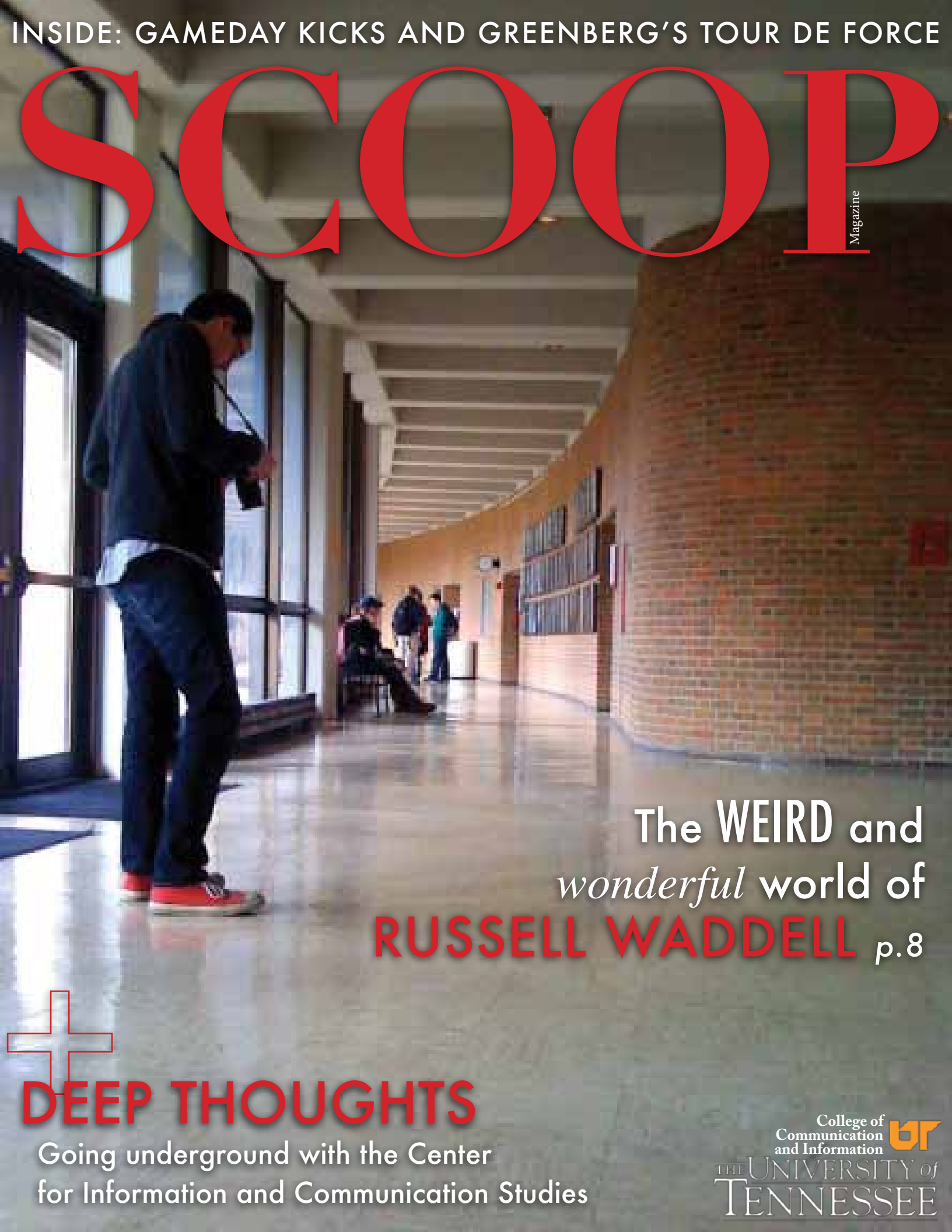




INSIDE: GAMEDAY KICKS AND GREENBERG'S TOUR DE FORCE

SCOOP

Magazine

The WEIRD and
wonderful world of
RUSSELL WADDELL p.8



DEEP THOUGHTS

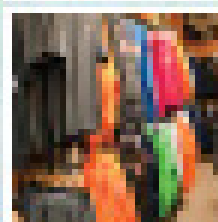
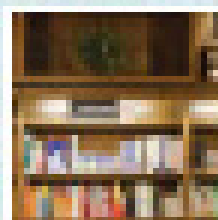
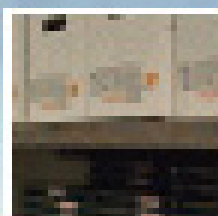
Going underground with the Center
for Information and Communication Studies

College of
Communication
and Information 
THE UNIVERSITY of
TENNESSEE



Open online 24/7
www.utlibraries.org

RESOURCES WITHIN REACH



Academic

Technical Reservations,
 Technical Requirements,
 Library Supplies, General
 Books, Graduate Library Supplies,
 Technology Center

Non-Academic

Apparel, Home/Personal Accounts, Commuter,
 Miscellaneous, Prints, Tool Sports Books,
 Award, and Book Store

WORK DIRECT FLAG SERVICE

LIBRARY SERVICE
 Monday - Friday 8:00 - 4:00
 Saturday 10:00 - 4:00

STUDENT/STAFF SERVICE
 Monday - Friday 8:00 - 4:00
 Saturday 10:00 - 4:00

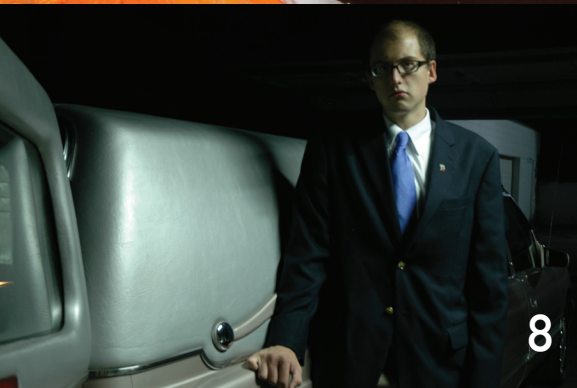
CHILDREN'S SERVICE
 Monday - Friday 10:00 - 4:00
 Saturday 10:00 - 4:00

THE UNIVERSITY OF
 TENNESSEE **UT**

Bookstore



20



8



34

Photos, counter-clockwise from top: World's largest Moon Pie, p. 20; JEM student Russell Waddell performs his nightly routine, p. 8; CCI students dance to the beat of Diversity Week, p. 3.

Features

16 The Talented Mr. Greenberg

He introduced America to chips in a can, saved Esquire magazine from eternal peril and won a Hileman Distinguished Alumni Award. What will he conquer next?

Homecoming 2010

Rocky top, you'll always be, home sweet home to us. Come see our circle of spirit.

Underground genius

We travel beneath Hoskins Library to bring you the 411 on the Center for Information and Communication Studies' research.

Here and Now

- 4 **Campus Trends** Hot dogs, old bikes, glowing feet and the iPad revolution?
- 6 **Office Space** The evolutionary quarters of renaissance man and JEM professor Ed Caudill.
- 8 **A Day in the Life** Mortuary maintenance pays the bills of this CCI student.
- 10 **Extracurricular** Hip hop, country music and CCI student leadership.
- 14 **New Technologies** In with the old, in with the new.

Looking Back

- 28 **Adventures Abroad** Around the world in two stories.
- 30 **Alumni Notes** Nashville, Knoxville and Wisteria Lane.
- 34 **Programs with Purpose** Diversity and inclusion, mentoring the next generation.
- 37 **CCI Honor Roll of Donors**
- 40 **Class Notes**
- 43 **Research Notes**
- 3 **From the Editor**



QUALITY CRAFTSMANSHIP FOR ANY SIZE PROJECT —
COMMERCIAL OR RESIDENTIAL



*Hickory
Hardscapes*

LLC

Interlocking paving systems provide unlimited design and function possibilities, timeless charm and unmatched durability.

Visit our showroom in the new Renaissance Center in Farragut - 12740 Kingston Pike, Suite 104

Driveways, Patios, Sidewalks, Retainer Walls, Cobblestone Specialist

865-675-6900 www.hickoryhardscapes.com

PROGRESSIVE THINKING

It's no secret that the field of communications is changing with every generation. As technology evolves, the College of Communication and Information students, teachers and alumni are challenged to adapt alongside it. CCI students past and present are conquering new frontiers of communications, and Scoop brings you their stories.



To adapt to the needs of our readers, Scoop added the "Programs with Purpose" department to highlight college events striving to prepare students for all aspects of life after graduation. CCI's newest program, Diversity and Inclusion Week (page 1), included a panel of professionals weighing in on social media in a diverse world. This is only one example of the many ways CCI is adapting to equip students for the latest trends in media. When the Scripps Convergence Lab (page 1) opened in January 2010, faculty members never imagined how much use the top-quality facility would garner from students in every field. The lab promotes collaboration and convergence in all areas of communication, something VolQuest.com founder Brent Hubbs (page 1) knows all about.

We hope you enjoy the stories of promise and progress presented in this issue.

FLORA THEDEN
Editor-in-Chief

EDITORIAL PHILOSOPHY

Scoop magazine is a magazine made for College of Communication and Information 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, School of Advertising and Public Relations, School of Communication Studies and School of Information Sciences.

This is the reader's magazine, a magazine that celebrates CCI students past and present. We spotlight the faculty and ventures of CCI, including campus media outlets and organizations. In addition, Scoop keeps its eyes on media, always covering – and uncovering – the latest trends. We represent a college that is preparing students and alumni for a changing job market, and we will be there to explain how and why the world of communication 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 also functions as an educational tool for JEM students interested in magazine journalism, and it celebrates all the exciting changes within the publishing industry. It's an ideal time for a fresh outlook, and Scoop stands prepared to deliver all that and more.

PHOTO BY ANDREA STOCKARD

SCOOP

COLLEGE OF COMMUNICATIONS AND INFORMATION
UNIVERSITY OF TENNESSEE

FLORA THEDEN
Editor-in-Chief

BRITTNEY MOORE
Design Director

JORDAN LAWSON
Deputy Editor

ERICA TEDFORD
Managing Editor

TODD SNODGRASS
Research Chief

DINA SIEDSCHLAG
Art Assistant

ANDREA STOCKARD
Photo Editor

HILLARY MCDANIELS
Art Assistant

SANDRA MCLEAN
Features Editor

LOGAN UTSMAN
Office Space Editor

LAUREN WILSON
Campus Trends Editor

KEVEN REED
Extracurricular Editor

TIFFANY MINNIS
A Day in the Life Editor

NICHOLAS HUNT
New Technologies Editor

TOM LITTLE
Adventures Abroad Editor

ERIC CARLSON
Adventures Abroad Editor

GRACE REYNOLDS
Alumni Notes Editor

ALYSE WIELAND
Alumni Notes Editor

BLAKELEE LAND
College Development Editor

ELIZABETH HENDRICKSON
Creative Director

For more information about SCOOP or for
advertising contact ELIZABETH HENDRICKSON at:

333 COMMUNICATIONS BUILDING
KNOXVILLE, TN 37996-0333
Phone: (865) 974-4452
E-mail: EHENDRI2@UTK.EDU

The University of Tennessee is an EEO/AA/Title VII/Title IX/Section 504/
ADA/ADEA institution in the provision of its education and employment
programs and services. EO1-2910-098-001-09

STOP THE PRESS?

LAUREN WILSON

Apple's highly anticipated iPad hit America's Apple stores less than a year ago, and according to financial powerhouse firm Morgan Stanley, the new device is on track to be one of the most popular mobile devices in history. University of Tennessee student Will McDaniels purchased his the first day it was released, April 3, 2010. McDaniels, a biology major, says he uses his iPad everyday to read PDFs, word documents and PowerPoint projects posted to Blackboard, the university's educational platform, using the application GoodReader.

With its Internet capabilities, which allow multiplatform delivery of magazines and newspapers, the iPad is rapidly influencing the communications industry. UT journalism and electronic media student Zac Ellis interned at Sports Illustrated last summer when SI launched its first iPad application. Ellis says the implementation shifted the workweek from five days to six. "The staff was not only putting out the print publication each week, but they were now responsible for both the vertical and landscape versions for the iPad," says Ellis. SI has since announced it will only offer the landscape version, a change that should lessen the staff's workload.

Many media researchers believe the iPad offers the industry amazing possibilities despite such changes to production responsibilities. "Years ago we faced similar changes with the introduction of computers and the Internet," says JEM professor Jim Stovall. He believes when people



stop thinking in terms of old media standards, the iPad can revolutionize how media creators perceive their product. "With the iPad, you have to consider the subject, audience and the best way to present the material," says Stovall, who says he has students who use the device in his classes. "What's fun and exciting about this is we don't know what the expectations are yet."

JEM professor Elizabeth Hendrickson, who teaches "Magazine Industry Workshop," says she views the iPad as a tool rather than a technological toy. "Last semester I did a lecture on the technology, the implications in terms of the industry evolving and how different magazines are working to keep up with the technology," says Hendrickson, who passes and iPad around to students during the discussion. Hendrickson's goal is for students to eventually learn to create mobile applications as a part of a classroom project. "I think there will be an increasing need to arm students with that kind of knowledge," she says.

In the meantime, with technology changing daily, it's now more exciting than intimidating to imagine what the media industry's future holds.

TREND | O | METER



Students cave to the new wave and perk up the pavement in their yellow, blue and pink **NEON SHOES**. Up next: Doc Martens?



BIKES with torn seats, chipped paint and rusty spokes prove that function can be fashionable. These relics from the 1980s are the real deal.

321 AUDITORIUM: THERE'S NO PLACE LIKE HOME

BRING OUT THE CAKE! The College of Communications and Information auditorium, room 321, is celebrating its first birthday. DEAN MIKE WIRTH says the new space has helped enliven the building's environment, "It's a much warmer, versatile, flexible place for everybody." To honor our new space, let's take a glimpse at its guests. —LAUREN WILSON

CCI CLASSES

- CMST 240, 400, 419
- JEM 250, 367, 390, 400, 465, 466, 499
- ADV 380, 470 campaign presentations
- PR 470 campaign presentations

STUDENT & FACULTY MEETINGS

- Center for Children's and Young Adult Literature
- Faculty candidate presentations
- Undergraduate orientation
- Undergraduate group advising
- CCI Strategic Planning Committee

CAMPUS & PROFESSIONAL ORGANIZATIONS

- TNJN.com
- Society of Professional Journalists
- Communication Studies Club
- Ad Club
- Diversity Student Leaders Society
- Relay for Life
- Race for the Cure
- Women in Cable Telecommunications
- Tennessee Press Association



SPECIAL EVENTS

- Hill Lecture Series
- Institute for Newspaper Technology
- CCI Research Symposium
- School of Information Sciences
- Graduate Hooding Ceremony
- CCI Diversity & Inclusion Week
- School of Advertising and Public Relations lecture on Intellectual Property Rights and Advertising



BIG DOGS ON CAMPUS Camp-fire Grill owner Jason Thurston serves up delectable (and affordable \$2-2.50) dogs off Pedestrian Walkway, Monday through Friday. The hottest dogs are the Dixie Dog (topped with chili and coleslaw) and the Bacon Cheddar Dog.

3

—LAUREN WILSON

FROM THE OFFICE OF... DR. CAUDILL

Every chance he gets, journalism professor ED CAUDILL travels back in time.

STORY BY SANDRA ALLEN MCLEAN

PHOTOS BY LOGAN UTSMAN

He sits in his fourth floor office of the Communications Building, but his thoughts are in the 1920s and 1860s.



Caudill studies and writes about how ideas have been portrayed in the press. His topics include the history of ideas that sprang from the spectacle of the 1925 Scopes Trial, Charles Darwin's polarizing evolution theory in his 1859 book, "**ON THE ORIGIN OF SPECIES**," and myths surrounding influential Confederate military commanders during the Civil War and beyond. The trial, the book and the war were historic events that still heat emotions and provoke debate.

Spirited discourse appeals to Caudill. He calls himself a contrarian, and as former students can attest, he encourages give-and-take discussions in the classroom. Presently, professor Caudill teaches "**MASS COMMUNICATION HISTORY**" and "**MEDIA REPORTING**."

