitement about its release in January. People had been eager to know exactly what it was and what it meant for the future of print media. This excitement was also met with some skepticism. Facebook was buzzing with people claiming they were going to buy the iPad, but some were saying it was just an oversized iPod Touch. But for the majority of the public, th questions seem more basic: "What is the iPad?" and, "Why should journalists care?"

The iPad is a seven-inch-wide, 10-inch-high tablet computer. It weighs approximately 1.5 pounds and has a 9.7- inch LED screen. The iPad has many of the same capabilities of the smaller iPod Touch: built-in music and video players, along with Wi-Fi and bluetooth functions. It boasts up to 10 hours of battery life for surfing the web, watching video or listening to music, which Apple claims has improved from the iPhone or iPod.

There are differing opinions of what the iPad could mean for the media world. The New York Times reported on January 25 that it could provide a way to charge for content by "marrying its famous slick software with the iTunes payment system."

Jack Lail, director of news innovation at The Knoxville News Sentinel, agrees, but he doesn't have such high expectations for the iPad.

"I think that paying for content is always a barrier. However, there may be special situations in which it will work. The iTunes app store does make purchasing fairly seamless," Lail says.

Patrick Beeson, content manager of Scripps Newspaper Interactive Group, doesn't have much faith that consumers will pay for content. "As with any product, there needs to be a compelling reason to charge for something. I find it hard to believe a consumer would pay for an iPad app to get news when the device also serves that same content — in a likely better version — on the Web for free," Beeson says.

The iPad has been viewed as a way to save-or resurrect-the "dying field" of print media. Lail believes that's not the proper mindset. "I do not view the iPad as something that will save the news business or journalism. That is a patently unreasonable expectation," Lail says.

Beeson agrees: "The iPad is not going to be the savior of the newspaper industry. It's just another way to access the efforts of journalism. It's up to publishers to ensure that journalism is compelling enough to attract an audience," he says.

As with all new technologies, journalists try to find ways to tap into and use the technology to their advantage. The New York Times, for example, is developing a version of its newspaper specifically for the iPad. In the aforementioned January 25 NYT article, Trip Hawkins, founder of Electronic Arts, is quoted as saying, "When you have a device that is this convenient and fun for consumers to use, you can get a lot more people interested in paying for and engaging with the content. Big media companies should be all over this like a cheap suit."

Lail believes complications may arise with journalists trying to do too much with the iPad. "I'm not sure there is any great benefit for journalists in regards to doing their jobs. There may be some benefits for media companies since the success of the iPad will depend on having content to view on it," Lail says. "Obviously, you can get to the Web via Safari on the iPad, but there may be a problem there in developing either Web sites or applications optimized for the iPad experience," he says.

Exactly how might the iPad change media in the future? "That's difficult to predict," Lail says. "I wouldn't have predicted three years ago that media organizations would be using Twitter as their primary breaking news platform, but it has come to pass. To me, the mobile phone is still the game-changer driving new habits in media consumption."

One thing is certain: Media will go in new directions because of technologies like the iPad. Lail says that to be successful, the content has to adapt to the media-- just as the evolution from radio to TV didn't mean simply showing a radio announcer reading a script.

Lail is skeptical that the iPad might benefit online journalism specifically, but he jokes the iPad might change Web reporting in one less helpful way: "We will all type with one finger."

Photo by Jessica Sizemore

The New York Times paywall: The future of online news?

Will subscription fees float in a world of free media?

by STEPHEN HALFORD

With the decline of subscriptions to daily newspapers, companies are grappling for new ways to rejuvenate the industry. One such organization that plans to reinvent the way its readers get their news is The New York Times. Since the paper launched its online version (NYTimes.com) in 1996, it has only charged for selected online content once.

But at the beginning of 2011, NYTimes.com will launch a subscription service to earn online revenue; the "paywall" is a system that allows everyone to view a limited number of articles a month for free. But some industry watchers say it's the frequent, loyal readers that The New York Times will be banking on. NYTimes.com is the most visited news site, according to Nielson Online, with more than 17 million readers a month in the United States alone. The high online traffic has led to the website being the leader in advertising revenue, yet more revenue is needed for the colossal news source to stay on top.

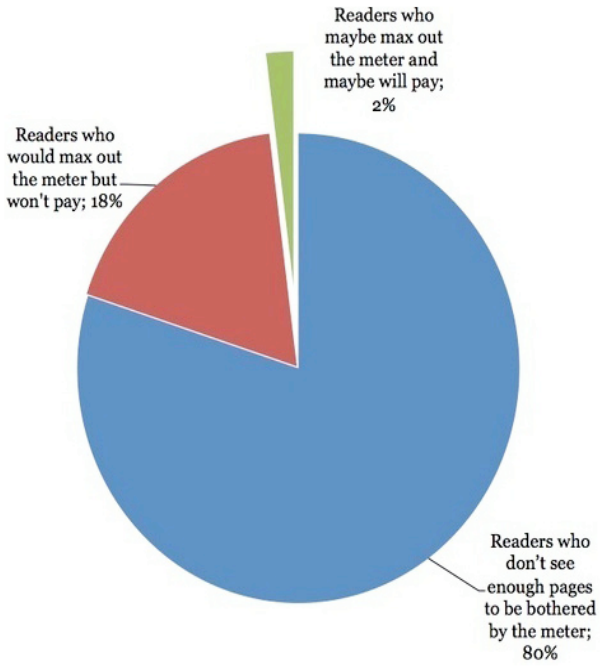
An announcement from Arthur Sulzberger Jr., The New York Times' chairman and publisher, said that the news source was stuck directly between two extremes: Acquire as many readers as possible and maximize the audience with completely free content, or have people pay for what they consider a top-of-the-line product. Executives of The New York Times created what they describe as a "healthy medium" between the two ends of the spectrum. The news source will cash in on its devoted readers by charging them a flat fee for unlimited access to the website, while not affecting the occasional visitor of the website.

This switch to a paid subscription website will not be the first, as The Wall Street Journal and Newsday already charge for the majority of the content on their websites. Executives at The New York Times have been researching their paid subscription tactics; however, they want something that is 'revolutionary' and works seamlessly.

With the new system at The New York Times not taking effect until next year, there are a lot of details yet to be ironed out, including how much it will cost and how many articles per month are accessible for free. Sulzberger claims existing subscribers to the newspaper, even just the Sunday edition, will have access to the entire site. While the NYTimes.com is taking a long wait before it implements its new site. According to NYTimes.com, Janet L. Robison, the news outlet's CEO and president, "There's no prize for getting it quick, there's more of a prize for getting it right."

The switch that The New York Times is planning to make in January 2011 hasencouraged a timely debate: Is free news on its way out? Based on an article published on Jan. 20, 2010 on NYTimes.com, the general consensus within The New York Times is that it's about time they make readers pay for their valuable content. The rest of the media world may soon build their own systems if The New York Times paywall goes up according to plan. David Firestone, a deputy news editor, said about the switch, "As painful as it will be at the beginning, we have to get rid of the notion that high-quality news comes free."

Chris Ross, a junior at the University of Tennessee, says he will pay for the content. "Every morning I wake up and read The New York Times. I like to be up-to-date on my current events and NYTimes.com is my personal favorite," Ross says, "Even though I really don't want to, I will pay for it."



Graph courtesy of newyorktimes.com



Academic advocate:

Sally McMillan shines in her new role as Vice Provost for Academic Affairs

by STEPHANIE INMAN

Photo by JESSICA E. SIZEMORE



McMillan sits with Fred A. Pierce, III at an Undergraduate Council meeting on April 13, 2010.

Sally McMillan

pulls up her Google calendar on the computer to check her schedule for the week. Pinks and blues are littered across the screen, flashing reminders about meetings or interviews. She spins around in her chair, saying, "I am a workaholic. I have probably never worked a 40-hour work week." Good thing, because since McMillan became Vice Provost for Academic Affairs in January, her schedule doesn't leave much time for her hobbies like rowing on the Tennessee River or flying airplanes. As vice provost, she oversees the curriculum, undergraduate programs like Life of the Mind and academic program review. But McMillan is accustomed to the stresses, responsibilities and occasional complaints which accompany a career in administration.

Before becoming vice provost, she served as the associate dean for academic programs for the College of Communication and Information and as a professor in the School of Advertising and Public Relations. The transition wasn't too difficult, she explains, because many of her duties as associate dean correlated with those of vice provost. But she did discover a few unforeseen pressures that come with this new position.

One of her responsibilities as associate dean was to listen to students in the CCI who wanted to appeal a grade. "Well, one of the first things I did in this [vice provost] office was I heard student appeals. But this was for students who were being dismissed from the university. So now suddenly it was a really big deal for them. Not to say that grades aren't a big deal for students too, but this was kind of graduated up a lot more."

PREPARING THE WAY

After getting situated in her new office in Andy Holt Tower, McMillan has started brainstorming ways to revolutionize the education system at UT. She is determined to improve students' success rate. Each year, she says, the university has received brighter students on paper, but UT isn't doing enough to accommodate the increasing talent.

McMillan, 53, believes one of the biggest problems in academia is how universities are not adequately preparing students for "the real world," a world that has drastically changed over the last decade. "The reality is, we live now in a digital world where, literally, education can be delivered any time, any place and to anybody. Time and space just don't mean the same things they used to anymore." The standard method of teaching, McMillan explains, is for a professor to lecture to students who are responsible for retaining the information. McMillan describes this as an industrial-era model, where students are produced on an assembly line and churned out like cars.

But, she asks, why should they sit in a classroom and listen to a lecture when they can get the same knowledge from a computer? McMillan has already made strides with preparing students for the new digital world. While serving as associate dean, she was part of a committee that installed a prototype "Classroom of the Future" in the CCI building. Room 314 now has six flat screen monitors, flexible furniture, software to connect student laptops to the monitors and no discernible "front" of the room. Michael Wirth, Dean of CCI, worked with McMillan for more than three years and praises her vision and dedication. "I could go on and on about her strengths…but she just works harder than everyone else."

> "The need to do this has been around for a while. What she [McMillan] has brought uniquely is a framework."
>
> -Sarah Gardial, Vice Provost for Faculty Affairs

McMillan, in her new position, has set her sights beyond just the CCI but the entire university as well. The Vice Provost Office has started a program called Vol Vision to get feedback on certain ideas regarding UT's future. One aspect of the program is to host more than 20 focus groups periodically throughout the Spring'10 semester. This allows students and faculty a chance to give input on the proposed changes.

Sarah Gardial, Vice Provost for Faculty Affairs, has been assisting McMillan to help revolutionize the traditional education system. "The need to do this has been around for a while. What she [McMillan] has brought uniquely is a framework." Gardial's responsibility is to get faculty on board with this new



"I really haven't flown since I started graduate school. I took flying lessons when I was working for Delta Technology International. We developed flight planning software and the company paid for the initial lessons. I really enjoyed learning to fly, but when I started grad school I no longer had either the time or the money to continue flying. I still don't have much time, but KRA often rows past the Island Home Airport. I see planes practicing landing and think maybe someday I will get back in a cockpit again."

Photo (left) was taken when McMillan recieved her pilot's liscence in Eau Claire, Wisconsin in 1991.

Photo by MARK MCNABB

teaching model. They are a crucial element to the plan, she says, because they have the most direct access to and impact on the students. However, Gardial explains most faculty are accustomed to the old method of lecturing in front of a class and many will need to be re-trained. Although she acknowledges how difficult this transition may be, Gardial has confidence in McMillan to be one of the leaders in this initiative. "This is a woman who is going to get things done. She organizes us!" Gardial says. At six feet tall, with cropped silver hair, McMillan's presence alone instills in most people a confidence in her leadership abilities.

McMillan doesn't claim to have all the answers, but she emphasizes the value of equipping young minds to adapt to such a changing world. "By the time you start working, there will be things that you are dealing with that we absolutely can't predict today," she says. Her solution is to become a life-long learner. McMillan believes that motto has been the key to her successful career. Most of her work experience has been in the computer business, she says, but it would have been impossible to prepare for that field in college because there weren't personal computers in the 1970s. Therefore, McMillan says she needed to have the skills to adapt to these new challenges. "I have had probably about five different careers. And I think it was my liberal arts education which enabled me to be a life-long learner."

FINDING HER HOME

It is not an exaggeration to say that McMillan has had five different careers. Her 23-page resume comprises her eclectic work experience, from high school teacher, to newspaper correspondent, to director of marketing for a company manufacturing computer products. But of all her jobs, she admits with a chuckle that teaching high school was the worst.

McMillan landed a teaching position at Highland Academy in Portland, Tenn., after graduating from Southern Adventist College with a degree in English. "It really wasn't the fact that I hated teaching high school, in retrospect. It was a whole lot of things- including the fact that I was just out of college myself, so a lot of my students were not much younger than I was. There were whole issues of authority, and maintaining discipline in the classroom." McMillan was also from Washington, D.C. and was a self-proclaimed "city girl" living in a very rural area. It never felt like home, she explains, so she was relieved when an opportunity arose that transported her from Portland back to her hometown as an associate editor on a book series for grades K-12.

After working about four years in D.C., Mc-

"I row with Knoxville Rowing Association. The club rows three times a week. I try to row whenever I can, but I can usually only make it once or twice a week. I'm often able to row on Saturday mornings – in fact I try to set time aside for Saturday morning rows. It is a great opportunity not only for exercise but also for a kind of spiritual rejuvenation. There is nothing much more inspiring than seeing baby osprey and their mother high atop a train trellis or a blue heron fishing in the shallow water."



McMillan and Mary C. Weaver, another JEM alumna, row on the Tennessee River.

Photo by ANNE HUFFMAN



Sally McMillan stands infront of a smartboard, some of the technology she helped bring to the college.

Millan went back to school to get a master's degree in Journalism and Public Relations from the University of Maryland. She didn't expect to fall in love with, and marry, one of her journalism professors. He supports her as she figures out where her life is heading next, McMillan says. "He is my partner in life."

Resting upon her impeccably organized desk are two picture frames. She lifts up the first to point out her husband and her two twin sisters posing with their families. The next frame reveals a breathtaking view from McMillan's condo in Seattle. It's her husband's hometown, McMillan says, and he wanted to retire there. So they compromise, spending the academic year in Tennessee and the summers in Seattle. "Having grown up in Washington, D.C., I really don't have a hometown...When I am here, I really enjoy being here. When I am in Seattle I really enjoy being there," she says.

She's been at UT since 1999, and McMillan doesn't imagine herself leaving her current position anytime soon. When she first began at UT, she was only interested in teaching and had no desire to work in an administrative position. But in 2005, McMillan became associate dean. Now, finally, her whirlwind career path seems to have slowed at the title of Vice Provost of Academic Affairs. "I am certainly not looking at this as a position for jumping off to something else," she says. "And I am enjoying the job a lot. It is very hectic; lots of stuff going on. But it feels like a place where I can make a difference."

MCMILLAN'S MILESTONES

ACADEMIC HISTORY

•1978: B.A. in English - Southern Adventist University, Collegedale, TN
•1984: M.A. in Journalism/Public Relations - Universty of Maryland, College Park, MD
•1997: Ph.D. in Communication and Society - University of Oregon, Eugene, OR
•1985-1988: University of Wisconsin - Eau Claire - Lecturer
•1994-1997: University of Oregon - Graduate Teaching Fellow
•1997-1999: Boston University - Assistant Professor
•1999-2003: University of Tennessee -Assistant Professor
•2003-2009: University of Tennessee -Associate Professor
•2009-Present: University of Tennessee - Professor
•2005-Present: University of Tennessee - Associate Dean for Academic Programs

JOURNAL ARTICLES

•McMillan, S.J. (2002). A four-part model of cyber-interactivity: Some cyber-places are more interactive than other. New Media and Society, 4(2).
•McMillan, S.J. (2002). Longevity of websites and interactive advertising communication. Journal of Interactive Advertising, 2(2).
•McMillan, S.J. (2001). Survival of the fittest online: A longitudinal study of health-related web sites. Journal of Computer Mediated Communication, 6(3).
•McMillan, S.J. (2001). Virtual community: Boundary crossings at health-related web sites. Electric Journal of Communication/La Revue Electronique de Communication, 11(2).
•McMillan, S.J. (2000). Contract teamwork: A way out of the ivory tower. Journal of Advertising Education, 4(1).

TEXTBOOK

•McMillan, S.J. (2009). Communication in an Information Age. Second Edition Boston: Pearson Custom Publishing.

GRANTS

•2009-Present: ScienceLinks2 - Co-primary investigator on a grant to support six doctoral students in their studies to become science information and communication professors. The program is supported by grant by the Institute of Museum and Library Services. Total grant amount $711,727.

Photo by MARK MCNABB

It's not that easy being green, Kermit the Frog sang.



Four decades ago, the famous puppet may have been right. But that was 1970. In 2010, it's easier than ever to be green. And Kelly Hunt, a University of Tennessee graduate, is proving that point every single day.

by Drew Streip

Photos contributed by Kelly Hunt

Kelly Hunt is a normal person. At least she says she is, and to all appearances, it's true. She went to college, then graduate school; now she has a job in Washington, D.C., at the Environmental Protection Agency. She Twitters, often posting updates about environmental concerns her agency is addressing or retweeting links from her greenest friend-in-arms, Amanda Wills, another UT grad who is the East Coast Editor for Earth911.com.