SCOPING DARWIN

"I wrote two books on Darwin, a Scopes monograph and a brief book on the Scopes Trial with Ed Larson. It was coming up on the 75th anniversary of the Scopes Trial. UT Press wanted to publish it. Photographs on the Scopes Trial were in the UT archives, gathering dust. Larson organized the photographs, wrote captions and I wrote the introduction." (Ed Larson, professor of history at Pepperdine University, won the 1998 Pulitzer Prize for his book, "Summer for the Gods: The Scopes Trial and America's Continuing Debate Over Science and Religion.")



KEEPING IT CLEAN

"I clean my office every couple of years — whether it needs it or not. I either change offices or take things to the dumpster."



DANNY BOY

"My older son, Danny, is the outdoors-man." (picture of boy with big fish) "He is 'allegedly' finishing his master's thesis in forestry from Utah State. My younger son, Rob, is a geography major at UT."



SHADOW OF AN UNDERTAKER

JEM student Russell Waddell makes use of his nights in a rather unusual way

STORY AND PHOTOS BY LOGAN UTSMAN

The restaurants, department stores, grocery stores and ice cream shops in a college town all, for the most part, share a commonality: Young people, specifically those 18-22 clamor to their doorstep for the hourly gigs that are flexible enough to accommodate a student's shifting schedule. In contrast to such businesses are other part-time job routes less traveled. Top among the list are funeral homes.

BUT JOURNALISM AND ELECTRONIC MEDIA SENIOR RUSSELL WADDELL, WHOSE PART-TIME JOB IS NIGHT SHIFT AT ROSE MORTUARY, IS JUST FINE WITH BEING THE

EXCEPTION.





TOP LEFT: This tool bench gives "specialty tools" a whole new meaning. The collection of scissors, picks and files are specially made for the embalming process.

BELOW: This ancient looking device has a morbid occupation: It pumps embalming fluid into bodies.

BOTTOM RIGHT: These are not your "run-of-the mill" caskets. Russell examines what could be the Cadillac of burial beds, with a lush interior and near \$10,000 price tag.



“ I REALLY ENJOY IT.
IT'S ACTUALLY KIND OF
RELAXING. ”

Waddell's days begin similar to those of many CCI students: He walks to and from his Fort Sanders apartment and campus and studies regularly in the library. But as the sun sets and most students start studying or preparing for a night on the town, Waddell readies for the long night ahead of him.

Donning his somber uniform of dark grays and deep reds, Waddell travels to his stint as a new-age undertaker. From 9 p.m. until 6 a.m., he works as a "pickup and delivery" man, a task Waddell describes as "a big waiting game." His duty consists of keeping watch over the mortuary and communicating with local hospitals. When Waddell receives a call, he grips the reins of Rose's trusty steed (a rose-colored Cadillac Hearse), picks up the body from the hospital's morgue and transports it back to the mortuary, then helps carry it inside for embalming.

Waddell got the job by way of nepotism; his mother worked for Rose in the main office. When the job opportunity was available, Waddell took it to "shake things up and try something new." That was in August 2010, and he has been at Rose ever since. "I really enjoy it. It's actually kind of relaxing." After graduation, Waddell would like to travel, experience as much as possible and take overall stock of his life.

"Honestly, my plans are really to take care of myself and my body's health," says Waddell, who claims his passion is writing fiction and that he would like to freelance write in the future. All of his life, occupational and school experiences have shaped his writing style — including his job at Rose. The sheer oddity of working as a new age undertaker, especially at the youthful age of 21, could be turned into its own novel. The job has already inspired Waddell and his writing. "I saw the potential for story ideas and the job has already produced some small stuff." ●



CCI'S LEADER BOARD

CCI's Club Presidents give SCOOP the lowdown

A college experience might be considered a sum of its parts. For these five College of Communication students, one prime element is the successful management of a student chapter of a professional organization. Here are cliffnotes about their clubs and personal ambitions.

JORDAN LAWSON



1. ANDREA BAER

SIS ASIS&T (American Society for Information Science and Technology)

PRIMARY TASKS: Organizing social events about three times a semester to build students' face-to-face relationships. "Most of our classes are online, so it's important to build community."

FAVORITE ASIS&T EXPERIENCE: "Bringing together people from different backgrounds with a lot of different experiences and getting to collaborate with them."

PROFESSIONAL GOALS: To work in an academic library.

FUN FACT: "I've lived in Austria, Germany and Denmark."

2. MICHAEL DEAN

Ad Club

PRIMARY TASKS: Works with fellow officers to schedule two monthly meetings, contact speakers, lead workshops and tutorials. "I'm in charge of organizing it all."

FAVORITE AD CLUB EXPERIENCE: "Going the New York trip last year. The insight of the industry is my favorite part of the club as a whole."

PROFESSIONAL GOALS: Account management at an advertising agency.

FUN FACT: "I met Billy Ray Cyrus last summer."

3. ADAM DEITZ

Communication Studies Club

PRIMARY TASKS: Directs the club's many events and meetings occurring every other week. "Every event we do, every scholarship we have is student-driven. I make sure the right checks go in the right boxes."

FAVORITE COM STUDIES CLUB EXPERIENCE: The first time he participated in the Nathan Boals Memorial Scholarship Polar Bear Plunge, an annual late-fall event. "I went out to Goodwill and bought a three-piece suit for \$5 and jumped in the water in it."

PROFESSIONAL GOALS: To attend law school.

FUN FACT: "I'm a volunteer firefighter in East Roane County."

4. TAYLOR GRIFFIN

Public Relations Student Society of America

PRIMARY TASKS: Arranges speakers for club events and five meetings throughout a semester. "We are trying to get out more on campus so a lot of what I'm also doing is a lot of publicity this year."

FAVORITE PRSSA EXPERIENCE: The 2009 PRSSA National Conference in San Diego. "I got to network with a ton of kids from other schools and also met Arianna Huffington, who created the Huffington Post."

PROFESSIONAL GOALS: To work for a PR agency or large company in a metropolitan area. "I'm interning at East Tennessee Children's Hospital. I didn't know I was interested in that, but I am now."

FUN FACT: "I've met Paris Hilton."

5. EVA POSNER

Society of Professional Journalists

PRIMARY TASKS: Schedules and organizes monthly club meetings and new member recruitment. "We are a fairly new chapter, and last year there were four or five members. This year, my focus is on getting more involvement."

FAVORITE SPJ EXPERIENCE: "I absolutely loved the annual convention, which was in Las Vegas last October. Not only was it a great professional growth and networking experience, but it was fun. I really got a glimpse of what it means to belong to a national group of people who share similar passions as me."

PROFESSIONAL GOALS: Work in political journalism in Washington, D.C. "I am obsessed with politics. Political issues get my blood pumping and get me motivated. I want to run for office eventually, but I'm a writer first and foremost. Plus, what better way to learn about politics than to observe, research and write about them for a few years?"

FUN FACT: Travelling to Kenya. "It was just an incredible place. The nature there was beautiful." ●

LYRICS OF LIFE, GIFT OF MUSIC

Hovland keeps her mother's melodies of life, joy and song alive

BRITTNEY MOORE

It was 1939, and while Lucia Thorne, then 21, was singing in a Chicago jazz club, two rivaling gangs entered the room. Escaping with the other women in the club, Thorne crouched in the ladies' room for safety. Thorne's manager pulled her out of the bathroom and placed her alone on a stage facing the unruly crowd. He told her to sing, hoping her honey-filled alto voice would soothe the gangs and de-escalate the situation.

"She did, and she was obviously scared," says her daughter Roxanne Hovland, a professor in the University of Tennessee's School of Advertising and Public Relations. "It worked; there was no mayhem, and the gangs left."

The incident is but one dramatic anecdote within Thorne's life story, yet it seems metaphoric to her life course. Thorne was inspired to sing by her mother, a music teacher. However, when Thorne was 19, her mother committed suicide. "It was the worst thing in the world," Hovland says, "I think that's what made her decide to keep singing."

When Thorne finished high school around 1936, she moved to the Chicago Conservatory, an esteemed music school, and studied classical music. "She eventually got really tired of classical and just wanted to sing," she says.

The first agent she met with told her to "go get a job as a typist," Hovland says. Though, Thorne wouldn't give up until she got what she came for. "She went back, and he told her to meet him at Storm Club," Hovland says. After that, Thorne began singing in nightclubs in Chicago, and her singing career took off.

Thorne couldn't stop singing, but her life as a performer wasn't so easy. "She worked in these clubs for several years, and it was a hard life," Hovland explains. "She lived on busses and trains, and it wasn't where she wanted to sing."

As a last hurrah before settling down in Iowa and giving up on her nightclub career, Thorne and her high school friends took a trip down to Texas, Arizona and the surrounding area.

But then, destiny called — literally.

"She got a call from her dad back home, and he told her that WHO in Des Moines, Iowa, called," Hovland says. "They wanted to give her her own show."

WHO, a high-power AM station, could be picked up in Japan at night and was just the break Thorne needed.

"She had several shows for 15 years. She was on 'Melody Madhouse' and had a full band," Hovland says. "She sang and participated in the banter on the show, which was how she met my dad; he was a comedian. He could make her laugh. She said herself it was a wonderful time."

Thorne and her husband, Henry S. Hovland were married 22 years and had three children. He passed away in 1972. But through it all, and even during her last days, Thorne kept singing. Nurses at Brakebill Nursing Home in Knoxville, Tenn. told Hovland her mother would often sing late into the night. "They gravitated towards Mom's room. Her eyes were closed, she was asleep and singing. I



Thorne, right, loved the banter on the 'Melody Madhouse' radio show. "She said herself it was a wonderful time," Hovland says.

don't think there was a dry eye in the room," Hovland says.

Thorne passed away Oct. 6, 2009. She was 91. For Hovland, it was both an end and a beginning.

Hovland and her siblings were left with the responsibility to divide their mother's belongings. After sorting through dozens of wax records, magazine clippings, professionally-shot pictures and radio scripts, Hovland says she was left wondering what to do with it all; that was until she sat next to the former dean of UT Libraries, Barbara Dewey, who told her about the University of Iowa's Women's Archive that celebrates women's contributions to society.

Hovland called up the library's curators to ask whether they might want her mother's memorabilia for their collection. "They were thrilled," Hovland says. "People were so excited to have her memorabilia, especially the scholars of radio."

After her mother was cremated, Hovland and her sister took a road trip to Clinton, Iowa, to scatter her ashes in the family graveyard and deliver her mother's memorabilia to the archive. "My sister and I had a nice time. It was sad, but it's what she wanted," Hovland says.

Thorne left a legacy of life, joy, but above all, song. "For her, (singing) was a calling, and she very rarely gave up," Hovland says. "And then, it was like some divine intervention when the radio station called my grandfather, and sure enough, she was a singer." ●

RAPPER, PRODUCER...STUDENT

STORY BY DINA SIEDSCHLAG

Brian Tate, a Knoxville native and communications student, might be best known throughout campus by his initials B.T. On Saturday nights from 9 p.m. to 12 p.m., Tate hosts and produces his own show on WUTK-FM, 90.3, The Rock called the “Edutainment Hip Hop Show.” In addition, he’s a member of the local rap group, 2nd String. He performed in front of a crowd of thousands in 2008 and 2009 with his first rap group, 3 the Hard Way, in the spring break hot spots of the Bahamas, Acapulco and Cancun. Tate’s earliest musical influences, Jay-Z and Big Daddy Kane, triggered his passion for music and confidence to explore his own freestyling and rap skills. These days, Tate is all about his own “Show and Prove.”

JUST WHO IS THE MAN WHO SAYS HE RAPS FOR

“THE ADVANCEMENT OF KNOWLEDGE &
THE ENHANCEMENT OF THE MIND?”

WE SAT DOWN WITH TATE TO FIND OUT MORE ABOUT HIS REASON FOR RHYME.



TELL US HOW YOU SCORED THE PRIME TIME AT WUTK?

It was 2005 to 2006; before I went to UT — the guy that was doing the radio show was DJ Wigs. He had told me to come down to check out his radio show. One thing led to another and some of the cohosts couldn't be there, and they asked me to host. After one show, I picked up on how to work everything, and I started having an ear for music, and it just kept rolling. I went from rapping to hosting, to producing the show, to having my own show.

2ND STRING HAS PLAYED MANY SHOWS IN KNOXVILLE. DOES ONE STICK OUT AS YOUR FAVORITE?

I'll never say there's been a best performance. When 2nd String performs, we honestly top every show.

DO YOU EVER GET NERVOUS PERFORMING?

Every time I perform I'm nervous. I'm nervous to do a lot of things in life. I always feel that when I perform I'm representing my city, my state and my family. It takes the nervousness away because I've got to live up to that name. I don't want people to say those Knoxville rappers are terrible. I want them to say those Knoxville rappers are great.

SO IS RAPPING YOUR MAIN AMBITION?

I also like acting, photography, theatre, music and fashion. I'm trying to come out with a line of T-shirts with funny sayings called WIO. It stands for "Wear It Out." I don't want to just be known as the guy who raps and hosts a radio show. There's always more that a person can do. I think we are losing the art of Renaissance Men. Some guys are content with rapping. But don't just be a rapper, be your own business.

HOW MIGHT YOUR FRIENDS DESCRIBE YOU?

As dependable, reliable, funny and easy-going. But on my day off, I'm still working — and that's just an old habit. I'm always finding something to do. You don't stop creating; you have to live by the code of no days off.

WHAT DO YOU WANT PEOPLE TO KNOW?

I remain humble and hungry. I never want to be the kind of person who boasts and brags about what I do because I don't feel like those people go far in life. They just end up doing the same thing they've been doing. You have to be at the right place at the right time. Everything in life isn't given. More than anything, I've been blessed with everything that's come my way. ●

Tate works the pre-Big Boi (pictured below, second from right) concert Nov. 12, 2010, at the Knoxville Civic Coliseum. The show headlined Homecoming weekend events.





Perhaps the only thing that can detract attention from stadium views is the lure of the monitor screen.

PEACE OF THE ACTION

The Scripps Convergence Lab

JORDAN LAWSON

On a bright November afternoon, a handful of College of Communication and Information students sit in front of the 10 Macintosh computers against the year-old Scripps Convergence Lab wall. Chic-yet-cozy Starbucks-style couches and chairs beckon from the common area of the lab, room 402 in the Communications Building. A student prints out an assignment while another studies in a nook that features a floor-to-ceiling view of Neyland Stadium's shimmering new facade. The observation and meeting room down the hall is full of laptops; cords crossing and students chipping away at a big assignment. A class meeting occupies the studio and theater, which seats up to 100 people. The scene provides a picture-perfect portrait of productivity.

But this is just another day for the 4,000-square-foot lab, funded in part by the Scripps Howard Foundation. The multi-purpose space has proven to be the perfect place for all CCI students to work, mingle and even rest. Call it organic media relations.

"Having this space in the building has worked as we hoped it would, for people to do a little teamwork, have a little downtime and gain a sense

of their own space within the college," says John McNair, director of technology for CCI. The original idea behind the "convergence" lab was that it would bring together all types of media. "As it turns out, we're also converging students," says McNair. "We are converging the schools within this college."

While the conference, observation and theater rooms are often utilized for classes or meetings, when they're not scheduled, they act as additional common areas.

McNair says student and faculty feedback has been positive, although he also notes some alumni envy. "I hear (...) people saying, 'I wish I had this when I was a freshman' or recent graduates coming back (and saying) 'I wish I had this when I was in school here.'" He hopes the lab can offer new technology every year so future graduates can also say, "I wish we had that when I was here."

The lab is open Monday through Thursday 9 a.m. to 9 p.m. and Friday 9 a.m. to 5 p.m. McNair says he hopes to eventually open the lab's doors on Sunday as well. ●

A DIGITAL FIRST DRAFT OF HISTORY

UT libraries and CCI team up to preserve the state's history in 21st century style

NICHOLAS HUNT



The Murfreesboro Daily News Journal microfilm awaits its digital makeover.

In a temperature-controlled vault in the Nashville state archives, the closely monitored first draft of the state's history sits waiting for a new adventure. The cabinets are full of first generation microfilm of the state's newspapers, and these are the real deal – negatives that have never seen the inside of a projector. These are not faded fourth generation copies available to the public. These are pristine; many of them previously preserved by state archivists. Now, the United States Newspaper Project, a National Endowment for the Humanities grant, is planning to digitize these first generation microfilm negatives, state-by-state, for a new online national archive.