But Hunt also has a personal agenda: to live the greenest life possible.

"Going green" became a catchphrase around the beginning of the past decade. It was a trendy movement that aimed to transform the way people drove their cars, bought their food and used their appliances. But eventually, hearing about going green became a chore for the majority of the public.

"People just don't know how easy it is," Hunt laments. "People just see it as another thing they have to do." Of course, nobody has to change their habits. However, Hunt thinks more people are coming back to a green lifestyle, thanks in part to its ample media coverage.

Hunt began her metamorphosis during her tenure in the Journalism and Electronic Media graduate program in 2007 at UT. The changes came small at first: reusable shopping bags here, organic vegetables there. "I was totally a steak-and-potatoes person," Hunt insists, as if that notion is wholly unbelievable.

But the changes kept coming. If one organic vegetable is good, another must be better. Hunt points out that buying organic, locally grown food boosts purchasing power. "I cut down on my produce costs by buying fruits and vegetables that are in season or that are at farmers markets, where bargaining and cheaper rates towards the end of the sale day are fully an option," she says, "and not eating meat saves me a bundle."

Hunt estimates she saves hundreds of dollars a month with her lifestyle. She has been a "full-fledged" vegetarian for about a year, and is trying to become a true vegan. She has eliminated eggs and dairy, drinking only soy milk. Plastic bags are gone, in favor of reusable totes. She uses lemons, baking soda, vinegar and water for almost all her cleaning needs, and she's learned that sesame and essential oils are a great substitute for mass-produced lotions.

Hunt served four years in the U.S. Army as a 46Q, or public affairs specialist, based in Fort Hood, Texas — the largest base the Army has. She began as a photojournalist in September 2001 at the base's newspaper, The Fort Hood Sentinel. After a deployment to Afghanistan during Operation Enduring Freedom, she was promoted first to senior reporter, then editor. Hunt also received training at the Defense Information School in Maryland.



Read, eat, repeat: Hunt follows the advice of green authors, from Ironman triathletes to vegetarian chefs.

As a journalist in the Army, Hunt was fully in tune with the stresses that affect the frontline soldiers. Part of her commitment to change came from her first-person encounters with death and violence. "When I got out of the army, I was sad," Hunt remembers. "I wasn't happy, and I didn't know why."

Then she read "Skinny Bitch."

"It was really graphic, and it really changed the way I looked at food," she says.

That's exactly what the authors want. The book's website promises to "tell you the truth about what you're feeding yourself." And the authors? "They may be bitches, but they are skinny bitches."

It's a modern-day version of Upton Sinclair's "The Jungle" in its treatment of animal flesh —"full of powerful facts" about where our meat comes from, Hunt says. The authors don't coddle you with gradual changes. She remembers how the book erased any craving for meat she ever had. "I was a vegetarian the day I got halfway through this book," Hunt says, "and I haven't turned back to my old ways since."

Hunt also cites a few less in-your-face titles that have guided her choices. "Gorgeously Green: 8 Simple Steps to an Earth-Friendly Life" is a lifestyle handbook, with diet, fashion, beauty and home tips. "Thrive: The Vegan Nutrition Guide to Optimal Performance in Sports and Life," written by an Ironman triathlete, includes a plant-based meal schedule that it claims is better for your body — and for reducing your carbon footprint.

"It changed that sense of entitlement for me," she says. "I've always been jealous and inspired by authors who have the opportunity to just tell it like it is. These green and healthy-living books are honest, and you can see so much of the authors' souls in these works. Words can be life-changing. I only wish I could communicate in that way."

Hunt began her undergraduate career at Lorain County Community College in Lorain, Ohio, and then went to Kent State University in Kent, Ohio, before joining the Army. After she got out in 2005, she enrolled at UT to finish her bachelor's degree in journalism and electronic media with an emphasis in magazine writing. She then entered the master's program in the fall semester of 2007 and graduated a year later with a concentration in international journalism.

While at UT, she traveled to Paris for a study-abroad trip and was astonished at the difference in attitudes. "Every time I travel, I feel better because I'm exposed to people who aren't so…egocentric," Hunt says. She says the same was true about Brussels, Belgium and the Middle East. "I just decided I wanted to quit taking."

Hunt calls Paul Ashdown and Ed Caudill her most influential professors at UT. "They're the hardcore journalists you need in the academic world to train students to be competitive, demanding and relentless," she says. "They remind me of the old-school editors I used to work for — the no-nonsense, give-me-quality-not-fluff leaders in our field who would throw back articles you wrote and demand a rewrite." Hunt says editing professor Bonnie Hufford is a "blessing" to UT because she demands perfection. "I entered her course as a former editor and went straight back to a copy desk after she reignited my love for language," Hunt says.

All three professors helped teach Hunt objectivity, though it wasn't always enjoyable. "Caudill and I probably did our good cop/bad cop act to perfection with Kelly," Ashdown recalls.

"Each one of them made me do something I didn't want to do, [but] I became better because of it," Hunt says. "I owe my success to each one of them."

Hunt has been at the Environmental Protection Agency since April 2009. She was working previously at the Knoxville News Sentinel as a copy editor. Now, her job puts her more in touch with the public — those who need constant reminders of the "green" message.

As communications specialist for the EPA's Indoor Environments Division, Hunt spends much of her time interacting with different media, which she says comes easy for her, having been on the other side of the fence for so long. "[My professors] taught me objectivity, to hear all sides and use that to ask the tough questions," Hunt says. "I've been a take-no-sides, objective journalist for most of my life, and now as a federal employee, I write what needs to be written to support our end goal."

Hunt's job is primarily to inform the public about radon levels, carbon monoxide, tobacco smoke and other pollutants that typically inhabit buildings. Part of the job that really excites her is the Green Indoor Environments initiative, to which pages upon pages of the website are devoted. "Our web hits are ridiculous — they're really high," Hunt says.

"I write what needs to be written to support our end goal."

In Washington, D.C., Hunt found something of a green haven. "In D.C., I've met a lot of people like me," she says. "It isn't a big deal out here."

Wills first saw Hunt in action at UT, and the two stayed in contact partly because "the environmental sector is a very niche industry," Wills says. But her "positive additude and our shared interest in humanitarian interests, such as the genocide in Darfur, are really the foundation of our social media friendship," she says.

It's easy to assume that her personal activism landed her a job at the EPA, but Hunt says that her animal-, pesticide- and plastic-free lifestyle is secondary to her communication skills. "I thought I was coming to work with a bunch of activists, and it wasn't like that," Hunt says. "So this year, I gave those feed bags and told everybody what they did."

Hunt is not treating her colleagues like farm animals. Rather, she's referring to the FEED Project; each FEED 100 bag sold provides 100 meals to Rwandan schoolchildren. It's a gift-giving routine she started at UT, first by bestowing ChicoBag-brand totes on her classmates. The bags are Hunt's way of showing people how even small changes make a big difference. Plus, presents don't attract the stigma of more radical activist methods. "There's no point in throwing paint on someone's fur coat," Hunt says.

"The biggest thing is not pushing that smugness. There's no point in criticizing people or pushing these changes," she says. "So I think the key is staying positive and making those changes for you."

Her legacy at UT confirms she's telling the truth. "She had charm and personality. Everybody loved her," Ashdown says. "Give me a half-dozen Kelly Hunts and I could rule the world."

Hunt explains why she's given up things that are integral to so many people's lives. "With the leather, it comes down to — and this sounds weird — I don't want death in my life. I don't need that negative energy," she says. "I was in Afghanistan, I was in the army; I've seen it enough. I can't look at an animal and say, 'Me having my leather boots is more important than him and his hundred friends dying…'"

Her voice trails off. But she's more than willing to talk about the little changes she's made, because that's all they are: little. Abandon one consumer product at a time, she says, and nobody would be the wiser.

Hunt has simply made a career of all those "one things." Her determination, combined with a knack for delivering messages, has guided her to a desirable position. "I think I have a really good job, and I think it's helping," she says. "I feel good about what I'm doing, so that's half the battle."

COMMUNICATING EVIRONMENTAL POLICY

KIMBERLY DOUGLASS, a post-doctoral research associate in the School of Information Sciences, knows how difficult it can be to communicate public policy. Without a universal format, two parties working toward the same goal can wind up on different wavelengths.



That's why she is a key player on the DataONE team. Douglass was the first post-doc hired to work on the project, whose goal is to create a network that will allow researchers worldwide to contribute, collaborate and draw from each others' work.

"We will exist to provide access to information," Douglass says. That includes setting standards over the next five years for metadata, documentation and citation styles, among others.

Douglass, who earned her undergraduate and master's degrees from Tennessee State University, describes her job in two distinct terms: researching and teaching. She is currently entrusted with project management for DataONE. She provides support to two groups: the Usability and Assessment group, which studies the distribution and analysis of data, and the Social-Cultural group, which acknowledges and studies barriers—to overcome them.

In the fall, Douglass will resume teaching with a graduate class about government documentation. Her background is in political science, but her research is in environmental and natural resources. Before coming to the University of Tennessee in 2002, she was a policy analyst for the Tennessee Comptroller and worked at the state's Department of Environment and Conservation.

Now, her goal is to facilitate clear, effective communication, whether it's among government, scientists or citizens.

"The study of what's happening in the environment is a very dynamic process," Douglass says. "You don't want to water it down."

-Drew Streip

Sidebar photo by Sarah Morgan



PLAYBOY INTERVIEW: ALEX HALEY

by: Bailey Swilley

If you were to thumb through an issue of Playboy today, you'd find photos of celebrities posing with Hugh Hefner at various parties, ads for sports cars and cigarettes, fiction stories, comics, party jokes and, of course, many naked (or at least topless) females. It's the formula for the perfect men's magazine. Known for its great articles and beautiful women, Playboy has been around for more than 55 years.

Beyond the gorgeous women and the thoughtful articles, though, is "The Interview" feature of the publication. The magazine's March 2010 Interview with one of America's current favorite playboys, John Mayer, has struck up controversy in the pop world. The singer discussed porn, used coarse language and hashed out some very personal details on past girlfriends. The piece caused such a stir that Oprah Winfrey invited Jessica Simpson to talk about the bawdy comments made about her in the piece.

Alex Haley and the Playboy Interview

Way before the sensational and scandalous interviews we see in the magazine today, there was writer Alex Haley, author of The Autobiography of Malcolm X and of the Pulitzer Prize-winning Roots: The Saga of an American Family, who believed that journalists should "find the good and praise it." In early 1962, Haley originated the Playboy Interview with his piece on musician Miles Davis. For Playboy, Haley went on to interview some of the most important historical figures in America—Martin Luther King, Jr., Malcolm X, and Cassius Clay among the biggest names.

Haley's talent for interviewing is what set him apart from other journalists and writers. In Mike Wallace's foreword in the book The Playboy Interview: The Best of Three Decades 1962-1992, he compares his own questionnaires to Haley's with Malcolm X, calling it "nothing like the flavor and power and the intellect that came out [in Haley's]."



"It didn't matter who you were, [Haley] had a way of asking you questions as if you really mattered," says Paul Ashdown, professor in the School of Journalism and Electronic Media. Ashdown knew Haley when Haley served as an adjunct professor in the school during the 1980s. "For writers, the ability to interview—particularly the ability to listen—is incredible. His value was very large."

While at UT, Haley taught a journalism writing course in which he told students to celebrate the positive in their writing. James Crook, who served as director of the School of Journalism at the time, says Haley was very open to looking at his students' work. "No matter what the story, he knew how to make it better," Crook says. "Haley was not a college man," he says, but "he was from a small town, and he was interested in these college students." Ashdown agrees: "He was very attentive to [students'] interests."

After Haley's death in 1992, the Playboy Foundation approached the College of Communications with a proposal. Dwight Teeter (dean at the time) and Crook met with Kevin Buckley, who worked as an editor at Playboy, in October 1992. For the 30th anniversary of the Playboy Interview, the Playboy Foundation established the Alex Haley Interview Scholarship in Magazine Journalism at UT. And the following spring, Ed Frank became the first recipient.

The Internship

This honor offers an undergraduate upperclassman (usually a rising senior) a paid summer internship working in the Chicago editorial offices of Playboy, along with a stipend of $5,000. To apply, students must submit an application letter, writing samples and academic history to the School of Journalism and Electronic Media for review by the selection committee of JEM faculty members. This year, Playboy will be included in the decision process.

This committee is looking for, according to Elizabeth Meyers-Hendrickson, "savvy, articulate and hard-working" students. "This is a serious internship for people serious about understanding more about the publishing industry," she says. "It is a tremendous opportunity for our students." Crook adds to that description: "Someone who is well-read and knows every current event possible…[and who is] so plugged into what's going on in the world this year." Crook also says the person must be a self-starter who could get their stuff together, show up to work on time and make the most of a summer spent in Chicago. (Recently, the Playboy offices moved out of New York City and into Chicago. Summer 2009 was the first time the internship took place in Chicago.)

Seems simple enough, right?

The Big City

Maybe not. Establishing yourself in the city is one of the biggest challenges of this opportunity. Ashdown says that the recipient must be able to work well in this fast-paced setup. "You could have someone with all of the talent, but is terrified by the urban environment, so [we] have to sense out who can handle it."

The award's 2005 recipient, Adam Bryant, was not terrified at all. Originally from the small town of Shelbyville, Tenn., Bryant says it was





From left to right:
Flora Thedan and Nancy Robinson,
most recent scholarship recipients

"Working at Playboy opened a lot of doors for me in the magazine industry," says Erin Zammett. "But more importantly it confirmed for me that I wanted those doors opened. It reaffirmed that this is what I really wanted to do."

his first experience living in New York City. He lived 10 minutes away from the office. "You get a feel for what it would be like [to live there]," he says. It turned out to be a perfect fit for Bryant, who now lives in New York, working as a staff writer for TV Guide.

Melissa Wozniak, the 2004 recipient, had a slightly more difficult time balancing her enjoyment of the city along with her job there. "The hardest part was…going to bed instead of a show in the Village, or understanding that an intern's salary won't go far at nice restaurants," she says. "I ate a lot of two dollar cheese calzones that summer." Wozniak now works as a freelance writer and editor in Nashville.

Working for a "Skin Mag"

Crook says one of the hardest parts of dealing with this opportunity for students was convincing their parents to allow them to do it. Despite all of Playboy's success, it retains its reputation as a "girly mag." Bryant says there was a lot of hesitation when he talked with peers about the opportunity. "Some of the best writing in the business is written in Playboy. Especially conservative people in the South may not know that it's more than just a 'skin mag,' so you have to go in open-minded," he says. "If you want to go in, learn, read and edit the most amazing copy, you must deal with the other side of the coin." Ashdown describes a student who thought Playboy was a bad fit for the same reasons. "She thought about it and thought about it, and just would not go," he says. "She thought it was a bad magazine."

The 1999 recipient of the scholarship, Erin Zammett, says she saw her share of skin: "There were 'Little Fanny Annie' cartoons on the wall, but it was a non-issue for me," she says. "I was there to do a job, and I did it well." Zammett is now a freelance writer since leaving her job as GLAMOUR in 2008, where she worked for eight years.

"Let's not kid ourselves," says Crook. "It's not Pulitzer Prize journalism—it provides a content not a lot of people know about [and] it has outlasted a lot of its competitors."

For the students who decided Playboy wasn't all bad, proved beneficial. "It was the best experience of my life," says 2009 recipient Nancy Robinson, "and a really good opportunity to get my foot in the door." She now works as an intern at Cosmopolitan in New York City.

"Intern duties were not typical," Robinson says. "Everyday it was something different—I got to sit in on editorial meetings, interview playmates, researched in the art department for photos, worked with the associate editor on fact-checking and contributed to the Playmate blog." Wozniak says she had some of the same duties, and she also edited and researched features, wrote a book review and tagged along to public relations events.

Bryant was fortunate enough to get his name in the October 2005 issue that came out after his time there in summer tenure. "It was a story about NASCAR races and a glossary of NASCAR terms, and I got a byline in it," he says. "Many interns did not get a byline."

"Maybe it was coincidental, but the Alex Haley Interview Scholarship involved a lot of interviewing, about 25 [interviews] in the three months I worked there," says Wozniak. "I stayed late during issue close, sharing boxes of Chinese food and pitching in with the After Hours section."

Hendrickson has advice for students who get to work at Playboy. "Ask editors a dozen times a day how you can help them," she says. In addition to always making yourself available, Wozniak says it is important to make connections with the people around you as well. "You can either sit at your desk and do your assigned job, or you can make the effort to build rapport, go out for drinks and get to know what happens behind the scenes. I did that and had an incredible experience because of it." Robinson says she went to parties and events with the company—"just being associated with the brand is a huge perk."

"Working at Playboy opened a lot of doors for me in the magazine industry," says Zammett. "But more importantly it confirmed for me that I wanted those doors opened. It reaffirmed that this is what I really wanted to do."