"We hope it will be very interesting to school children in particular," says JoAnne Deeken, the head of University of Tennessee's Technical Services and Digital Access, who thinks newspapers are tangible tools to teach Tennessee history. "I think there is nothing that makes something as real as reading a newspaper and, say, finding out how long it took to get from Knoxville to Nashville when there were no highways and no cars or finding out the cost of a pair of shoes."

Deeken says it took three attempts to obtain the \$325,165 NEH grant for UT, and, now that she has it, she spends 50 percent of her time on it. It is a significant two-year project, transforming 100,000 newspaper pages into three different digital formats: TIFF, JPEG and PDF. In addition, Deeken and her staff will create a short history of each newspaper to highlight its significance and a metadata analysis identifying each title, page, volume and year so that the digital copies can be searched by date or keyword. Once this is complete, an outside company completes the digitization. And this is just the first stage. Deeken and her team hope to receive two additional two-year grants to digitize 300,000 pages in six years.

Fortunately, Deeken has project collaborators. Journalism professors Dwight Teeter and Edward Caudill wrote a history of Tennessee newspapers

for the grant application and are leading the project's advisory committee, which selects the newspapers to be digitized. The current phase concentrates on newspapers published during the Civil War and Reconstruction that represent the state's three Grand Divisions – East, Middle and West.

"Some (newspapers) we know are just really historically important," says Teeter, who along with Caudill, researches newspaper coverage of historical events. "Some of them are important for good reasons, and some are important for what you may think of as unfortunate reasons like 'Brownlow's Knoxville Whig.' Parson Brownlow was a raging racist. But again it was a view that was often heard in East Tennessee in those days."

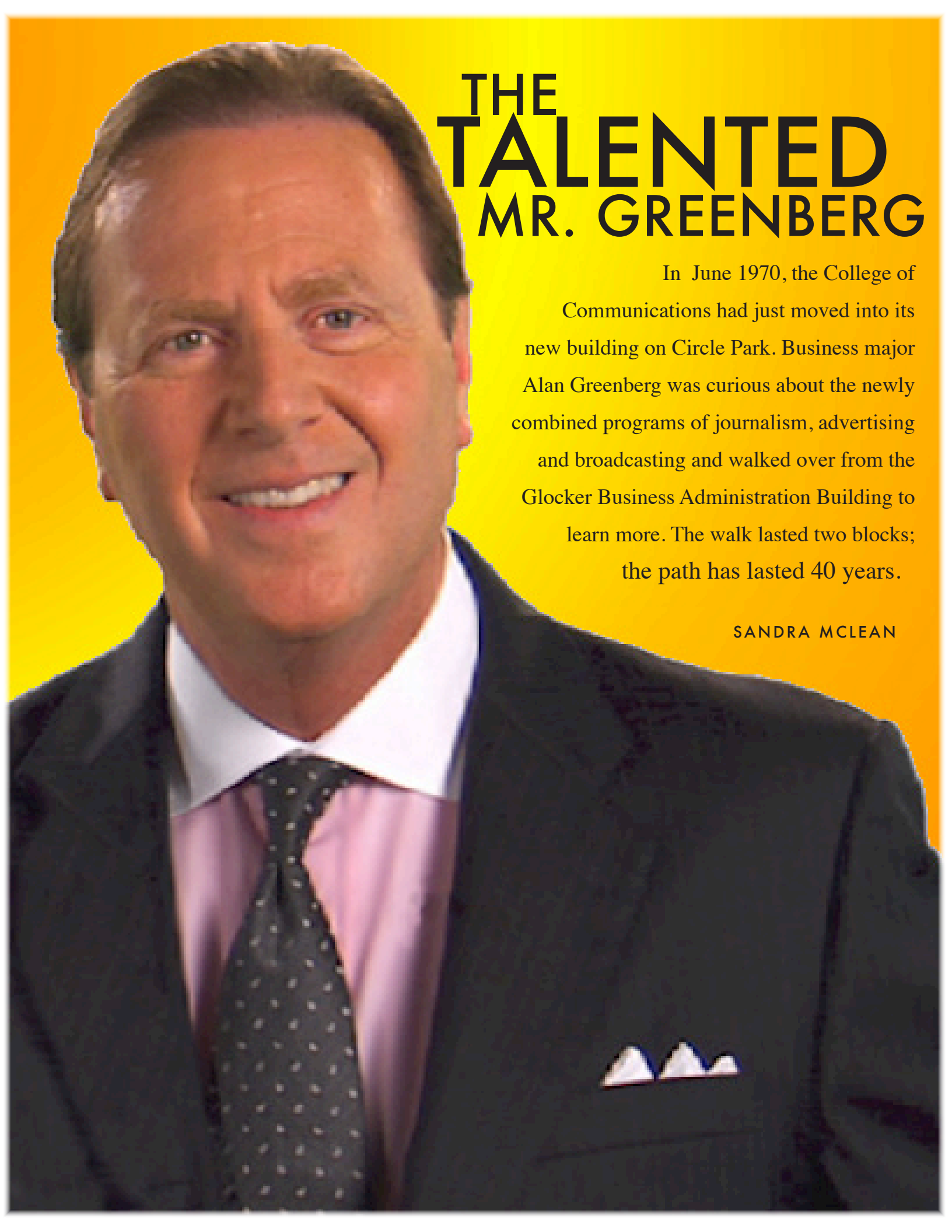
Teeter and Caudill will research and write a short history of each paper, which requires wading through the rolls of microfilm their work is helping to replace looking for pertinent information. "I will probably be wearing thicker eyeglasses shortly," he says.

According to Deeken, this project would have been impossible a decade ago because of the immense volume of information, as well as the lack of digital preservation standards. Deeken expects the first 100,000 pages will be close to 20 terabytes of information, and each page will be saved as a TIFF, the standard digital archival format, and JPEG2000 and PDF file formats. Since one terabyte equals about 200 DVDs, the first phase of the project will equal to close to 8,000 DVDs, or every film made in North America in the past 13 years.

The Library of Congress will make each state's projects available online as they are finished 25 at a time.

Teeter says the final product will be worth the effort as the online database users will be able to search for keywords, dates and topics and be able to view them in high quality. No more squinting and adjusting. "I think it is like dying and going to heaven because I have spent an awful lot of time trying to grope around with microfilm." ●

"I think there is nothing that makes something as real as reading a newspaper and, say, finding out how long it took to get from Knoxville to Nashville when there were no highways and no cars or finding out the cost of a pair of shoes."

A portrait of Alan Greenberg, a middle-aged man with short brown hair, smiling. He is wearing a dark suit jacket, a light pink shirt, and a dark tie with small white polka dots. A white pocket square is visible in his jacket. The background is a solid yellow color.

THE TALENTED MR. GREENBERG

In June 1970, the College of Communications had just moved into its new building on Circle Park. Business major Alan Greenberg was curious about the newly combined programs of journalism, advertising and broadcasting and walked over from the Glocker Business Administration Building to learn more. The walk lasted two blocks; the path has lasted 40 years.

SANDRA MCLEAN

“SAT DOWN WITH [PROFESSOR] RICHARD JOEL, who was heading the advertising department, and I was really engaged by the combination of business, creativity and marketing that the degree in communications, with emphasis on advertising, provided,” says Greenberg.

The Nashville native changed to advertising and graduated in 1972. Greenberg’s next stop resembled more of a professional pole-vault; securing a job in sales with a Fortune 500 company, Procter & Gamble.

“Many people would tell you that Procter & Gamble is one of the great places to start a career. They have a way of doing business that is highly instructive. You learn by doing; you learn pretty quick,” Greenberg says. “They have a set of standards and protocols in terms of how business should be done and can be done. If you throw yourself into [that], you are going to learn a lot and grow up pretty quickly.”

By age 23, Greenberg was running a sales force at P&G. “You know, there are not a lot of opportunities like that.” During the next two and half years, he moved from Miami to Washington D.C., to Jacksonville, Fla. to Springfield, Mass. His many moves ushered in new opportunities, among those, the national distribution of a strange new snack food: Pringles potato chips — in a can.

“At the time we were introducing that product, no one had seen anything quite like it. You walked into a store and said, ‘potato chips in a can.’ They didn’t quite think that was going to work.” Now, with more than \$1 billion of global sales per year, suffice it to say, the strategy was a success.

“It was highly competitive. You were competing with the Frito-Lay sales people whose life and livelihood depended on how many bags they sold,” says Greenberg. “They didn’t like this global consumer packaged goods company [P&G] coming in and taking shelf space from them. So you learned a lot about tough competition, fighting for shelf space and new product introduction. It was a great place to be in those days.”

Greenberg’s enthusiasm and enterprise propelled him to a competitor, Johnson & Johnson, where he worked three years, until a wild card named Chris Whittle entered the picture. Whittle was a partner in a Knoxville print media company, the 13-30 Corp.

Named for the age group targeted by its marketing efforts, the 13-30 Corp. published an annual magazine called “Knoxville in a Nutshell,” which later expanded to editions designed for other college towns.

For Greenberg, the move was both strategic and comfortable. “In school I had actually started a little publishing company with a couple of friends. We were publishing things like desk blotters [large paper pads] with

advertising, information and content for students,” says Greenberg, adding they had content for the University of Tennessee-Knoxville, Vanderbilt, the University of Tennessee-Chattanooga and Memphis State.

Greenberg thought his migration, from established consumer product sales manager to a start-up media producer, would bestow both valuable perspectives and invigorating challenges. “I thought I could take the skills I had, my natural abilities, and really make something.”

Greenberg’s long-term goals were prescient, and, also, a perfect fit. “I think I saw that I was going to build my own company someday, and I saw in the leadership of 13-30 like-minded people,” he says. “It was the media industry, and that was so appealing. I mean, I instinctually understood advertising sales and publishing. I just got it.” Greenberg’s 13-30 duties included selling advertising in the company’s 100 publications, each of which had original content and advertising. The many markets meant many meetings and many miles of travel.

Don’t assume his weekly shuttling between New York City, Boston, Los Angeles and Chicago was a grind. “I enjoyed it tremendously. Being on Madison Avenue in those days in your 20s was a thrill.”

Overall circulation numbers of the company’s publications tripled the first year, attaining the target markets — high schoolers, college students and young married couples. But it was the company’s creation of two national marketing tactics that proved most profitable. The first, called “Good Stuff,” distributed free samples of personal care products to freshmen dorms and into the hands of a million new consumers. “This was the first time those individuals were starting to make, in many cases, their own purchasing decisions,” says Greenberg. “It was a highly successful program.”

The second, “The Wallpaper Journal,” installed bulletin boards in dormitories and other high traffic locations on college campuses. Part billboard, part magazine, these structures displayed attention-getting posters with engaging stories and advertisements. “The Wallpaper Journal” was such a hit, 13-30 expanded the idea and modified content to appeal to different markets; for example, pet owners in veterinarians’ offices, moms in pediatrician offices and patients in dental offices. “It was a highly selective medium that we created and became known for.”

When in 1979 the company’s annual revenue was estimated at \$10 million, management ventured into new territory: ownership of a floundering, national magazine called Esquire. “Most people had given Esquire up for dead,” says Greenberg. “And particularly when they [New York media] found that it was a group of Tennesseans that had bought it.”

IN 1974, ESQUIRE HAD SOLD 1,000 AD PAGES BUT IN the following years, despite renovations, sales were down to 400. Greenberg, the magazine's new advertising director, left 13-30 and Knoxville for New York City. "We positioned the magazine as the magazine for thoughtful, upscale, well-educated baby boomers," says Greenberg, who became publisher in 1981. "That was a huge market that people were just then starting to pay attention to."

Greenberg's team brainstormed innovative media events to attract both consumers and advertisers, for example, the magazine's anniversary extravaganza. Esquire editors chose 50 individuals who had made the greatest difference in the world between 1933 and 1983 and kept the names secret. People such as Muhammad Ali and Dr. Jonas Salk were then profiled by 50 of the world's most prominent non-fiction writers such as Tom Wolfe and Gay Talese.

To celebrate the issue's release, Esquire threw a party for 2,000 at the Lincoln Center in New York City, "Fifty Who Made the Difference," inviting the publishing, media and marketing leaders. "We created this magazine as a hardcover book that we handed out to people and it sold more advertising than any men's magazine in history at that time," says Greenberg. In April 1984, the issue won the American Society of Magazine Editors' National Magazine Award for Single-Issue Topic.

Greenberg and his sales team worked endlessly to attract loyal readers and advertisers and within four years, sold 1,600 advertising pages.

But, as is often the case with relationships, business and otherwise, change happens. And in 1986, 13-30 Corp. co-founders Chris Whittle and Phillip Moffitt ended their partnership. Whittle purchased Moffitt's company shares and changed the name to Whittle Communications and Moffitt took over Whittle's shares of Esquire and within a year sold the magazine to the Hearst Corp.

Greenberg chose to trade the Big Apple for a position at Whittle Communications in Knoxville as vice chairperson in charge of new product creation.

Once again, the move was both strategic and comfortable. At Whittle Communications, Greenberg led the new products team in developing two original businesses. The first being "Special Reports," a women's magazine displayed in custom-made racks in physicians' waiting rooms, that targeted the family shopper experiencing a rare moment of calm. "Special Reports" magazine was another financial home-run and even before the first issue was printed, sales of ad space topped \$50 million.

The second idea, Medical News Network, allowed doctors to watch medical news that was packaged daily and transmitted via satellite dishes to doctors' offices. The value of such a service in a pre-Internet world was visionary. "We actually built a new piece of technology that was part television, part video-recorder, part computer ... This was real pre-interactive, pre-Internet," says Greenberg. It sold \$96 million of participation to advertisers in just the test of MNN.

But when the information superhighway took all other traffic, MNN was shut down, giving Greenberg an opportune time to reconsider his own path. He chose to venture out solo. In 1997, Greenberg moved to Atlanta, assembled a team of trusted colleagues and started Greenberg News Network, which launched Medcast, an e-health service delivering medical news. The proprietary health news organization delivers packaged news and continuing education to physicians one-on-one and is funded by doctors' subscriptions, product sponsorships and the pharmaceutical manufacturers.

The network was venture capital-funded and was thus private. But when WebMD, a well-capitalized Internet company, offered to buy the GNN stock when it went public, the result was a three-way merger of GNN, WebMD and Healtheon. In 1999, GNN sold for \$113 million. "It was a substantial win for all the stockholders."

The victory also induced Greenberg to invest in a struggling travel company, LastMinuteTravel.com. Travel planning via the Internet was skyrocketing. After two years of revamping, a revitalized LastMinuteTravel merged with Tourico Holidays to form Travel Holdings Inc.

"MOST PEOPLE HAD GIVEN
ESQUIRE UP FOR DEAD,
PARTICULARLY WHEN
THEY FOUND THAT IT WAS A
GROUP OF **TENNESSEANS**
THAT HAD BOUGHT IT."



Today, Travel Holdings does business in fifteen languages in 122 countries around the world, contracting for hotel product and selling it to e-travel companies. Travel Holdings will do more than a half billion dollars in sales this year. When the core of the business moved to Orlando, Fla., Greenberg stepped down as CEO, remaining a board member and stockholder.

Perhaps it is only poetic his last venture was within the travel industry, given his penchant for mobility. However, where he is now truly breaks new ground, as it involves building schools. The idea took root in 2008 when Chris Whittle asked Greenberg to come in as partner on a new idea that also involved Benno Schmidt, former president of Yale University.

The idea, now a reality, is Avenues: the World School, a global system of private K-12 schools. After opening a flagship campus in New York City in the fall of 2012, the venture will expand to London, Hong Kong, Sao Paulo, New Delhi and Shanghai.

The plan is bold, certainly. But the architects know a few things about achievement. And this chapter, this idea, may be the crowning achievement Greenberg has been building towards his entire career.

“People [who] have careers that are rewarding - when they are successful, there are seminal events where they take a path - one path versus another - that changes them and creates opportunity.”

How one utilizes that opportunity, however, has the potential to create paths not yet explored. ●

**“He built
two fabulous
companies over
the last twenty
years in Travel
Holdings and
also Greenberg
Networks.
HE IS A
WORLD CLASS
ENTREPRENEUR.”
—Chris Whittle**



ON MARCH 11, 2010

Greenberg was presented the Donald G. Hileman Distinguished Alumni Award, given annually to an alumna or alumnus for their achievements in the field of communication and information. “Alan Greenberg has had a remarkable career as a media business person and entrepreneur,” said CCI Dean Mike Wirth. “He has set an outstanding example for our students about what’s possible as they graduate and become working professionals. Mr. Greenberg’s latest innovative venture, focused on private K-12 education, is indicative of his innovative ability to take a concept from the idea stage and make it a reality.”