Why Playboy Works

There are several reasons why the Playboy formula has worked for so long to keep the brand alive. "Sex and great writing? Sounds like a perfect combo to me," says Wozniak. Bryant agrees that sex sells, but he also adds that it meets the needs of two different demographics: the young college guys and men in their 50s and 60s. "Frat men look at it for the photos, but the older generation looks at it for its lifestyle pieces and social commentary," Bryant says.

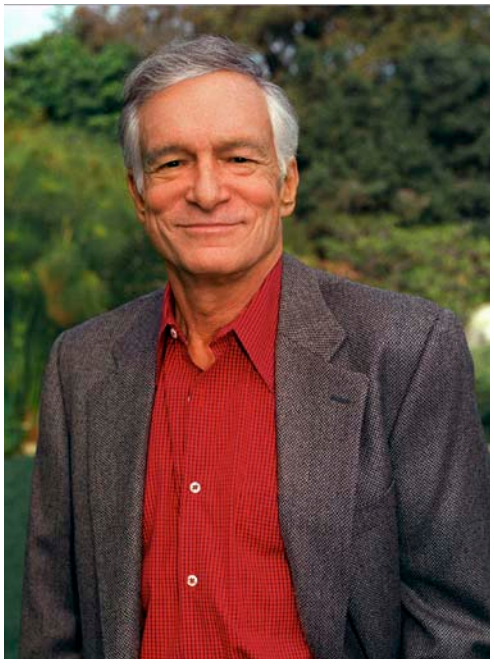
"Playboy has always been the ultimate fantasy," says Wozniak. "Men read it for the lifestyle they want—the finest suits, the most expensive cars, the most beautiful women, the top names in literature, the most provocative cocktail party conversation."

Ashdown adds, "It was a magazine of its time—first, it was the lifestyle for the average American white male, and then Hugh Hefner… brought it into the sophisticated urban lifestyle, for the man with good taste."

However, Wozniak says that the brand is no longer just about men. "As women have grown more sexually progressive, it is a lifestyle they want too. You'd be amazed by the amount of women who wrote in to say they felt empowered, not objectified by Playboy."

"If you're someone who will be distracted by the content—either overly excited by it or offended by it—then this is internship is not for you," says Zammett. "But you'd be crazy not to fight for this job. At the end of the day, it's a magazine full of super-talented people who put out incredible stories."

Below:
Hugh Hefner, founder of Playboy Enterprises



FIVE SENSES OF UT

Written by
Jessica E. Sizemore

Photos by
Jessica E. Sizemore
Mark McNabb
Stephanie Myers
Carly Bushong



Aristotle classified human perception in five senses: SMELL, TASTE, SIGHT, SOUND, TOUCH
Join us on a stimulating tour of the University of Tennessee in the spring.



TASTE





The UT Gardens, with the scent of spring, is represented by floral landscapes. Located on the Ag Campus facing the Tennessee River, the gardens are free and open to the public year-round. (Far left, top)

The greenhouses this time of year are abundant with freshly grown fruits and vegetables like these plump, juicy strawberries. (Far left, bottom)

Late morning on the Pedestrian Mall brings the "hot dog man," Jason Thurston, and his steaming provisions for hungry students on a budget. (Top right)

Vibrant grape tomatoes are part of a test study being conducted at the Sensory Lab on the Agriculture Campus. (Left)



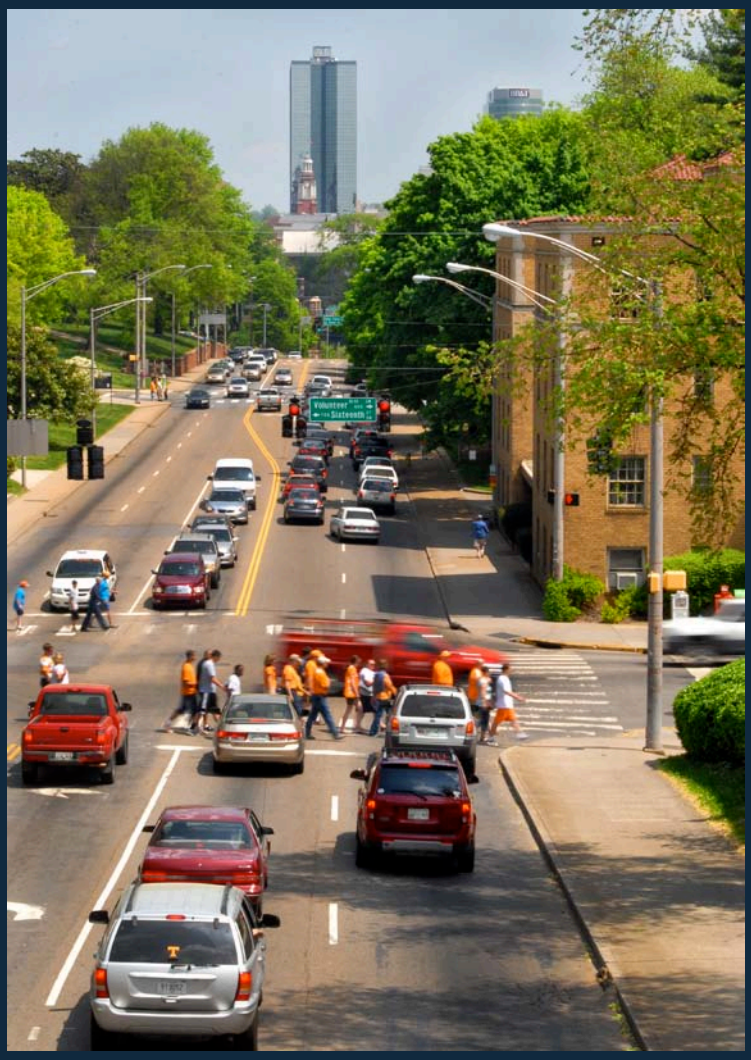
SOUND

The Pep Band blares Rocky Top while fans cheer for the Men's and Lady Vols basketball teams.

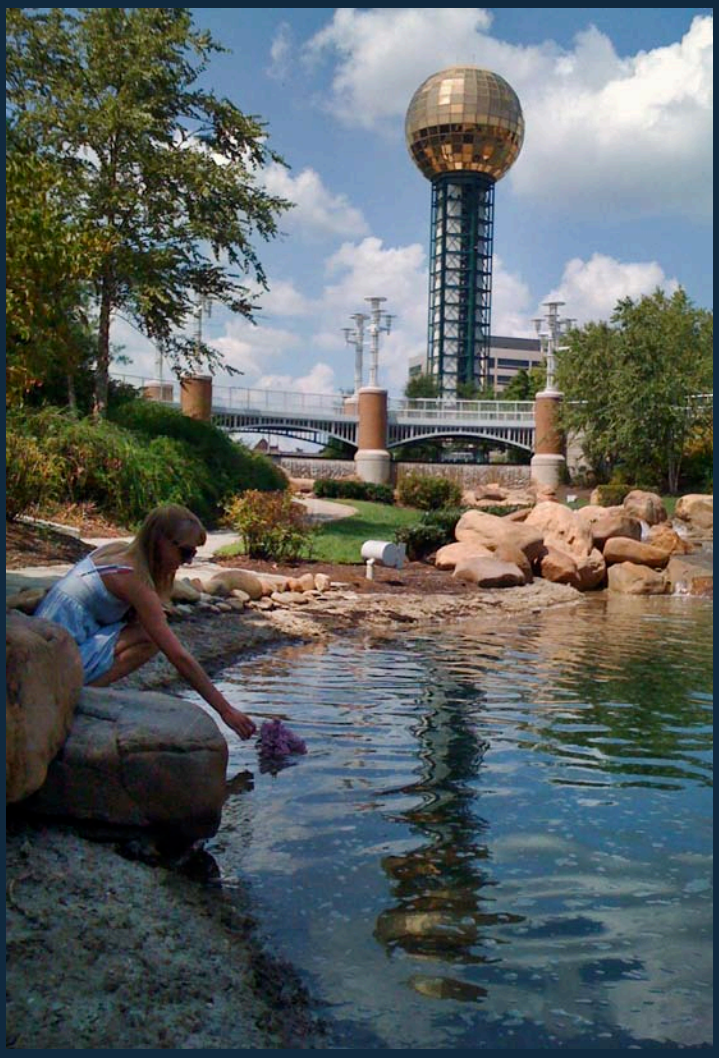
The warmth and beauty of spring blossoms throughout campus. In Circle Park on a sunny day, students, faculty and staff relax on wrought iron benches. Lori Thomas and Apollus Gause take a break from their demanding spring class load and enjoy a slow dance beneath the canopied white oak trees.