Photos (Clockwise from top left): College of Engineering students set up shop in Circle Park to demonstrate how simple things work; A group of Chick-fil-A fans gather 'round the iconic Chick-fil-A mascot for a group picture; A live band performed for homecoming festivities during the Nov. 13 UT alumni celebration.



GAME DAY DRAMATICS

You know what they say: *LOCATION, LOCATION, LOCATION!* CCI is fortunate to have central casting during sporting season – especially football. Last year's pinnacle production, the Nov. 13, 2010 Homecoming game against Ole Miss, resulted in a (drumroll, please) 52-14 Volunteer victory. But as is the case with much drama, it was the theater surrounding the event that took main stage.

From zany sunglasses to posing with a cow, the ground around CCI was a true circle of spirit.

photos by ANDREA STOCKARD, BRITTNEY MOORE, AND NICHOLAS HUNT





Photos (Clockwise from top right): A camera in CCI's Scripps Convergence Lab keeps watch over the Vol Walk festivities, Dean Mike Wirth takes alumni visitors through the revamped CCI Auditorium, even dogs must wear orange on this day, the view from the ramp is almost as sweet as the view from the seats.



UNDER GROUND GENIUS

KEVEN REED

The basement of Hoskins Library is a location often overlooked by the common student. While bookworms regularly crowd the Hodges Library to cram before finals, a handful of lesser-known groups perform some of UT's most prominent research in the cellar confines of Hoskins, groups that have successfully cemented the university's research on an international stage.

SO WHAT ARE THESE PEOPLE



Answers to the universe?

The cure to the common cold?

Another substitute for sugar?

Perhaps all, or none, of the above. The center, backed by clients such as the Departments of Defense and Energy, as well as the National Science Foundation, Scripps Networks and IBM, is not one to seek the limelight. Yet the research it produces often takes international center stage.

searching for?

PHOTO BY BRITTNEY MOORE

WINTER 2011 SCOOP | 25

Founded in 1989, the Center for Information and Communication Studies serves as a research alliance between the School of Information Sciences and Oak Ridge National Laboratory. The center has since expanded, and three major current projects — DataONE, Lib-Value and ScienceLinks — allow graduate students hands-on experience with the help of university grants and contracts to perform UT-sponsored research, work that has garnered international attention under the direction of CCI professor Carol Tenopir, the director of CICS.

Tenopir began as a faculty member in the School of Information Sciences before taking over as full-time director of the center. “It started as a way of placing Information Science students at ORNL and doing projects with research staff. The chancellor (at the time) wanted to expand the scope of the center to add more grants and more involvement of faculty and students,” explains Tenopir. “I didn’t really have anything to do with the center until the new College of Communication and Information was formed. The chancellor and dean said it really needed to be a faculty member as director and wanted to keep the Oak Ridge connection but wanted to add the other mission, making it a real college resource. That’s when I was appointed to interim director and eventually asked to be permanent director.”

The center, which received more than \$9 million in grants during 2010, is mostly self-funded. “It’s not entirely self-funded because my salary, for example, is paid by Information Sciences, but the staff is soft-funded,” says Tenopir. The college and university are both responsible for providing space for the research facility, as well; the university library provides research space in Hoskins, while CCI provides office space.

While some internal funding has come from the Office of Research for the last two years, most of the center’s funding is self-made. “We earn our own money in the sense that every time we do a grant or contract, 60 percent of the indirect costs the university uses for overhead functions, and the remaining 40 percent are research incentive funds that are returned to the college and re-invested into the research center and faculty research,” says Tenopir. “Research incentives go to the dean, and in our case, they are always reinvested into the research capabilities.” Tenopir believes rethinking the research facility from scratch in 2002 helped strengthen the group in several ways. “One of the advantages of the new college re-inventing is you bring the strength of the existing units,” says Tenopir. “But you can make up all your own ways of doing things and bring an interdisciplinary perspective.”

Currently, the center is working on many projects, including three major projects that are in their infancy. DataONE is led by a UT-ORNL collaboration, Lib-Value is led by Tenopir herself with project manager Regina Mays, and ScienceLinks is headed by Information Sciences faculty member Suzie Allard. There are also many graduate students working on the various projects. “We have 35 students who are supported by grants or contracts right now. Of those, 16 are on fellowship, which is part of the grant, so the remaining 19 are graduate research assistants,” says Tenopir. The center projects have also resulted in the first post-doctoral researchers in the college.

DATAONE

DataONE is a fairly long-term project, which, with Tenopir, Allard and joint ORNL-Information Sciences faculty member Bruce Wilson leading the UT portion of the project, seeks to build a technical infrastructure for data sharing and data preservation. “It’s part of the National Science Foundation’s DataNet partners,” says Tenopir. “NSF funded two projects initially, with DataONE, focusing on earth and environmental sciences.” DataONE stands for Observation Network for Earth. The project is notable for its cross-disciplinary and cross-institutional work, gathering researchers and practitioners from Information Sciences, Computer Science Library Science and Earth and Environmental Science to build a technical infrastructure for data.

Community engagement is also important to the DataONE project. The



Allard, left, heads ScienceLinks and Tenopir, right, is the director of the center and leads Lib-Value with Regina Mays (not pictured).

group hopes to find new ways of educating scientists on how to describe and preserve their data for future use. Additionally, the research team hopes to figure out better ways of providing incentives and changing attitudes about why data should be shared and eventually offer a centralized location to share the data. The project is led by researchers at the University of New Mexico. “We have people at ORNL and UT that work on the core infrastructure, as well as the community engagement team,” says Tenopir. “There are three coordinating nodes to replicate metadata and have all the tools, authentication and security. One of them is in Oak Ridge, one is in New Mexico and one is at the University of California Santa Barbara. There will be dozens, and eventually hundreds, of member nodes where the data is housed, located all over the world. DataONE makes sure that data is replicated in at least two places so it doesn’t get lost. In a hundred years, you should still have access to the data.”

LIB-VALUE

The second major project undertaken by CICS and housed in Hoskins is the Lib-Value study led by Tenopir with project manager Mays. Lib-Value stands for “Value, Outcomes and Return on Investment in Academic Libraries” and is a three-year study funded by the Institute of Museum and Library Services, IMLS. Lib-Value, as Mays explains it, is a study of “academic libraries specifically to identify the value and return on investment of academic libraries to their institutions and to the university as a whole.” The project, which is finishing its first year, builds on two earlier studies. The two earlier studies — the first of which was a case study by the University of Illinois — were much smaller and covered just library return on investment in the grants process.

UT isn’t the only school working on the project. Researchers at the Association of Research Libraries (ARL), Syracuse University, Bryant University and the aforementioned University of Illinois are also part of the project. “It’s growing on its own in many ways,” says Mays. “The first [phase], was a pretty small and specifically focused project at Illinois, and Tenopir expanded that into phase two and went international with it. She looked at eight institutions around the world in Europe, Asia, the U.S. and Canada and took what they did in Illinois and expanded it to these other libraries.” The first two phases were funded by Elsevier publishers.

In the first two phases, the research team developed a formula to calculate the monetary return based on the library budget and the proportion of grants that come back to the universities as a result of using the library collections. “They set the stage for what we are doing now, which is to expand that idea, the idea of showing some sort of concrete bottom line ways in which the library benefits from the university and helps the university to attain its mission and goals,” says Mays. “Lib-Value is measuring how the library collections and services help the university, not just in the grants process but in all areas of value and return on the investment in the library.”

The project is finding different ways to collect and analyze data by identifying areas of value that have not been measured before and, as Mays puts it, “quantifying that value the best we can.” It’s also important that the project draws some conclusions as to how the library serves the university by facilitating faculty research, faculty success, student success and student retention. Mays says the three-year study certainly has room for expansion. “This is only a three-year study and obviously the library is a pretty big organism with a lot of different departments and a lot of different ways it can serve and bring value to the university,” says Mays. “It’s not official, but we think it’s certainly a possibly for more study in the future.”

SCIENCELINKS

The third project, ScienceLinks, involves a group of doctoral students with projects in the research unit. Jim Malone and David Sims are two of the six students selected to be a part of the project. In their first semester with ScienceLinks, Malone and Sims are part of an elite group selected from about 30 applicants. The ScienceLinks students helped to develop a course for undergraduates on environmental and information science, while also helping out with research projects related to science data and science information management. “A lot of the things we get to do outside of coursework is sit in on research team meetings,” says Malone. “We get familiar with how things are run.” Sims works on the other side of the research fence, with a post at ORNL in the Technology Transfer division. “We are responsible for taking the technologies and developing them at the lab and transferring those deals in licenses and copy rights,” explains Sims. “I’m called a ‘commercialization manager.’ There’s a lot of relationship management, potential licensees and staff that you work with.”

Both Malone and Sims acquired their masters’ degrees in Information Sciences at UT, and their research and coursework will end up netting them each a doctorate in Communication and Information. The ScienceLinks project is funded by an IMLS federal grant to produce doctoral students who have experience in science communication and information, with an emphasis on science data. “There’s so much data out there, it is difficult for everyone

to teach the next generation of scientists and librarians how the information and data gets to the public,” says Malone. “Our whole thing is to be trained in knowing how to manage data. That would definitely be on the information side of things, to teach people how to use the tools, to manipulate data and to figure out what it means.”

Led by Allard, Tenopir is a co-principal investigator on the project. “When they graduate, ScienceLinks participants will either be educators or information professionals who become science data curators,” says Tenopir. DataONE also goes hand-in-hand with the ScienceLinks project. “If we are going to have this kind of infrastructure and data sharing, we need people who can curate the data and people who can create the meta-data and put everything together,” says Tenopir. “They will be educating the next generation of science data-curators.” Part of the ScienceLinks experience is working on the DataONE project.

To explain the premise behind data curation, Tenopir cites a study on climate change as an explanation. “You may want to study the impact of climate change in East Tennessee,” explains Tenopir. “So you can look at something from the meteorological data for the last 10-15 years. You may also want to look at species data, so you might want to look at data collected by field biologists. You might want to compare that to plant data. Having access to all of that in one place, described in a unified way, with tools to integrate use, should save a huge amount of work. With projects like DataONE, something that might take years will take days or weeks and contribute to finding new discoveries. That’s the ultimate goal of DataONE.”

The center is hitting its stride with an interdisciplinary group of top-tier research projects, while supporting a large number of graduate students. Thanks to the structure put in place by Tenopir, the center has created numerous jobs during a time of downsizing and lay-offs. While most UT students may be unaware of its existence, the research center has made a name for itself internationally and looks to continue reaching out as new opportunities present themselves. However, one ironic outcome might accompany the center’s expanded esteem; its under-the-radar days may be numbered. ●

CICS ESSENTIALS

MISSION STATEMENT

The mission of the Center for Information and Communication Studies is to focus the talent of colleagues across disciplines at UT on addressing research problems related to information and communication systems and services, broadly defined. The center’s mission is consistent with the mission of the College of Communication and Information.

SELECT CLIENTS, PARTNERS AND GRANTING AGENCIES

- American Academy of Pediatrics (AAP)
- American Astronomical Society (AAS)
- Department of Defense
- Department of Energy
- Engineering Information Foundation
- Federal Bureau of Investigation (FBI)
- Institute for Defense Analyses
- Institute for Museum and Library Services (IMLS)
- Lockheed Martin Energy Systems
- NASA Langley Research Center
- National Transportation Research Center
- National Science Foundation (NSF)
- Scripps Networks
- Tennessee State Library and Archives
- UT Battelle, Oak Ridge National Laboratory (ORNL)

EAT, PRAY, PR

CCI students book it to Italy

ERIC CARLSON

As the bus gently rolls down the hill road towards Urbino, the great medieval city finally comes into full splendor. As the sun falls in the east, soaring turrets and majestic buildings reflect in the wide eyes of the American students. Kelsey Nuttall, public relations major at UT, is dazzled by the fantastic sight, her thoughts drifting towards romantic visions of Italian wine and fresh mozzarella. As students leave the bus and walk into the university courtyard Nuttall witnesses her first Italian sunset, framed by majestic mountains in the distant sky. She could do nothing but stare.

Nuttall and eight other CCI students traveled to Italy last July 1 to Aug. 5 to study public relations at the University of Urbino. The trip, open to all majors across the university, was led by Candace White, associate professor in the School of Advertising and Public Relations.

Students spent three hours per day in an “Intercultural Communication and International Public Relations” course. They were also given the option of taking a class in Italian culture and language. Outside the class work, students say they had ample time for other ventures in the city. “It was easy to just hop on a bus and go to the beach if you wanted to,” says Evvan Tolly, public relations major, who adds they were granted freedom as long as they showed up to class the next day.

Urbino, a medieval town located near Italy’s Adriatic coast in the region of Le Marche, was home to Renaissance painter Raphael. Students attended class at the University of Urbino, founded in 1506, which boasts an enrollment of about 20,000.

Most students stayed in residence halls outside the city walls. The building housed a diverse group, including Italians, other Europeans and students from other American universities, including Rutgers, the University of Florida and Villanova.

But some students, such as Tolly, resided in other halls. “Being separate from the group really helped immerse me in the Italian lifestyle and culture,” he says.

Despite any location variables, CCI students say the small size of their group led to big bonds. “We became really good friends during the trip,” Nuttall explains.

They connected with local students as well, who regularly showed them around the town. Although many Italian students preferred to speak with them in English, “I definitely learned a lot of Italian during my stay,” Tolly says.

The course fee included bus or train excursions to nearby cities Assisi, Gubbio, San Marino and San Leo. They also spent two nights in Florence and



Public relations knowledge wasn't the only thing CCI students picked up during their trip to Italy. They also indulged in local offerings.

three nights in Rome. “Of all the places, Florence was the best,” Tolly says.

White plans on leading the same trip next summer and expects even more students than this year. The trip is open to up to 30 students and is available to all majors across UT. Students may sign up November through February in the Programs Abroad Office, located in Melrose Hall.

“(The trip) left me speechless,” Nuttall says.

While “speechless” is not always ideal for communication, in this case, we’ll make an exception. ●

These four students bring international relations to CCI**JELENA PETROVIC | NIŠ, SERBIA | JOURNALISM & ELECTRONIC MEDIA**

Jelena Petrovic earned a master's degree in journalism in Serbia, while working as a correspondent for one of the biggest television stations in the country. "We did big packages about economic, political or social issues," says Petrovic, yet she wanted more.

Petrovic applied for and received a scholarship offered by the U.S. Embassy in Belgrade in the hope of polishing her professional skills. "I like America because the people here work a lot," she says. She cites as an accomplishment her newly acquired skills as a "backpack" journalist, combining video recording, editing and reporting.

As a visiting scholar, Petrovic will live in Knoxville for 10 months to "observe and learn," while improving her English. Petrovic says she is unsure of her post-UT plans. "Here, I have lots of opportunities," says Petrovic. "In Serbia we have many problems, and it's very hard to get a job there. But the people I left there, my colleagues, they are waiting for me to come back."

TIANMU ZHANG | SHANGHAI, CHINA | INFORMATION SCIENCES

Tianmu Zhang completed his undergraduate degree at Fudan University in Shanghai before moving to the United States studying information and telecommunications systems at Ohio University. After earning his Master of Communication Technology and Policy degree, Zhang began UT's Communication and Information doctoral program, where he is now involved with DataONE, a CICS project geared towards enabling data-intensive biological and environmental research.

He says this hands-on experience is what originally attracted him to the program. "[UT] has specific interdisciplinary courses that put you in a very technical environment, and that's what I'm interested in," says Zhang.

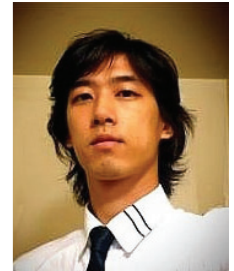
As for his future plans, Zhang says he's open to many possibilities in the United States and China. "Maybe I could do a technical service in an academic library or be an information securities specialist in an academic or business environment," says Zhang.

HO-YOUNG (ANTHONY) AHN | SEOUL, SOUTH KOREA | ADVERTISING AND PUBLIC RELATIONS

Ho-Young Ahn is in the process of earning his doctorate in advertising, and his research focuses on advertising strategies, with a specific emphasis on persuasion, health information processing and health communication through Public Service Announcements (anti-binge drinking, smoking, tanning, etc.).

Ahn became interested in this scholarly combination after his father became ill and online searches led him to conflicting health messages. Although he was frustrated, he says he was interested in how health information is disseminated and how PSA's as an advertising medium can promote healthy lifestyles. Post-doctorate, Ahn says he hopes to work at a U.S. university. "I want to give back to Americans because of everything I have learned here," says Ahn.

Ahn says he is thankful for the new avenues of research he has acquired during his time at CCI. "Because I came here, I learned how to do qualitative interviews and how to find the real meaning in different people, so I really appreciate that," says Ahn.

**MLANDS | COMMUNICATION STUDIES**

Marlijn Van Keulegom first visited the University of Tennessee eight years ago during a year-long undergraduate exchange program. When the program ended, he returned home to finish his undergraduate studies in the Netherlands at the University of Amsterdam but then came back to UT a year later as a graduate student.

Van Keulegom is now in the process of earning his doctorate in Communication and Information. His research area is interpersonal communications, specifically, imagined reactions. Van Keulegom illustrates his research interests by using a job interview as an example. "Some people just go, but others may think about what questions might come up and what answers they will have, and they basically sketch out the whole conversation in their head as they think it will happen."

In addition to conducting research, Van Keulegom is enrolled in CCI classes and teaches a senior-level group communications class for the School of Communication Studies. After earning his doctorate, he hopes to teach communications at a European university, where he can also continue his interpersonal communication research.



LIVE FROM NASHVILLE: IT'S LELAN STATOM

ERIC CARLSON

If you live in Middle Tennessee and you're worried about inclement weather, chances are you turn to Lelan Statom for information. As Emmy Award-winning meteorologist and weather anchor at NewsChannel 5 WTVF-TV in Nashville, Statom (CCI, 1986) is his market's most-watched weather forecaster. But like many of life's successes, it took diligence, and in his case, years of reporting and editing around the Volunteer State, to get there.

Before his fame, Statom gained real world skills at the University of Tennessee, where he graduated in 1986 with a Bachelor of Science in Communication with an emphasis in public affairs. "UT, along with my practicums and internships, did a great job of preparing me for my career and getting me hands-on experience," Statom says. One of his favorite jobs during college was at the college radio station, WUTK-FM, 90.3, The Rock. "WUTK allowed me to get on the air and get experience and confidence in delivering news."

At the station, he worked with Benny Smith, the current general manager of WUTK. Smith says Statom was an exemplary student on many levels. "Lelan is exactly the same as he was in college; professional, approachable and kind. He's one of those guys that realized what you could get out of this station if you worked hard enough."

Statom also cites his two undergraduate practicums at local Knoxville TV stations WTVK Channel 8 (now known as WVLT) and WATE Channel 6 as significant stages for learning, and later, earning a living. One of his practicums turned into his first job at local station WTVK Channel 8 as a photojournalist. The job afforded him the experience necessary to move forward in the broadcast industry while doing numerous tasks, such as interviewing sources, writing stories and photography.

"I was a one-man band," Statom says. His next opportunity led him to a job as a weekend assignment editor and photojournalist at WATE, also in Knoxville, where he gained experience with pressure-filled breaking news stories. However, Statom says that experience served a different purpose. "I learned I didn't ever want to be the main assignment editor," he says.

Statom's passion for weather began in middle school and grew as he took meteorology classes at UT. Little did he know that this passion would soon make him famous.

Statom's career path became clear when he started filling in for the weatherman at WATE, soon proving to be valuable experience for him. This interest turned to professional passion in 1990, when



Each day is different for Lelan Statom, left, whose job mixes meteorology with meeting celebrities, such as Nashville-based Dr. Travis Stork of television show "The Doctors," right.

he landed a job in Bristol, Tenn., at WCYB-TV as a weekend weather anchor and reporter, where he worked for three years.

But his calling card came in 1993, when Statom was hired as the weekend weatherman at NewsChannel 5 in Nashville. After six years of hard work, he was promoted to his current gig: the morning newscast "NewsChannel 5 This Morning," which is the No. 1 rated morning show in the Nashville area. Statom won a Mid-South regional Emmy Award for his reporting during the April 2006 tornadoes.

In addition, he co-hosts the popular talk show "Talk of the Town," which adds a dash of diversity to his on-air time. "I get to cook and eat a lot," he laughs. The program, currently the No. 1 talk show in Nashville, features cooking demonstrations, interviews with local experts and celebrity visits, including a recent appearance by Julie Andrews.

Though he may love his job as a weatherman, Statom says, one aspect of his job still tests his will every day: He needs to be at work at 2 a.m. "A co-worker at the station told me that you never really get used to the morning schedule, you can only adjust to it," he says.

The plus side of the situation is that he leaves work at noon, which allows him a whole afternoon to rest, exercise and spend time with his wife and two school-age children. "Having the afternoons off is great because it allows me plenty of time to spend with my family," Statom says. That kind of sunshine could allow anyone to cope with a few clouds.

People living in Middle Tennessee can continue to count on Statom for quality weather broadcasts and dependable coverage, no matter how hard it pours. ●

DESPERATELY SUCCESSFUL

Broadcast alum James Denton shares how he applies sales experience to his acting career

DINA SIEDSCHLAG

Actor James Denton is best known for his role as Mike Delfino, Teri Hatcher's love interest on the Emmy Award-winning television show "Desperate Housewives." But this Nashville, Tenn., native comes from humble beginnings. Well before appearing in network hits such as "JAG," "The West Wing," "That Old Feeling" and "Primary Colors," Denton was an undergraduate student at the University of Tennessee, studying broadcast journalism. During his time in Knoxville, Denton says Hollywood was the furthest thing from his mind. "I never thought about acting in college," he says. Instead, the graduate lived in Nashville, Tenn., then Raleigh, N.C., using his knowledge of broadcasting to sell ads for several radio stations trying community theatre as a hobby. Denton was hooked and moved to Chicago to pursue theatre full-time. A talent scout convinced Denton to leave the Windy City for Los Angeles where his "hobby" became his profession. "I've been really lucky out here. I haven't been out of work at all, which is rare and fortunate." We talked with Denton about his luck, his life and his love for the Power T.

"DESPERATE HOUSEWIVES" IS IN ITS SEVENTH SEASON AND YOU HAVE BEEN IN EVERY EPISODE. DOES IT EVER GET OLD?

No. Anyone who complains about acting should go out there and get a real job. You know, I had a real job for so long that this is not work, so I don't have much patience. Even if you're there for 12 hours, you are sitting in your trailer most of the day. So yeah, I'll never complain because thank God for it.

GRATITUDE IS NOT ALWAYS SOMETHING YOU HEAR ABOUT UNLESS IT'S AN OSCAR SPEECH. WHAT ELSE MAKES YOU FEEL FULFILLED?

Actually, I have two kids, age 5 and 7, and it's all about them. It's kind of hard to relate any other time of your life before kids because everything changes. Also, for the first time I have a little bit of financial security because as an actor you never know. When I was 30 years old, I lived in Chicago and made \$11,000, so these last six years of "Housewives" have been the best. But a close second would be my years in theatre in Chicago when I was starving because it was so much fun and so exhilarating. I loved theatre so much and even though I didn't have any money, I was finally doing what I wanted to do.

HOW CAN YOU EXPLAIN YOUR SEEMINGLY SEAMLESS CAREER CHANGE?

I had a really great professor in the communications department at Tennessee. His name was Dr. Holt, and he was a sales professor. He sort of taught me how to read a room and approach a sales call. So after spending all those years in sales, when I got to acting I did the same thing. I just approached it



"My sales background in college and in the work place really translated into acting and has really helped me," says Denton, above.

like a sales pitch. I was used to being told no every day in sales that auditioning is fun for me. When you get in that room, you got to deliver. And that is one of the things I took from sales. I know that's why I was so successful.

WHAT IS YOUR FAVORITE UT MEMORY?

It was intramural sports because I was a frustrated athlete, and I got in a fraternity primarily to have a place to play sports, intramural basketball, football and softball. Obviously the UT football and basketball games were fantastic, but what I enjoyed most was intramurals.

CAN YOU GIVE ONE PIECE OF ADVICE TO A SOON-TO-BE COMMUNICATIONS MAJOR?

Get your degree and then find what it is that you love to do. Once you're out don't feel like you have to stay married to anything if your interests change. Make sure to do what you love and not what you think you should do. If someone had told me that and I had believed it, I might not have spent those six or eight years in sales. But it's not like it's wasted, I wouldn't trade it for anything. I ended up in a roundabout way using my degree and I am thankful for it. ●

BOOKING THE BEST

Spending a day scheduling acts for Harley-Davidson's megaplex is no Sunday drive

BY ALYSE WIELAND

Katherine “Kat” Johnson (CS, 2010) is no stranger to hard work, and these days, Harley-Davidsons. When an internship evolved into a part-time job at the Smoky Mountain Harley-Davidson in Maryville, Tenn., the magna cum laude student was put in the driver’s seat of the businesses’ talent booking of its megaplex, The Shed.

But Johnson’s days are filled with more than leather chaps and tattooed bikers; business at the No. 1 Harley-Davidson dealership east of the Mississippi is serious work. We asked this alum for notes about her typical Monday.

9 A.M. TO 10:30 A.M. Check up on all banks and monies from all three bars, gate and restaurant. Make sure that accounting receives all contracts and W-9s from the shows. Double-check time clocks with human resources because it is inevitable that someone doesn’t clock in or doesn’t clock out.

10:30 A.M. TO 11 A.M. Make sure all in-store media are up to date: posters, magazines and nanonation, which is the in store TV advertising. Every Harley-Davidson dealership has it. The music and videos that play are through Harley Corporate, but we have the ability to place ads next to these, and it’s great for “silent sales,” similar to billboards.

11 A.M. TO NOON Update all websites concerning any upcoming events and take down any events that have already happened. The sites include the homepage, (Shed events page as well as flash roll), Facebook and MySpace. We use social media to reach out to our costumers about sales and upcoming events, it’s the new way to advertise towards a specific group at a relatively low cost. Of course, postings on social networks are free, but you can also purchase ad space that allows you to target specific audiences as well as see how many impressions and click-throughs your ad produced.

NOON TO 1 P.M. Marketing meeting where we discuss the events and sales coming up in the next few weeks.

1 P.M. TO 1:30 P.M. Send out e-mail blasts, which are e-mails sent out to a large mailing list of Smoky Mountain Harley-Davidson and Wildcat Harley-Davidson customers to keep them informed about any



Johnson takes multimedia marketing to the next level at the Smoky Mountain Harley-Davidson.

sales, events and rides within the week. People love this because my boss, Aaron Snukals, writes them in a way that is very personal. It’s kind of funny because my dad always calls me to tell me he got the e-mail from Aaron!

1:30 P.M. TO 3 P.M. I advance the next weekend’s show. That includes contacting tour managers and load-in, sound check and on-stage times. I have to check the bands’ rider requirements, which are the things riders expect us to have when they arrive. Then, I confirm the hotel rooms, review the stage plot and input their list of songs to sound engineers.

3 P.M. TO 4 P.M. Weekly meeting with Denny Holford, the restaurant cook and manager, to make sure that all foods and employee costs are where they need to be and to place orders for the next week.

4 P.M. TO 5 P.M. I spend a lot of time, staying later than I really should, researching artists for upcoming shows. Currently, the “Shed Unplugged” shows require a different type of act than would play on the outdoor stage. For example, Fred Eaglesmith, or other two-to-three person bands can play acoustic for an intimate audience like the “Shed Unplugged” shows. I also try to respond to any unanswered e-mails. Due to the nature of what I do, this usually involves booking requests and requests to use “The Shed” for events and rides. The responsibilities of the marketing department at Smoky Mountain Harley-Davidson are very diverse. You have to be ready to change gears at any moment! ●

FOR THE LOVE OF THE GAME

Brent Hubbs keeps Vol fans posted on their neverending quest to be the best

TODD SNODGRASS

During the course of football season, Brent Hubbs has a hard time keeping track of how many work hours he logs.

From his VolQuest.com duties to the myriad of jobs he performs for local radio and television, it's easy to understand how the time could quickly add up for the 1996 University of Tennessee graduate.

"[But] I love my job, so I don't count," says Hubbs, who received an Accomplished Alumni award last summer. "It becomes your life as opposed to it being your job."

In many ways, over the past 15 years, Hubbs' "life" has made the Corryton, Tenn., native as synonymous with Volunteer athletics as the actual players who wear the orange and white. But while the athletes may come and go, Hubbs is a Knoxville mainstay. And it's his professional dedication and seeming omnipresence in the local sports scene that makes Hubbs the go-to source for Vol fans.

It seems almost improbable that the always-on-the-ball Hubbs didn't plan this particular play. "When I first came to school, I wasn't even interested in being a reporter," says Hubbs. The Gibbs High graduate was more interested in television production and majored in broadcasting. But, as Hubbs says, "I got into talk radio and got into reporting and got hooked that way." While taking classes, Hubbs worked for a local sports talk show on radio station WNOX, hosted by fellow UT alum and current play-by-play voice of the Tennessee Titans, Mike Keith.

But the true secret to Hubbs' success was his launch of VolQuest.com, the sports website he founded in January 2000. The subscription-based site, owned by Rivals.com, is now a staple for Volunteer fans and features everything from practice reports, game analysis and up-to-the-minute recruiting coverage. With more than 71,000 paying customers, VolQuest ranks among the top five sites in the Rivals.com network of more than 150.

In addition to VolQuest's recruiting coverage and team reports, the site is a popular virtual meeting place for fellow Vol fans. Hubbs says the premise is to have a 24-hour version of sports talk, made possible by its interactive message boards. Hubbs likes to think of VolQuest as a "talk radio show that never closes."

That feature had its biggest workout on Jan. 12, 2010, the night former UT football coach Lane Kiffin abruptly left his post. "It was a very rewarding night [from a journalistic



Hubbs, center, receives an Accomplished Alumni award after speaking with journalism students during the summer.

standpoint]," Hubbs says, made even more so by the chaotic nature of the situation. "At the end of the day that's one of those that weeks later when everything settles back down, you look back on it and are very pleased on how we covered everything."

And the industry recognizes such work. He has twice received the National Sportscasters and Sports Writers Association prestigious Tennessee Sportswriter of the Year Award, most recently in 2009. Additionally, Hubbs was awarded a 1998 national Edward R. Murrow award for his coverage pertaining to the departure of UT basketball coach Kevin O'Neill and the subsequent hiring of new coach Jerry Green. But it is his Accomplished Alumni award, granted to alumni of note with the aim of having them return to their "alma mater to share their success with others," that Hubbs holds in the highest regard. "For the university to recognize me as one of their graduates and accomplished alumni says a lot and means a lot to me," Hubbs says. "It's arguably the greatest achievement I've received." ●



Above, a screen grab of Volquest.com.

UNPACKING DIVERSITY

CCI hosts its first annual event to educate and celebrate

TIFFANY MINNIS

Just what is diversity? To Alice Wirth, lecturer for the School of Communication Studies and Director of CCI Diversity Student Leaders Society, this nine-letter word is much more complex than the sum of its parts. “When I look at diversity, there is diversity training, there is education. Diversity training is once here or there, diversity education is a lifelong process,” says Wirth. This mantra was the basis for CCI’s first Diversity and Inclusion Week.

“Working Together to Build a Better World” was the theme of a week of activities taking place Sept. 27 through Oct. 1. The program’s format was as manifold as the subject, with workshops, speakers, a film festival, talent show and picnic. The program participants were from both inside and outside the college and university and both students and professionals.



Juliana Oyegun (standing), director of The World Bank’s diversity and inclusion department, leads a workshop with CCI students and faculty.