TOUCH



From the Cumberland Pedestrian Bridge is a bird's eye view of the strip of restaurants and bars as well as a panorama vista of the downtown commerce buildings.



The nearby World's Fair Park gives this full view of the Sun Sphere.

SIGHT

Q&A with Price Smith

Scottish Sites
by ANNIE PACE



Price Smith outside St. Peter's Basilica during one of her adventures through Europe

What made you decide to go to Edinburgh?
But, originally I was interested in studying in China... I know quite the difference from Scotland. I knew that I wanted to do an exchange program which means that I would just pay my UT tuition and could use some of my scholarships towards my study abroad, so that began to narrow down the choices. Also, since I cannot speak Chinese, the study abroad coordinator for that region steered me away from going to China. Ultimately I have always wanted to go to Europe, so Edinburgh just seemed to fit in the end.

How are your classes different? I only attend classes three days a week (one class per subject a week), and we are only allowed to take three classes a semester. Also, each class only has two assignments for the entire semester. I never thought that I would say that I have "too much" free time.

How is the college different? I attend Edinburgh Napier University, which is in the heart of Edinburgh city. The campus is spread across the city. Since my classes are in different buildings, I have to take the city bus (a double decker) to get to class every day. It took about a week to get used to not being able to roll out of bed and walk to class every day, but it has been really fun. Their sports teams are the equivalent of our recreational sports teams. But, Scotland loves its rugby and football (soccer)!

How long did it take you to make friends from there?
The University had many international nights where we would meet at pubs, restaurants, or Ceilidhs (in my opinion the Scottish form of square dancing) to get to know people. The first week I was here I had already met people from Germany, France, Canada, and Japan.

How do you think the people there perceive Americans?
In my opinion I feel that people here in Scotland view Americans as very forward and outgoing. One girl in my 19th Century Literature class said she knew I was an American because I was always smiling. Overall, I have not encountered any negative opinions of Americans.

When you get homesick, what's your go-to thing?
I usually get on Facebook to catch up with friends, or look at pictures. Also being able to talk with my family, friends, and my boyfriend over Skype has been really nice because I can actually see and hear them.

How did you prepare for being away for so long?
After my freshman year of college I decided to do a mini term study abroad program in Ghana, Africa, to "get my training wheels" on the study abroad experience. Although the mini term was only for two weeks it was a great experience and I knew that I would be capable of studying abroad for a whole semester.

What is your living situation like there?
I live in a University flat with four other roommates who happen to all be from the United States. It was a comfort to have people to relate to since they are from my country when we first got here in January.

What has been the most rewarding thing?
The most rewarding aspect of my study abroad experience is knowing that I am capable of being in a new country that is outside of my comfort zone, and still be able to thrive and be happy!

Have you found yourself in awkward or funny situations while trying to learn the culture?
Whenever I would go to pay for items I would not know how much each specific coin was worth, so I felt awkward trying to count out the change really fast while I was checking out. Also, the first night I arrived here, the first person I talked to was the security guard at my flat. He was older, so his Scottish accent was very prominent. Even though he spoke English it was very hard to understand him, so I was worried that I would not be able to understand anyone.

Have you traveled anywhere else around Europe?
I have traveled to Rome and Dublin during weekend trips, and I am going to London, Paris, and Barcelona over my spring break. Each place has differed in how people get around (i.e. buses, trains, or on Vespas), the currency, and how people socially interact.

What is one thing you wish your new European friends could experience at Knoxville?
A UT football game!

Photo contributed by Stephanie Price



Dutch delights

A science communication journalism major's adventures abroad

by LINDSEY HUGHES

For most people, going to the grocery store is a mundane task. For science communication journalism major and Knoxville native Miriam Kramer, grocery shopping has become an arduous, yet fun adventure. This semester Kramer, 21, is studying abroad at the Hogeschool Utrecht in the Netherlands and says she doesn't know why she never realized that most things would be in Dutch.

"This is a problem when you are in a grocery store of any variety," Kramer says. "I just learned the key words that I need when going to the store, like 'kip' means chicken. So it has gotten a lot easier."

No matter how difficult shopping may be, Miriam says she instantly fell in love with the Dutch town. Utrecht, the fourth-largest city in the Netherlands, is distinctively a university town, not unlike Knoxville. "Utrecht is gorgeous," she says. "Honestly, I don't think I've ever been to a place with so much medieval architecture and genuinely beautiful scenery in a city. The canals are great, mostly because the best pubs and restaurants are right on the water."

While Kramer's friends joked that she would be seen as an "evil American" by many Europeans, Kramer says everyone has been very kind and accommodating. However, she is shocked by people's reaction to her being Southern. "I've gotten some heat for being from the south, which was a bit of a surprise," she says. "But at the same time, I just use it as an opportunity to explain that not everything on the movies and TV is correct about the U.S."

Kramer says university life in Utrecht is more laid back than it is at the University of Tennessee. Her classes are all taught in English, and none begin until 1:30 p.m. She also gets Fridays off and has plenty of free time, as her grades consist of one or two papers per class.

Her classes are much smaller than those at UT. With only 17 students in her program, Kramer says she enjoys getting to know her classmates and teachers in a more relaxed setting. Since this is the first time many of Kramer's classmates are taking a class in English, she is held to higher standards as a native speaker. However, she still feels that school in the Netherlands is less strict than UT.

While Miriam is enjoying life and school in Utrecht, her living situation is not quite what she expected. "I'm loving living alone," she says. "I've sort of had a string of crazy roommates, so this is definitely a welcome release. I love the room, but the rest of the building is disgusting. I like the shower, so honestly, that's about all that matters."

When she is not in school or biking around Utrecht's city center, Kramer has been traveling all over Europe. Having already gone to London, and to Maastricht in the Netherlands for Carnival, Kramer says she wants to travel as often as possible.

"I have tickets booked to Paris and then Berlin, for a class trip, and I'm going to Antwerp, Bruges and Brussels. I also have a three-week reporting and travel trip starting the first week in May, but I'm not sure where to yet—I might be thinking Dublin."

While she is still thrilled to live and travel in Europe, Kramer says when the inevitable bouts of homesickness hit, she can find small reminders of Knoxville in Utrecht's McDonalds and a little club called Tivoli.

"Tivoli plays the most amazing old and new American pop. I feel like I'm home every time I go there," Kramer says. "It's also hysterical to watch the Dutch students sing songs in English because it sounds so different with the accent."

Kramer has just one taste of home she regrets not packing: "I miss Pull 'N Peel Twizzlers," she says. "God, I really wish I had some of those right now."

Photo contributed by Miriam Kramer



Beauty is only skin deep

Professor and Director of Development making a difference

by JOCELYN BLAKE

"My mom left me out in the rain and I rusted," jokes Communications Studies professor Megan Fields. She attended the University of Tennessee as an undergraduate. Fields was born with nevus, which is the medical term for a birthmark.

Fields is from Indianapolis but has been in Knoxville since age 10. Growing up, her dad said there was no discussion about where she would attend college because he was a staff member at the UT Medical Center. "You're going to UT and that's it," he told her. She initially majored in physical therapy and then changed to Education but was turned away from the college of education. Professor Fields believes that it was a blessing in disguise because she really enjoys teaching. "I love my job because I've learned so much of my subject matter by teaching it to others," Fields professes. She graduated with a Communication Studies degree.

But Fields is not only a professor, she also is the Director of Development for the Nevus Outreach Program. Nevus Outreach helps individuals deal with large congenital pigmented nevi. According to the Nevus Outreach website Nevus Outreach, a nonprofit organization, is dedicated to improving awareness and finding a cure for people affected by congenital pigmented nevi. It is based in Bartlesville, Okla and was founded in 1997. Three families whose members were born with giant nevi started the organization. Fields is one of the many directors throughout the United States and Canada. Within this program there are nevus specialists who are on the Medical Advisory Program; also, there are cell scientists and physicians who are all working to "Chase the Cure."

The website also states, "if a birthmark is caused by pigment, it's called a pigmented or melanocytic nevus. If present at birth, it's called congenital. One in every 50 to 100 people are born with a small mole.

Some moles can be so big that they are considered "giant nevi." They are also called "satellites" because of their shape and form. It is not restricted to one race, gender or body type. In some cases, people with nevi have a higher risk of skin cancer."