“I hope many students were able to take something away from at least one of the events,” says Donesha Aldridge, representative for the Black Cultural Program Committee. “Diversity is something that we all need to increase in our daily world.” ●

DIVERSITY WEEK SCHEDULE

MONDAY, SEPTEMBER 27

“Understanding Diversity” panel

Facilitator: Alice With, Director, CCI Diversity Student Leaders Society (DSLS)

“Social Media in a Diverse World” panel

Moderator: John McNair, CCI Director of Technology

Keynote Speaker: **Don Lemon**, Anchor of CNN Newsroom - Weekend Prime-time and CNN Correspondent: “Diversity and Inclusion in America”

TUESDAY, SEPTEMBER 28

“Overcoming Gender and Disability Stereotypes at UT” panel

Moderator: Candace White, Associate Professor, School of Advertising & Public Relations

“Ethnicity, Sexual Orientation and Religion: Breaking Down the Barriers at UT” panel

Moderator: Maxine Thompson Davis, Dean, Student Affairs

“Guess Who’s Coming to Dinner: Diversity and Dating” panel

Moderator: Jondra Darden, Diversity Student Leaders Society

WEDNESDAY, SEPTEMBER 29

“Office Space: Who’s in Yours?” panel

Moderator: John Haas, Director, School of Communication Studies

“Communicating News and Information in a Diverse Society” panel

Moderator: Georgiana Vines, School of Journalism & Electronic Media

THURSDAY, SEPTEMBER 30

“Diversity in the Classroom: Improving the Learning Environment” panel

Moderator: Alice Wirth, Director, CCI Diversity Students Leaders Society

“Politics and Diversity: Promoting Civil Debate” panel

Moderator: Mike Wirth, Dean, College of Communication and Information

CCI Diversity Festival

All-college barbecue with musical, dance, and dramatic performances; games, arts and crafts, CCI Student Club booths/tables and WUTK remote

Location: Outside walkway of CCI and Circle Park

FRIDAY, OCTOBER 1

Keynote Speaker –and- Diversity and Inclusion Workshop: **Juliana Oyegun**, Director, Diversity and Inclusion Department, The World Bank, Washington, DC

A HELPING HAND

WICT Mentoring Program gives CCI students a boost

ERICA TEDFORD

Two years ago, a member of Women in Cable Telecommunications' Atlanta chapter called Melissa Sykes, vice president of Content Diversity at Scripps Networks, about starting a mentoring program with University of Tennessee students. After considering the proposal, Sykes decided the project to foster relationships between college students and female professionals was a natural fit to the WICT mission: Founded in 1979, "to advance the position and influence of women through proven leadership programs and services." And there are 24 students who are grateful for this choice.

The program is currently comprised of 23 female students and one male student. Four of the mentees are graduate students and all but two of the mentees are students in the College of Communications and Information.

The program's goal is to teach students how to create a strong resume and develop interviewing skills that will help them get their first job post-graduation. In addition, the program aims to provide mentees with a network of media contacts to also help with the job search and "explore their options and prepare for a job," says Sykes. "People aren't aware of the wide range of opportunities in the field of communications. We try to make them aware of those opportunities and prepare them for the real world," says Sykes.

Knoxville-based members of WICT volunteer to participate in the year-long program and are paired with a student who has similar professional interests. Students meet their mentors in September at the first of four group sessions. Other student-focused meetings include a resume "boot camp," where mentees' resumes are evaluated by several professionals, an interviewing "boot camp," that teaches students effective interviewing strategies, such as professional dress code and pre-interview research; and an internship "round robin," featuring female communications professionals from companies such as Regal Entertainment, Jupiter Entertainment, Scripps Networks, Jewelry Television and Comcast, which allows students to practice skills acquired throughout the year.

But what happens outside these four group sessions might be the heart of the WICT program. Students are instructed to schedule one-on-one meetings with their mentors in an effort to strengthen professional initiative. Students choose how individual meetings are structured. From job shadowing to lunch, the possibilities are based on personal and professional goals.

Courtney Mauldin, a senior in communications studies who is minoring in journalism and electronic media, has found the program very helpful so far. "Leading up to graduation, I really felt like having a mentor would be helpful," says Mauldin. Mauldin says her mentor, Kenley Smith, who works in the marketing department at HGTV, has helped her make decisions about internships and her resume. She adds that it has given her invaluable insight from someone who she feels "has already made it."



Melissa Sykes (left) and Elizabeth Needham (right) team up to lead the mentoring program at Scripps.

Aaron Stepp, the program's only male, says that his mentor, who happens to be Melissa Sykes, the program coordinator, encourages him to job-shadow people who work in his area of interest, which is broadcast. He says experiencing their everyday work routines is enlightening and the one-on-one interaction is invaluable. "I'm quickly realizing that one way to get ahead is through networking," Stepp says.

Networking is a valuable tool that Kellie Keyes has found extremely helpful. Through her work with WICT and Scripps Networks, Keyes was able to land a contract position doing television programming with Home and Garden Television. "Essentially, it allows you to hold a mirror up to yourself but be in a safe situation," Sykes says.

Liz Needham, coordinator for Ad Operations at Scripps Networks, serves as the liaison between the mentors and their mentees. She says that the mentees' experience is "kind of a dry run for the real world." She adds that it wasn't until she started her first job at Scripps after graduation in 2006 that she was able to turn classroom information into practice.

Mauldin says the program keeps her active in maintaining a polished resume and executing tasks that will aid in her job search. "It has been nice to have someone there when I get bogged down to kind of lift me back up," says Mauldin. She adds that the program is what you make it, and it's up to students to develop relationships with their mentors, and through her individual meetings with Smith, she's been able to do just that.

Stepp feels lucky to be in the company of such smart women and thinks that he is at an advantage in comparison to other males in his position. "I think that, even though it shouldn't be this way, women have to work much harder to get to executive level positions," says Stepp. "I think that since they have had to work harder, they are more appreciative of their positions. They are harder-working employees because they haven't had everything handed to them. For me, I think I will learn more from them." Sykes adds that having a male in the program has been a positive symbol publicizing that — while the program has "women" in the name — it is a program for all communications professionals, including men.

While mentees are receiving valuable advice and professional lessons, mentors are also able to appreciate the benefits of this program. "Many of the mentors say they wish they'd had opportunities like this when they were in college," says Sykes. ●

CCI AMBASSADORS REPRESENT

A new way for undergraduate students to get involved with CCI and promote the program

BLAKELEE LAND

Communication Studies student Greg Dowell likes talking with new people, and that's a good thing. As one of four current College of Communication and Information undergraduates in the CCI Land Ambassadors program, his days are filled with both communication classes and spreading information about a college aimed at understanding communication. "This experience has provided more than an ample amount of opportunities for me to meet remarkable people both alumni, current faculty and prospective students," says Dowell.

The mission and purpose of the newly adopted CCI Land Ambassadors Program is to assist CCI with student recruitment, alumni relations, community outreach, student retention and college events.

The program, managed by CCI's Center for Undergraduate Studies and Advising, chooses four undergraduate students to serve annual terms as advocates for the college. The inaugural foursome is Greg Dowell (CS), senior; Megan Helvey (ADVPR), senior; Kristen Hickey (ADVPR), senior; and junior, Ashton Davis (JEM). Prospective students can contact the CCI Ambassadors at <http://www.cci.utk.edu/LandAmbassadors/TourRegistration> to request a campus tour, learn more about the university or college or discuss a potential career in communications.

Helvey says one of the position's benefits has been the chance to explain CCI to future students. "I love my major so much that it's just great for me to be able to tell them what I've been doing and why they should choose UT."

For Dowell, such explanations are also a source of college pride. "It's amazing to be able to say that we have nationally recognized programs in Advertising, PR and Journalism and Electronic Media and a Communication Studies degree that is continually growing by leaps and bounds each year," says Dowell. "Not to mention, we have faculty in Information Sciences that are running out of shelf room for all their awards and innovations."

Helvey says the ambassadors experience has allowed the foursome to form a strong friendship together, and she encourages interested CCI students to apply to the program, named after alumnus Stephen Land B.A. (1976), who provided a financial donation to the Campaign for Tennessee, which gives scholarships to the ambassadors. Land, CEO of Knoxville-based Jupiter Entertainment, says his company's success is due in part to the work of many



Students Dowell, Davis, Helvey and Hickey will answer your questions now. They each lead campus tours and explain life as a CCI student to prospective pupils and their parents.

CCI alumni. He cites their talent, work ethic and enthusiasm as individuals, as something he wants to help cultivate.

"The ambassador program allows for students with different majors and specialties to come together and converge ideas, much like the nature of the industry," says Land. "There are tremendous opportunities, and this influence of PR, journalism and new media coming together, all intersects."

Land hopes a student program like this will both get the word out about the college's offerings and be an enriching experience for the student ambassadors.

For Dowell, it has been just that. Dowell says this sentiment is reflected by recent CCI graduates. "We have graduates who are not only accepting their first big job in the United States but also in India, China and several other countries. This just proves that our programs are providing our students with the skills set to be a major player in their respective industries, not in 10 years, but now when it matters most!" ●

For more information on the Ambassadors Program or the Campaign for Tennessee: cci.utk.edu/LandAmbassadors, or contact CCI Development Director Andrew Shafer: ashafer@utk.edu, or (865) 974-3211.

ANNUAL DONOR HONOR ROLL

Thank you to everyone who has chosen to support the University of Tennessee College of Communication and Information. Your gifts are essential for expanding and improving our academic, research and service programs.

The Campaign for Tennessee, UT's third comprehensive capital campaign, is well on its way to helping us achieve more. With one more year remaining, the University has reached its \$1 billion goal. Thanks to you, our loyal alumni and friends, CCI is very near completion of its goal as well.

Please note that the annual donor honor roll reflects cash gifts to CCI between July 1, 2009 and June 30, 2010. We have made every effort to ensure that everyone making a cash gift to the college during this time period has been included at the appropriate giving level. Planned gifts and pledges are not included in this list. Please let us know if we need to make additions or corrections for you or your organization at development@utk.edu.

\$100,000-\$499,000

Scripps Howard Foundation

\$25,000-\$49,999

Bonnie C. Carroll and Roy H.

Cooper

W. Lawrence and Susan Patrick

Alan D. and Wendy Wilson

\$10,000-\$24,999

Aubrey's, Inc.

BB&T Corporation/Martha S.

Wallen

Stephen F. and Nancy Lynn Land

Sally J. McMillan and James E.

Fields

Scripps Networks

\$5,000-\$9,999

Anne Holt Blackburn and Kenneth
E. Blackburn

John W. and Cynthia A. Haas

Hugh M. Hefner Foundation

R. Edward and Arezu Ghadi Ingle

McCormick & Company, Inc.

Wanda Carol McMahan

Mark A. and Janis V. McNeely

Laura A. and Jeffrey R. Smith

Martha S. and Joe B. Wallen

Michael O. and Alice R. Wirth

\$2,500-\$4,999

4 MS Entertainment

A. C. Entertainment, Inc.

Susan G. and John H. Barnes

Estate of Oneida H. Boals

Patrick H. and Donna Norton Butler

Disc Exchange, Inc.

Earl Swensson Associates, Inc.

Educational Marketing Group

Hardee's Licensee Association

Morgan A. Hardy

John M. Jones and Family

K M R, Inc.

Lost and Found Records

Estate of James T. Patterson

Preservation Pub, Inc.

Smoky Mountain Harley Davidson

Edward A. and Donna C. Spray

Carol Tenopir and Gerald W.

Lundeen

Two Wheels LLC

UT Federal Credit Union

\$1,000-\$2,499

Thomas L. and Lois S. Adkinson

Anonymous Donor

Aramark Charitable Fund

Bistro at the Bijou

Bliss Home

BMI Foundation Inc.

Bring It Productions LLC

J. Alan Carmichael and Cynthia

Moxley

Daniel E. and Nora Conaway

Cool Beans

Frank S. and Betsy K. Costa

Karen Brown Dunlap and Hank

Dunlap

Elsevier Inc.

Trey and Dawn Fabacher

Peter and Vera Gross

Ronald E. Harr and Linda Andreae

Shirley A. Hileman

Thomas A. Hill and Joan O'Steen

Karen Cromer Isaac and Paul J. Isaac

Larry A. Jones

Nedra L. Jones

Faye D. and WJ Julian

Knoxville Tourism & Sports Corp.

Leslie Linebaugh

Anne M. and Michael McKinney

John K. and Nancy C. Mauney, Jr.

Karen Pierce Miller

David R. and Lisa Simpson Mould

Veon D. Mynatt

Pellissippi State Technical College

Robert M. and Ginger Bryant

Pettway

Sandra W. Plant

Biddanda P. and Latha Ponnappa

Mark J. Presley

Regal Entertainment Group

Scripps Financial Service Center

Sidestreet Enterprises, LLC

Sylvia M. and Harvey L. Sproul

Tea Garden Knox Inc.

Lewis V. Walker

Jason L. and Whitney Webb

Gene and Cheryl Wojciechowski

Germaine K. Young and Gary A.

Ferguson

\$500-\$999

Monica Cecilia Abbott

Agility Sports, LLC

Kimberly A. Askey

Bar Knoxville

Bijou Theatre Center

Betty D. and Michael K. Bradley

Construction Specifications Institute

William H. and Deborah Douglas

Edgenics, Inc.

Kathleen Upton Finch and Pete

Finch

Francesismo's 4620

Stephanie Lynn Frazier

Sarah B. Holland

Burnett K. and Pamela S. Jarvis

La Costa

Mark E. and Peggy A. Littmann

James A. Matheney, Jr. and Timothy

Butler

Jeremy R. and Erica L. McGee

James W. and Wandena A. Norvelle

Operation Bass Inc.

Michelle Violanti and Christopher J.

O'Reilly

Pilot Travel Centers L.L.C.

Salon Visage

Jim L. and Gretchen E. Sexton

Karen A. Simsen

Lelan A. Statom and Yolanda Yvette

Taylor-Statom

Tennessee Theatre

Bunny Tharpe

Jack A. and Carol Lee Topchik

Georgiana Fry Vines

Mary Beth and Charles E. West

Patricia E. Wirth

Mark A. and Beth Wright

WVLT Volunteer TV

Steven L. and Susan Miller Wyatt

\$250-\$499

Action Promotions, Inc.

Aramark Corporation

Beldina Auma

Stephen L. and Carolyn G. Barker

John Robert Bell

Big South Fork Opry

Blount Avenue L.L.C.

Nancy E. Boline

Cool Visions, LLC

Lissa B. and Jeff Copeskey

Robert P. and Theresa Donovan

Stephen James Evans
 Fort Sanders Yacht Club
 Michelle Epstein Garland
 Emily A. Greene
 Stephanie and Christopher A.
 Halouma
 Robert J. and Beverly A. Harriss
 William Randolph Hearst
 Foundation
 Hill, LLC
 William A. Hotz and Drucilla
 McCutchen-Hotz
 Knoxville Botanical Garden &
 Arboretum
 Louisa N. Koken
 Emilita H. and Vernon Kropf
 Landmark Prooperties, Inc.
 Barbara J. Laughon
 Market Square Kitchen
 Pamela R. and Douglas K.
 McWhinnie
 Mellow Mushroom UT
 Barbara S. Mendelsohn
 J. Randall and Glenda S. Neely
 Outback Concerts of Tennessee, Inc.
 Phi Mu
 Lisa Ann Pickett
 John T. Plummer, Jr. and Virginia
 B. Tate
 Kevin P. Rankine
 Karen Kielmeyer Rohr and David
 Rohr
 Buck Sharp
 Pamela J. and Michael W. Sheridan
 Megan Venable Smith and Thomas
 C. Smith
 Kenneth and Nancy Sharp Stark
 Bethany Carole and Graham Taylor
 Tennessee Association of
 Broadcasters
 UT-Battelle L.L.C.
 Utopian Enterprises, LLC
 Gordon K. and Julia Chase Acker
 Van Mol
 Thomas Russell and Paula D. Wood

\$100-\$249

Larry S. Aldridge
 Tanisha N. Andrews
 Barbara A. Asbury
 Lisa Frye Ashe and Reid Ashe
 Murray Glenn Bailey
 Richard L. Baxter
 Brian Bendersky
 Donald C. Berry
 Karen D. and Peter F. Bird, Jr.
 Hulen E. and Patricia D. Bivins
 J. David and Linda S. Bohan
 Barbara D. Boulton

Marta Turnbull and Jeffrey V.
 Bradley
 J. Richard Briscoe
 Robert R. and Carla H. Burkhardt
 Nancy J. Butkovich
 C. Howard and Mary Clark Capito
 Alice P. and Thomas Chapman
 Susan A. Chapman
 James C. and Kathy Young Clark
 Michael P. Condon
 Eric L. Copenhaver and Dawn D.
 Hunter
 Amy Catherine and Steven Cooper
 M. Rita Costello
 Mary Agnes and Thomas E. Cross
 Crowne Plaza Hotel
 Christopher A. Cunningham
 Leonard J. Deadman
 Linden Blue and Robb Dean
 Dennis D. Dexter
 M. Anne de Vega
 Richard T. and Lauren Dodson
 Margaret Mary Driscoll
 John E. Eldridge
 Thomas Cary and Lyn B. Emory, Jr.
 Steven R. Ewald
 49erfanatics.com
 Financial Strategy Group PLC
 M. Susan Fisher
 Mary Kathryn Fitzgerald
 James L. and Charlene Y. Fitzwater
 Martha L. and Richard A. Gallman
 Lisa Byerley and Jeffrey Duane Gary
 Eleanor D. and Jay Geier
 Andrew B. and Pat Gibson, Jr.
 Jan H. and David A. Glass
 Warren L. and Judy Gooch
 Google, Inc.
 Ann Rhodes Gorwitz and David K.
 Gorwitz
 Marsha G. and L. D. Grieve
 William W. and Kathy B. Gwinn, Jr.
 Deborah H. Hackney
 Jerold L. and Janet E. Hale
 Hard Knox Roller Girls
 Mark D. and Rebecca L. Harmon
 Craig Kilpatrick Harsh and Griff
 Harsh III
 Crampton H. and Ruth S. Helms
 Margaret A. and Norris C. Hendrix,
 Jr.
 Linda J. and Richard Higgins
 Kathryn M. Holt
 Bradley Dean Hubbard
 Tim R. and Sandra E. Huskey
 Kevin Leo Hyfantis
 Robert E. and Susan M. Jackson, Jr.
 R. Lee and Sylvia Jenkins
 Carolyn E. Johnson

Lorrie Apple and Joseph William
 Johnson
 Marilou Moore and George C.
 Johnson
 Melissa A. Johnson
 William Gary Kimbrel
 David E. and Bonnie S. Long
 Anne H. Lorick
 Candace M. McCampbell
 William J. and Lois McClain, Jr.
 Todd Turner and Beverly H.
 McKinney
 Kowetha D. and Ralph Mack
 Gregory E. and Katherine MacKay
 William Byington and Shawn
 Maddox
 Cleve M. and George B. Marrow
 Nicholas James Meade
 Medic Regional Blood Center
 Andrew Morgan
 Elizabeth Louise and Guy Mylander
 Shirley Hood and William Mynatt
 Jay S. Nations
 Lorraine F. Normore
 Pamela Osborne
 Lucy A. and Samuel U. Osemota
 Cornelia C. Otnes
 John D. and Mary C. Painter
 Paul Fowler and Mary Helen Parsons
 Oscar and Julie Anne Patterson, III
 Reuben N. and Barbara B. Pelot, III
 Alan T. Pitner
 Philip Ray Poag, Jr.
 Patricia Love and Sid Powell
 Jennifer Marie Prindiville
 Freddie Anne and John Ray
 James E. and Beth Rayburn
 Rex Lee and Theresa Jean Smith
 Repass
 Mary Ellis and Stephen B.
 Richardson
 Mark S. and Melissa P. Rinehart
 John R. Rosson, Jr.
 Roy L. Rummel and Corinne Bell
 Ellen D. and J. F. Saunders, Jr.
 Claudia J. Schauman
 William A. Sexton
 Andrew A. and Jessica Shafer
 Nancy Jane Shirley
 Lisa Hood and Stephen G. Skinner
 Steve and Debra Papera Slagle
 Carl R. and Cynthia Loftis Snow
 Society of Professional Journalists
 Steven E. and Shelley Spiro
 Gloria C. and Mark Stewart
 David E. and Elise Sumner
 Barbara Chambers Suttles
 Tapatios Mexican Restaurant
 The Pint House

Nancy Kay Thomopoulos-Williams
 and Chris Williams
 Tricobraun
 Andrew C. and Marty Wright
 Troutman
 Kenneth J. Wachtel
 Jinx Stapleton Watson
 Nancy J. Weeks
 Cindy Clevenger Welch
 Robert L. and Doris R. Wesley
 Lisa P. and Eric Wheeler
 Nancy B. and William S. Whittet
 Andrew G. Wright
 Courtney Nicole Wright
 Yanina V. Zinchenko

\$1-\$99

Betty Denenberg and Jack Adler
 Keith Elliott Antal, Jr.
 Brandi Nicole and C. Ryan
 Armstrong
 Richard B. Armstrong Jr.
 Margaret and Chad Ary
 Mark B. and Cari S. Ashford
 Lauren Marie Ashwood
 Chris H. and Connie Baxter
 Coy Jo Bays
 Paul Bickley Berney
 Jane B. and Donald E. Bird, Jr.
 Janice L. and Peter E. Bishop
 Patrice Fidler Blanchard
 Amy S. Bond
 Tina Denny and Robert J. Boring
 Jessie M. and Willis Bowers
 Joan E. Bowers
 Ann B. Bradshaw
 Michael G. and Cynthia J. Brady
 Barbara W. and Delmas C. Brake
 Melissa J. Brenneman
 Jennifer A. Bristol
 Abby M Brooks
 Carol J. Brown
 Susan Sproul and Curtis C. Brown
 Kenneth K. and Christine Bruce
 Laura A. Bryant
 Garva Jean Byrd
 Gilbert W. and Holly Burgess
 Lawrence L. Calvert, Sr.
 Barbara Farmer Canada
 John B. Carpenter
 Janie Cassell
 Kimberly D. Cerney
 CD Baby
 Angela G. and Gardner O. Chalmers
 Lisa M. and Kenneth W. Chamness
 Jennifer E. Chilcoat and Dianne
 Campbell
 Mackenzie Bottiggi Cissell
 Ann Marie Clapp

Jonathan B. and Leigh S. Clark	Philip K. and Patricia L. Harvey, III	Melissa Martin and Russell D.	Patricia A. Swingley
Leslie A. Coffman	Bryan D. Hedge	Morgan	Julie V. and Robert J. Tate
Kathryn Rebecca Cole	Sonya S. Helm and Dave Ashford	Sharon Murphree	Jean P. Teague
Michael Thomas Cole	Volker R. and Linda S. Henning	Robert R. and Linda Mynatt	Andrew Temple
Linda Corriveau	Nancy C. and Holly Henthorne	Elizabeth Marie Needham	Sharon Jane Thomas
John M. and Linda R. Coward	E. Bruce and Mary C. Hight	Ashley D. Nelson	Rebecca Jean Tiller
Genna Cox	Courtney Holder	Danuta Ann Nitecki	Pamela Cannella Treacy
Tamara Crabtree	Marilyn A. Hosker	Lewis E. Nolan	Tommy Vernon and Mellisa Jo Trent
Linda S. Crump	Tisa Morgan and Clark Houck	Christine and Kurt Nugent	Stephanie Rose Trepinski
Karen G. Crutchfield	Lori Champion and Mark A. Howard	Monica Oakes	Christa A. and Carson Tutwiler
Cheri L. Whitlock and Charles Dahl	Kevin P. and Lisa A. Hoyt	Kevin Merrick O'Connor	Jeanne T. and John A. Ullian
Susan McCoy and Bill Davidson	Sarah Ruth Huff	Tara N. Owens	Matthew Bingham Urmy
Carolyn Davis	John R. and Sylvia S. Hughes II	Mark P. and Diane L. Patterson	Venugopal and Laurie Webb Varma
Julie D. and Jeffrey Davis	Cynthia Copeland Hughs	William Searle Patton	Arthur Joseph Vonwersowetz
Roger D. Defurio	Kelly Susan Hunt	April Dawn and Larry J. Pharris	Laura Jane Walker
C. Stanley and Beatrice Claiborne	Beth and Bryan A. Jackson	Kathryn L. Phelps	Robin S. Walker
Delozier	Roger Keith Jamerson and Penny D.	Jacqueline Ann Pillers	Richard L. Wallace
Samantha Nicole Demange	Olsen-Jamerson	Jan C. and Robert Powell	Candace M. Walsh
Charly A. Dena	Fred A. Jones	L. Jeanne Powers	Adrienne Y. Welch
George and Nicie Devault, Jr.	Mark E. Jones	Melissa Ellen Powers	Helena C White
Thomas P. Dorian	Derek Alan and Sarah Jordan	Sarah M. Regan	David A. Wickert and Michele
Marysue and Matthew J. Dougherty	Judy M. Katzel and Gary Potter	Floyd Harold and Martha Hooper	Anderson
S. Greg Dowell	Michael E. Kelley and Debra Kay	Reno	Paige Lyn and Mark C. Williams
Kendall J. Downing	Bailey	Charles Vaughn and Mia Anderson	Rebecca A. Wilson
Barbara Battle and Kenneth Michael	Thomas D. and Rosemarie Kennedy	Rhodarmer, Jr.	Annette E. and Barry A. Winston
Draffin	Joseph F. and Kathleen Kersting	Pam Richardson	Russell Y. and Tera Witcher
Norris L. Dryer	Chastity Lynn and John R. Kessler, Jr.	Heyward B. and Peggy Roberts, Jr.	Susan Elizabeth Wolford
Mr. C. Michael and Jane G. DuBose	Kenneth C. and Meredith Killebrew	John Rosson for City Judge	Emily Ruth Woods
Mrs. Debra G. and Richard M. Dyer	Sora Kim	Ronald J. and Belinda Ruelle	Arleen C. and Spencer D. Wooten
Miss Kathy M. Field	Linda House King	Anne Marie and Brian W. Ruttenbur	Michael Paul Wright
Paula A. and Jim Flowers	Lauren E. Knauph	David Hawthorne Sales	Julie Anne Simmons Wyatt
Tracey Lavenia and Russ Howard	Thomas Andrew Knott	Joel Robert and Sandra J. Sasser, Jr.	Emily C. and William D. I.
Ford	Joel S. Kovarsky	Pamela and H. J. Schultheis	Yarborough
Amanda Fortner	Michael E. and June S. Lail	Walter B. Schulz	G. Allan Yeomans
Brooks Ashley and Stephanie Jo Fost	Michael J. and Leonora Laney	Robert Blair and Alison Schuster	Marjorie R. Yeomans
Tina Michelle Foust	Mandy Caroline and Mark T. Lang	Shannon Byrum and Frank Sears	Dwauna J. Young
M. E. Frohlich	Scott P. and Marilyn LaRochelle	Carol L. Seliger	Lawrence W. Young
Felix and Margaret Gaiter	Kenneth Joshua Levine	Marvin L. and Martha Chu Shapiro	Amy Yuhasz
Anne Randle Galloway	Gary L. and Judy S. Liberson	John D. Sharp	Sha L. Zhang
Andrew T. Garland	Richard Franklin and Mary Jane	Karen Louise and Roy Sheffield	
Martin B. Garrison	Locker	William S. and Nancy Elise	
Delores Ann and A.D. Gibson	Melissa M. Longino	Frederick Shelton	
Amy C. Gideon	David G. and Karen Lounder	Jeremy A. and Stacy L. Siegler	
David Gilbertz	Songqian Lu	Sylvan and Merna Siegler	
Christie Roller and Joshua Caton	Johnathan Michael Luster	Steven Jay and Tracy Love Silver	
Gilispie	James F. and Susan Annette Wiley	Helen S. and James F. Smith	
Sharon Faubel and Don Ginsburg	McCollum	Kenneth A Smith	
Leah Doreen and Russell Golden	Holly Jeanne and Chris McKenna	Stacey E. Smith	
Catherine Allison and Timothy Alan	Claire Kirkland and Devin Josheph	SRW & Associates	
Gorman	Maas	John A. Stein	
M. Dianne Griffith	Charles M. and Susan C. Mantlo	Bess C. Steverson	
Jamie Ryan Hackney	Danny G. Maples	W. Art and Martha M. Stinson	
Diane W. and Mitchell Hagopian	Mary Katherine Martin	Sara Stone	
Michael L. and Vivica L. Hammond	Doris R. Martinson	Katie Conn and Jason Suggs	
James David Hampton	Cynthia N. Mastro	Daniel P. and Scottie Summerlin	
Matthew C. Hardin	Janet D. Miles	Kate Caroline Swanson	
Chester T. Harris, III	Kenneth A. and Linda Millwood	Elizabeth Langley and Steven	
David Kyle Hart	Judith Ann Mizell	Michael Swayne	
Michael E. Hart	Barbara A. Moore	Bailey Swilley	

KEY

ADVPR: Advertising & Public Relations
CS: Communication Studies

CCI: College of Communication & Information
JEM: Journalism & Electronic Media

SIS: School of Information Sciences

1949

CHESTER CAMPBELL (BS/JEM) released his 5th Greg McKenzie Mystery, "A Sporting Murder," on Sept. 15 by Night Shadows Press. Campbell has one book in the Sid Chance series, which won the Silver Falchion Award at the Killer Nashville conference last year. He is currently secretary of the Southeast Chapter of Mystery Writers of America; president of the Middle Tennessee Chapter of Sisters in Crime; and Regional Director for the Military Writers Society of America.

1967

BILL NORTON (BS/JEM), after eight and a half years at The Augusta Chronicle, metro desk, moved back home to the copy desk as assistant news editor.

1973

ARCHIE WORTHAM (BA/CS) (MA/CS '76) was recently promoted to associate professor of speech at the University of Texas, Austin. Dr. Wortham's dissertation was selected as the outstanding dissertation for the Education Department, University of Texas, Austin and was published as "Importance of Paternal Involvement in the Education of their Children." He also provided an op-ed piece, entitled "Finding new ways to help male students," for the College Community Times, [Jan. 5, 2009]; and his article on a 'males only' speech class he taught, "The Emperor Has New Clothes: Equipping Males to Succeed in Education," appeared in Palo Alto Review, [fall-

spring 2008-09]. He recently delivered the keynote address at the inaugural induction of Phi Theta Kappa, "The Paradox of Affluence."

1975

W. ELLEN McDONELL (MS/SIS) is a contextual researcher at FedEx Innovation in Memphis, Tenn.

1977

REX REPASS (BS/CS) is president/CEO of R.L. Repass & Partners, Inc., a full service market/opinion research firm located in Cincinnati, Ohio. In 2009, the firm was nominated for the Ohio small business "Entrepreneur of the Year" award sponsored by Ernst & Young. The company was also recently listed as one of the top 25 market research firms in the metro area by the Cincinnati Business Courier. The firm's clients include businesses and organizations in multiple sectors including health care, media, automotive, consumer packaged goods and governmental agencies.

1978

SUSAN DeBONis (BA/JEM) (PhD/CCI '86) and NICK DeBONis (PhD/CCI '87) moved the family to Statesboro, Ga., in summer 2008. Susan is assistant professor in Multimedia Communications at Georgia Southern University, along with executive producer for news with Channel 97, a cooperative effort between Northland Cable, the City of Statesboro and the university. Nick is teaching marketing

and management at Savannah State University and Georgia Southern.

1979

CAROL BRADLEY's (BS/JEM) first book, "Saving Gracie," was published in March 2010.

1983

JAMES E. BRADLEY (BRAD) RANEY (BS/JEM) released his first book in August 2010, "Improve Your VOWELS, Improve Your Career! The A,E,I,O,U's of Finding Your Perfect Job!"

1984

VALERI OLIVER (BS/JEM) is with the Office of Communications & Marketing at Tennessee Tech University in Cookeville, Tenn. She was previously manager of global employee communications for a high tech company based in Toronto.

1987

STEVE CUBINE's (BS/JEM) debut fictional novel, "Walking on Electric Air," was released in February 2010.

1992

MICHAEL FISHER (BS/JEM) is the national sales manager for Atley Pharmaceuticals located in Richmond, Va.

1993

JENNIFER BURKE (BS/JEM) is the marketing and communications director at Genera Energy. She is responsible for promoting the biofuels industry in Tennessee. Genera is wholly owned by the

UT Research Foundation and is building a future of clean renewable energy.

1994

RUTH WINCHESTER WARE (PhD/CCI) published "Thomas Wolfe's 1918 Flu Story: The Death of Ben in the Context of Other Literary Narratives of the Pandemic," in The Thomas Wolfe Review, 2009. She also presented a paper at the 2010 Thomas Wolfe Society meeting in Greenville, S.C., on May 28, 2010, titled "An Analysis of the Photographic Depiction of Thomas Wolfe's Southern Life."