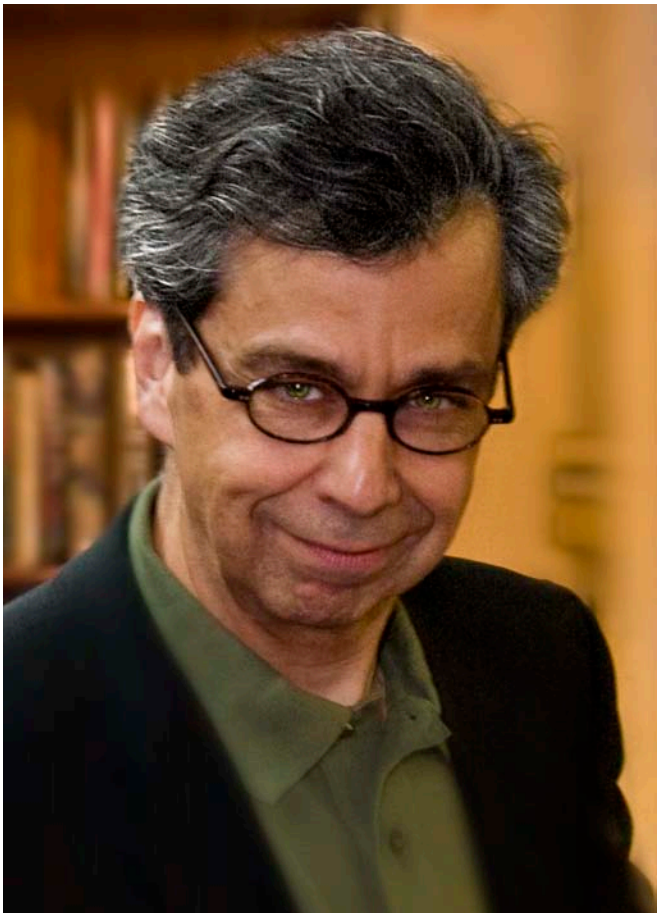
Fields discovered the organization when she was 22 and has been with the program for 10 years. As Director of Development, she is responsible for raising funds and educating the public about the disease, too. As a non profit corporation, it raises money with gifts and donations. "My job as the director of development is way more fulfilling in a completely different way than my teaching job," Fields says.

Life with nevi has not been easy for Megan Fields, but she has learned how to cope with the trials and enjoy the triumphs. She has come up with a couple of sayings for her peers when they would pass judgment on her: "This is what you get when you eat too much chocolate," or, "I swalowed a dollar and it came out pennies." She wanted to invoke laughter in order to deal with the situation, and Fields makes sure to add that her mom was not opposed to her defending herself, even if it involved a few "bad words." "My parents allowed me to do whatever I had to do, to remaincomfortable in my own skin. If an inappropriate hand gesture was needed, I was allowed to use it," Fields says.

She has had 10 skin grafts in the first ten years of her life. When reading the website it mentions that for nevus patients, it is recommended to have surgical excisions; adjacent skin is stretched using a technique called tissue expansion, then the nevus is cut out, and the expanded skin is used to cover the area where the nevus was removed. Scientists and physicians have been trying to find a cure for nevi and are considering the idea of laser treatment. However, the use of lasers to treat nevi has been subject to debate because of concerns about cancer risks. The Nevus Outreach Program is also engaged in scientific research seeking a cure. "Help us find a cure! We have innovative medical research going on right now that will one day eliminate this disease," Fields says.

Though Fields has been the director of development for the program since just March of 2009, she has had nevi all of her life. Once a little girl with giant nevi, she is now a well-established young woman who juggles being a professor and a director of an organization, and she does it all while being covered in giant moles or "satellites."

Photo by Mark McNabb



Mystery ink

UT graduate, author grabbing audiences with mystery writing

by AARON OSBORNE

I'm glad I 'wasted' my time learning things that had absolutely no immedi ate practical application," says 1977 University of Tennessee graduate, Chris Grabenstein, a successful writer living in New York City. He primarily writes mystery and suspense novels for both adults and young adults. Grabenstein has two books coming out this year: the mystery novel "Rolling Thunder" in May, and his third young-adult chiller "The Smoky Corridor" in August. Grabenstein also has a number of short stories due out this year including his first adult ghost story, "The Demon in Dunes," which will appear in an anthology edited by Charlaine Harris, the writer of the books that inspired the HBO series "True Blood." He has won multiple writing awards, such as the Agatha and Anthony Awards for his children's/young adult fiction book, "The Crossroads."

Grabenstein graduated with a degree in communications and a minor in theatre, or, as he puts it, "I graduated with a B.S. degree and have been 'B.S.ing' ever since." Grabenstein, despite the jokes, did learn quite a few things during his years at UT and has many fond memories, including those that inspired him in his quest to be a writer. Grabenstein has worked in multiple areas of writing since his graduation. He worked in the advertising business for 20 years, writing copy for some of the top agencies on Madison Avenue in New York City before leaving to work on writing fiction.

Grabenstein does not find many differences in the areas of writing in which he has worked. "The same daily disciplines apply. You sit down and write," Grabenstein says. Instead of waiting for an inspiration for your writing, he recommends forging ahead whether the project is an ad for a product or a fictional piece. He recommends learning about everything, especially the things that may seem like a "waste" of time. "And keep asking yourself, 'What if?' Add a couple 'and thens' and you'll have a story," Grabenstein says.

Once Grabenstein arrived at UT, he did not waste any time getting started writing. He wrote for the Daily Beacon all four years he was a student, and through theatre and literature classes, he was able to learn a great deal beyond his areas of study. "The subject of writing, or an advertisement, is seldom writing or advertising," Grabenstein says.

Other aspects of campus inspired his writing, including one of his favorite UT spots, the Clarence Brown Theatre. Grabenstein made many friends from his time in theatre-- not to mention gaining an Actors Equity Union Card, which was one of his deciding factors in moving to New York City.

Grabenstein's experience in theatre at UT also provided inspiration for his second children's/young-adult book, which centers around a haunted theatre. Grabenstein says, "I thank the Clarence Brown Theatre for some spooky memories up on the catwalks!"

Photo contributed by Chris Grabenstein

Educating Educators

UT alumnus Karen Dunlap talks about education and promoting independent journalism

by JAMES HAUGE

The biggest challenge right now might be survival," says Poynter Institute President Karen Dunlap. She is referring to the threat to independent journalism by today's corporate media climate. As a member on the Board of Visitors for the College of Communication and Information at the University of Tennessee, she has brought her 35 years of journalism experience to help educate students, teachers and citizens about the values needed to maintain objectivism and healthy debate.

Dunlap's passion for independent journalism takes her all over the world. She recently returned from a trip to Montreal where she spoke on the subject of independent journalism-especially the success of the Poynter Institute's award-winning newspaper, the St. Petersburg Times. The institute however has no role in the papers operation, because Poynter owns it solely to keep it independently and locally operated.

The Poynter Institute, located in St. Petersburg, Fla., is a school for both journalists and journalism educators. The institute promotes the values of excellence and integrity through independent journalism in a way that encourages ethics and public discourse.

"In addition to knowing the values, those in the classroom need to practice ethical decision making," Dunlap says. "Current case studies ought to be presented regularly to help students learn the practice of ethics."

Dunlap earned a Ph.D. in mass communication from the University of Tennessee in 1982, but has been involved in journalism education since 1975. During her doctoral study at UT, she served as graduate teaching assistant at Tennessee State University, and after earning her doctorate she continued teaching at the University of South Florida as a full-time assistant professor.

In the summer of 1985, she attended her first summer program at Poynter. Dunlap soon became a faculty member at Poynter when the dean asked her to run Poynter's high school summer program. From there, she served various roles at Poynter including the dean position, which she held until it was announced she would become the president of the school in 2003.

With that achievement, Dunlap wished to reconnect with her alma mater. She has just finished a three-year term as a member on the Board of Visitors for the College of Communication and Information at UT. Her role on the board is to serve as an advisor to the college, offering advice on development and curriculum.

"The board is an advisory group," Dunlap says. "Members bring in comments from their professional work to help the program better serve. Members also help make connections outside the university and assist in developmental efforts."

Dunlap believes the major developments in independent journalism, both at UT and around the nation, revolve around the switch to multimedia formats for news reporting. Her input and advice helped develop the Scripps Convergence Lab, which just opened this semester. This will give students in all communication and information related majors the tools needed for multimedia journalism.



Karen Dunlap's, Poynter Institute President, advice helped create the new Scripps Convergence Lab.

"Students need to be well-versed in telling important stories across media platforms and the Scripps Lab will help keep UTK students prepared during a time of media transformation," Dunlap says.

In this time of transformation, Dunlap's work at Poynter helps to ensure that future generations of independent journalists have the ability to stay active and compete with major media corporations.

Poynter has several programs for journalism students and educators that allow them to grow as members of the media and stay informed on the latest technology and developments within the field. The institute offers summer programs for college students and several different on-site programs for journalism educators. For those who cannot attend the on-site course, the institute also offers online courses through NewsU.org.

"Educators often assign self-directed courses, and students find that they can polish skills and gain information through these online courses," Dunlap says. "The daily information on Poynter.org is also helpful, and Poynter offers periodic workshops around the nation to which the public is invited."

With Dunlap's term on the Board of Visitors completed, she will return to her work at Poynter. Dunlap remains concerned for survival of journalistic independence and integrity in a state of limited resources for independent journalists. But says she is highly confident that the journalism students at UT can carry on the values of excellence and integrity, despite the current transformation of the media.

Photo by Jessica Sizemore



Caption textXXX



Burdine became comfortable on camera while she hosted shows on TVC

Coast to coast

UT journalism alum Nikki Burdine discusses her exciting adventures

by JORDAN SANDERS

With a little guidance and a lot of motivation, Nikki Burdine has made a life for herself. When she entered the University of Tennessee in 2001, Burdine says she didn't know where she would end up. But one thing is for sure; she wasn't positive her life would take her to where she is now. Burdine came to college and, by her sophomore year, declared a major in public relations. "I thought it was just taking a press release and spinning it to whatever you wanted," she says. "I just wanted to get the message out to people and get straight to the point, and that is broadcasting." Little did she know that one class would change her future forever.

While taking an introductory journalism class her sophomore year, Burdine chose to work for The Volunteer Channel as a project requirement for the class. "That's where it all began," she says. She met Josh Queener, the station adviser, and with his encouragement, began her rise at TVC. She had a successful audition for the anchor position and shortly thereafter became president. Burdine remained in charge of TVC for the remainder of her time at UT.

From producing to anchoring, Burdine had the opportunity to explore every aspect of the program. She knew she wanted to tackle her own show, so she immediately pitched her ideas to Queener, who gave her the go-ahead. She started a show called "Inside the Orange," finding out if the "juice is worth the squeeze." "Inside the Orange" aired once a week and highlighted different club activities to let people know why they should get involved with their program. Burdine then decided it would be a good idea to do another show, but with a co-anchor. That's when her best friend, Kendall Mitchell, joined her. They titled their new show "Knox @ Nite." It gave them the opportunity to have fun and allowed them the freedom to do what they desired. "Basically, Kendall and I went around to different bars and interviewed different college kids to see what kind of crazy things students did during a night out," Burdine says. She says she wanted to get as much experience at TVC in order to be fully prepared for the real world. In 2005, Burdine received a degree in journalism and electronic media with a concentration in broadcasting. Immediately after graduating, she packed her things and headed to Atlanta, where she landed a job with a reputable marketing company. "It was a great experience," Burdine says, "and I got to do cool stuff, but it wasn't broadcasting."

A friend of hers was living in Washington, D.C., at the time, and Burdine had a feeling the move would be a great opportunity. She immediately scored a job working for the Washington Redskins, where she did sports marketing for the NFL team's radio station, ESPN 980. "Everyone told me I needed to get my two years experience as a rookie," Burdine says, "and that's what I decided was going to be best in the end."

In 2007, Burdine moved to Los Angeles, where she stayed several months to make an updated demo tape. Shortly after sending her tape out, Burdine was offered a job in Hagerstown, Md. working for WHAG-TV, an NBC affiliate. She began working by herself as an anchor for a small-scale show. "Ultimately, I wanted to stay close to Washington D.C.," she said, "so when I got an opportunity to work in Maryland, I was extremely excited."

"It was a one-man band," Burdine says, "but it was worth it because I got to tell stories and meet new people every day." She ended up working the position for two years, until the side camera anchor suddenly left. To her surprise, Burdine's boss offered her the position. "I am glad I chose to take the position," she says. "Not only do I get to produce the entire show, but I get to be the face of the news, too." The position gave Burdine the liberty to shoot stories on her own time as well. But it's still not her ultimate destination.

"I don't want to stay here forever," Burdine concludes. "I miss the South and I would love to go to a bigger market. I don't know where and when that'll be, but I am looking forward to the next big step in my life."

Photo contributed by Nikki Burdine

Writing to the moon

John Noble Wilford's Journey in Journalism

by ANGELA WILSON



After graduating from UT, Wilford received his master's in political science from Syracuse University.

When John Noble Wilford set out to be a journalist, he didn't know where that decision would take him. Writing since age 5, his ambition was to become a newspaper reporter. Wilford graduated from the University of Tennessee with a bachelor's in journalism and later received his master's in political science from Syracuse University in 1956. Wilford served in the U.S. Army Counter-Intelligence Corps from 1957 to1959.

After his tour in West Germany, Wilford was ready to pursue his dreams of political reporting. But on October 4th, 1957, everything changed in the journalism industry. The Soviet Union launched Sputnik1, the first artificial satellite of Earth, and changed the focus of media everywhere.

The Wall Street Journal began its coverage of the Space Age while stories on science, medicine and technology were on the rise," This was the exciting time of the Soviet-American Space Race," Wilford says. "I decided to reset my ambitions from politics to science." He then became a writer for Time magazine, where he started to write weekly science news. His stories on computers and space exploration crossed the desk of Harrison Salisbury, who was the assistant managing editor of The New York Times. Salisbury phoned Wilford and informed him that he was looking for a reporter to specialize in the Apollo program, the American endeavor to land astronauts on the moon.

It was the opportunity that would launch his career to new heights. He accepted the position and helped write history for America. Wilford says, "The Apollo years were the biggest stories of my career."

After the rocket-fueled era began to smolder, Wilford decided to add a second act to his career, becoming the assistant national editor, then the director, of science news. This was the beginning of Science Times, the weekly section of news and features about science, medicine, health and technology. Although he says he enjoyed his time as editor, his passion was in reporting and writing. For the rest of Wilford's 44-year career at the Times, he penned a variety of science stories that spanned astronomy, cosmology, and even archaeology and paleontology. Wilford calls his beat "the long-ago and faraway."

"I now enjoy challenging myself to continue learning new things and expanding my horizons," Wilford says. It's been two years since Wilford retired, yet there is still a desk for him full of his files at the Times. He can't help but to occasionally contribute to science stories.

When reading Wilford, it is evident how the Apollo stories recorded the history of the Space Age. "Science has grown just as much as journalism," Wilford says. "I have heard the printed newspaper has had its day, but in the crowded world of multimedia, there is always space for serious, responsible reporting and writing."

Wilford expresses his concern for the flood of reckless, biased material that often passes as journalism. He hopes UT journalism graduates will find "opportunities to practice fair and balanced reporting and contribute to an informed public dialogue in these uncertain times." Wilford achieved his lofty goals because he was not afraid to stretch his mind and embrace new ideas. That type of thinking took his career to the moon and back again.

Photo contributed by John Noble Wilford



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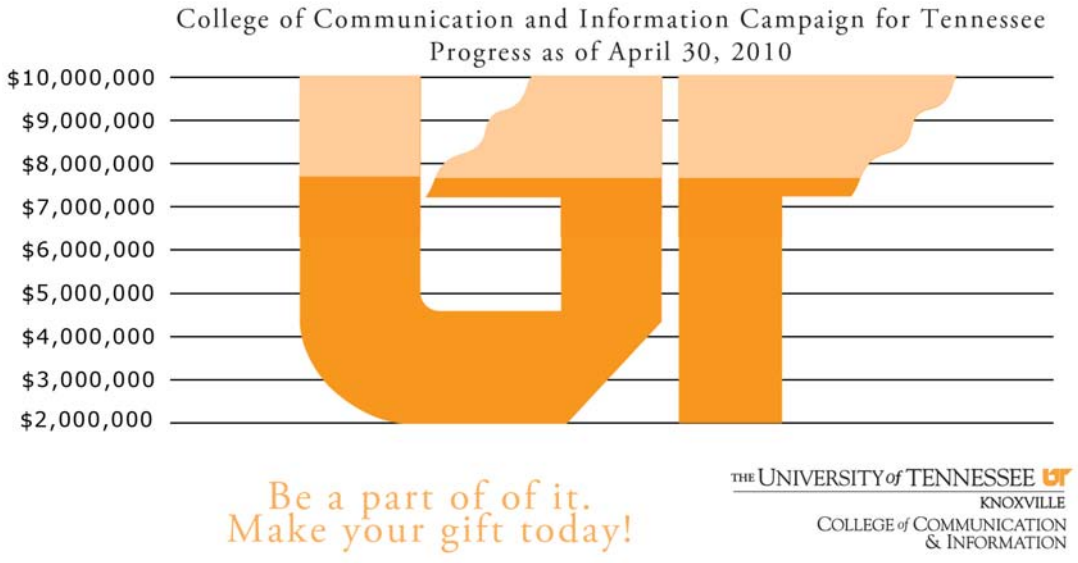

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