1994

LINWOOD HAGIN (PhD/CCI) was appointed as QEP director in June 2010 by North Greenville University. Dr. Hagin will implement the recently approved Quality Enhancement Plan focused on the First Year Experience. He maintains his position as chair and professor of the Mass Communication department.

1997

TARVIS E. THOMPSON (BS/JEM) has been at Emory University for two years and was promoted to communications manager for the university's Rollins School of Public Health in March 2010.

1997

KEITH HARE (BA/CS) is the deputy secretary of Health and Human Resources for the Commonwealth of Virginia.

2000

AIMEE COTA (MS/CS) was promoted in August 2010 from purchasing manager to

regional purchasing manager for CHRISTUS Health Louisiana. She acquired a sister hospital in Lake Charles, La., along with the two facilities in Shreveport.

2002

RALPH "RJ" CHOPPY (BA/CS) has worked at ESPN Radio in Dallas since graduating, and is currently a talk show host for ESPN Radio. Ralph and his wife, Jana, welcomed their first child, Luca Michael Choppy, in December, 2009.

SEAN FARNAM (BS/ADVPR)

won two Emmy Awards at the 2010 Southeast Regional Emmy Awards, presented by The National Academy of Television Arts and Sciences. Farnam is a producer at Comcast Sports Southeast in Atlanta, Ga. He has

now won four Emmys in the last two years at CSS.

2003

ALISON WALDEN (BS/JEM) joined the Tulsa Metro Chamber in May 2010 as director of development.

2004

AMY HAND (BS/JEM) is director of marketing for Physician Services at HCA's TriStar Health System.

2005

JEANNINE HUNTER (MS/SIS) was hired as an overnight producer for Washington Post in March, 2009, after working as a web producer for Nashville's CBS affiliate, WTVF (News Channel 5). Before that she worked as a newspaper reporter

for papers in Nashville, Knoxville and Myrtle Beach as well as interned for publications and news services in Charlotte, N.C. and Washington, D.C. Last spring, she was hired by Newsweek Interactive, an Arlington, Va. company that maintains web sites for the Washington Post. As part of an integration of the digital and print newsrooms, since January, Hunter has worked for the Washington Post as a homepage producer, charged with monitoring wires, writing headlines and maintaining content for multiple homepages during the overnight shift.

2006

SARAH MALAK (BS/ADVPR) was hired as an account executive at Ackermann PR in

Knoxville, Tenn., in January 2010.

2007

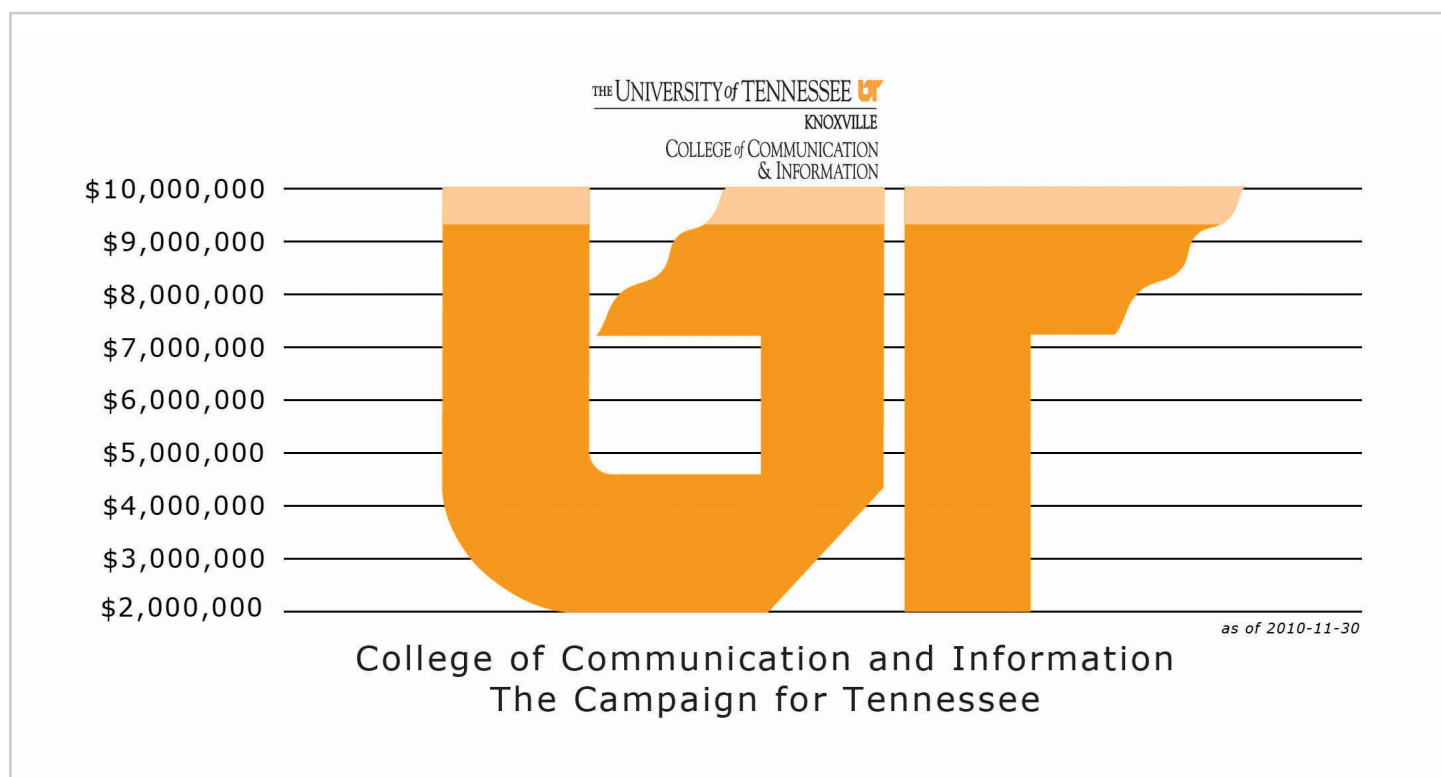
CHASE KEHOE (BS/JEM) is a sales assistant at Time, Inc./ People Magazine in New York City.

MIBBIE MAJORS (BS/ADVPR)

is a media planner at Ames Scullin O'Haire Inc. in Atlanta, Ga.

2010

KRISTINA BIRKHEAD (BS/ADVPR) worked in Port-au-Prince, Haiti, at the Quisqueya Christian School teaching English speech and writing in the elementary school. Along with teaching, Birkhead is helping with post-earthquake relief efforts.



MANNING'S CLASS ACT

*Although #16 is retired,
Peyton's legacy will live on*

BLAKELEE LAND

The Peyton Manning classroom, room 317 of the Communications Building, is dedicated to Tennessee's all-time leading passer and 2007 CCI Hileman Distinguished Alumni Award recipient, a 1997 CCI graduate.

"While Peyton Manning's success on the football field is very well known, his success in the classroom as a speech communications (communications studies) student was just as impressive," says CCI Dean Mike Wirth.

It marks the beginning of the Peyton Manning Communications Enrichment Endowment, a fund that will provide support for students through a variety of educational initiatives within CCI's School of Communication Studies.

According to John Haas, director of the School of Communication Studies, "His support of our program will allow us to enrich the undergraduate experience for communication studies majors."

Manning, who has been with the Indianapolis Colts since being selected first overall in the 1998 NFL Draft, has earned four MVP awards, the most in league history. ●



CCI scores a touchdown, as Manning (center; Haas, left; Wirth, right) trades pigskin for plaque. Manning's endowment will help support Communication Studies students through educational initiatives.

CCI CALENDAR OVERVIEW

2010 EVENTS

JANUARY	Alumni Reception, New York City Scripps Convergence Lab Dedication, Knoxville
FEBRUARY	Alumni Reception, Chattanooga Tennessee Press Association Reception, Nashville
MARCH	Alumni Reception, Atlanta Alumni Reception, Washington, D.C. Spring Board of Visitors Mtg., Knoxville
OCTOBER	Alumni Reception, Knoxville Fall Board of Visitors Mtg., Knoxville
NOVEMBER	Homecoming Open House, Knoxville
DECEMBER	Alumni Reception, Memphis

2011 EVENTS

JANUARY	Alumni Reception, New York City
FEBRUARY	Tennessee Press Association Reception, Nashville
APRIL	Spring Board of Visitors Mtg., Knoxville
OCTOBER	Fall Board of Visitors Mtg., Knoxville
TBD	Alumni Reception, Birmingham Alumni Reception, Charlotte Homecoming Open House, Knoxville

Associate professor **SUZIE ALLARD** and CCI doctoral student **KITTY MCCLANAHAN** (co-author): "In-depth Investigation of Interpersonal Discussions in Response to a Safer Sex Mass Media Campaign," in *Health Communication*.

Assistant professor **BETH AVERY**: "Monitoring Public Opinion in Cyberspace: How Corporate Public Relations Is Facing the Challenge," in *Public Relations Journal*.

Assistant professor **BETH AVERY**: "FEMA and the Rhetoric of Redemption: New Directions in Crisis Communication Research for Government Agencies," in *Handbook of Crisis Communication*, edited by Tim Coombs and Sherry Holladay.

Assistant professor **BETH AVERY** (co-author): "Health Journalists and Three Levels of Public Information: Issue and Agenda Disparities?" in *Journal of Public Relations Research*.

Assistant professor **BETH AVERY**: "Contextual and audience moderators of channel selection and message reception of public health information in routine and crisis situations," in *Journal of Public Relations Research*.

Assistant professor **BETH AVERY** and CCI graduate students **ELLIE AMADOR**, **TANYA ICKOWITZ**, **CHARLES PRIMM** and **ABBEY TAYLOR** (co-author): "Diffusion of Social Media among Public Relations Practitioners in Health Departments across Various Community Population Sizes," in *Journal of Public Relations Research*.

Assistant professor **BETH AVERY** (co-author): "Preparing for Pandemic Flu while Managing Uncertainty: An Analysis of the Construction of Fear and Uncertainty in Press Releases of Major Health Agencies," in *Journal of Health and Mass Communication*.

Professor **ED CAUDILL**: "Intelligently designed: Creationism's News Appeal," in *Journalism and Mass Communication Quarterly*.

Assistant professor **COURTNEY CHILDERS** (co-author): "Three Decades of Visual Sexual Imagery in Magazine Advertising for Different Product Categories," in *Journal of Current Issues and Research in Advertising*.

Assistant professor **COURTNEY CHILDERS** and professor **MARIEA HOY** (co-author): "Partnering with Parents: Suggestions for Food Marketers and Retailers in the Ongoing Childhood Obesity Debate," in *Journal of Food Products Marketing*.

CICS and SIS Post-Doctoral Researcher **MIRIAM DAVIS** (co-author): "Do You Hear What I Hear: Better Understanding of How Forest Management is Conceptualized and Practiced by Private Forest Landowners," in *Journal of Forestry*.

Associate professor **LISA FALL** (co-author): "Assessing an Expanding Niche Market: Determining How IMC Information Sources Predict Participation in Agritourism Activities among Vacation Travelers," in *International Journal of Integrated Marketing Communication*.

Associate professor **LISA FALL** (co-author): "Assessing an Expanding Niche Market: Determining How IMC Information Sources Predict Participation in Agritourism Activities among Vacation Travelers," in *International Journal of Integrated Marketing Communication*.

Professor and JEM director **PETER GROSS** (editor): *Understanding Foreign Correspondence. A Europe-American Perspective of Concepts, Methodologies, and Theories*. Peter Lang Publishing.

Professor and JEM director **PETER GROSS**: "The Starting Point: Studies on European foreign correspondents and correspondence," in *Understanding Foreign Correspondence. A Europe-American Perspective of Concepts, Methodologies, and Theories*.

Professor and JEM director **PETER GROSS**: "The Slow, Detoured March to Democracy in Eastern Europe," in Lavinia Stan, ed., 1989-2009 *Incredibila aventura a democratiei după comunism*. Iasi, Romania: Institutul European.

Associate professor and CS director **JOHN HAAS**: "Hate speech and stereotypic talk," in *The Handbook of Intergroup Communication*, edited by Howard Giles.

Professor **ERIC HALEY** and assistant professor **BETH AVERY** (co-author): "The Role of Gender and Message Strategy in the Perception of

Advocacy," in *Journal of Current Issues and Research in Advertising*.

Professor **ERIC HALEY** and doctoral student **HUAN CHEN** (co-author): "The Lived Meanings of Chinese Social Network Sites (SNSs) among Urban White-Collar Professionals: A Story of Happy Network," in *Journal of Interactive Advertising*.

Associate professor **MARK HARMON**: "Video on the Cheap," in *British Journalism Review*.

Associate professor **MARK HARMON**: "Integrating New Media into the Classroom," in *Journal of Media Education*.

Associate professor **MARK HARMON** (co-author): "A longitudinal study of U. S. network TV newscasts and strikes: Political economy on the picket line," in *Journalism and Mass Communication Quarterly*.

Associate professor **MARK HARMON**: "Countering the Historical Rewrite of Public Opinion about the Vietnam War," in *Peace Studies Journal*.

JEM professor **ROB HELLER**: One-person show, "The Architecture of Evil: Photographing Auschwitz," at the University of Tennessee Ewing Art Gallery. Heller's photographs of Tennessee Holocaust Survivors and Liberators, "Living On," continues to be exhibited in Poland.

Assistant professor **ELIZABETH HENDRICKSON**: "Collaborative information behavior – Conceptual frameworks," in *Collaborative Information Behavior: User Engagement and Communication Sharing*, edited by Jonathan Foster. IGI Global.

Professor **MARIEA HOY** (co-author): "Gender Differences in Privacy-Related Measures for Young Adult Facebook Users," in *Journal of Interactive Advertising*.

Professor **BARBARA KAYE** (co-author): *Electronic Media: Then, Now, Later* (2nd edition). Elsevier-Focal Press.

Professor **BARBARA KAYE**: "Between Barack and a Net Place: Users and Uses of Social Network Sites and Blogs for Political Information," in *The Networked Self: Identity,*

Community and Culture on Social Network Sites, edited by Z. Papacharissi.

Professor **BARBARA KAYE** (co-author): "Creating a Web of Trust and Change: Testing the Gamson Hypothesis on Politically Interested Internet Users," in *Atlantic Journal of Communication*.

Professor **BARBARA KAYE** (co-author): "Believing the Blog of War: How blog users compare on credibility and characteristics in 2003 and 2007?," in *Media, War and Conflict*.

Professor **BARBARA KAYE** (co-author): "Going to the Blogs: Exploring the Uses and Gratifications of Blogs," in *Atlantic Journal of Communication*.

Professor **BARBARA KAYE** (co-author): "Something Ventured, Something Gained: Examining the moderating impact of blogs on political activity," in *Web Journal of Mass Communication Research*.

Professor **BARBARA KAYE** (co-author): "Still Cruising and Believing? An Analysis of Online Credibility over Three Presidential Campaigns," in *American Behavioral Scientist*.

Professor **BARBARA KAYE** (co-author): "Choosing is Believing? How Web Gratifications and Reliance Affect Internet Credibility Among Politically Interested Users," in *Atlantic Journal of Communication*.

CCI Ph.D. student **STEPHANIE KELLY**: "Movie Magic: A Gateway to Higher Classroom Immediacy," in *Communication Teacher*.

Assistant professor **MIKE KOTOWSKI** (co-author): "A Multitrait-Multimethod Validity Assessment of the Verbal Aggressiveness and Argumentativeness Scales," in *Communication Monographs*.

Assistant professor **MIKE KOTOWSKI**: "Measuring Cancer Clinical Trial Understanding," in *Journal of Health Communication*.

Assistant Professor **MIKE KOTOWSKI** (co-author): "Measuring Argumentativeness and Verbal Aggressiveness: Psychometric Concerns and Advances," in T. Avtgis & A. Rancer, *Arguments, aggression, and conflict*.

Assistant professors **MIKE KOTOWSKI** and **LAURA MILLER**: "The Impact of

Interdisciplinary Collaboration," in *Health Communication*.

CCI doctoral student **TAEJUN LEE** and professor and ADPR school director **RON TAYLOR** (co-author): "Magnitude and Direction of Changes in Advertising Strategies of Financial Services Organizations during an Economic Crisis: An Application of Taylor's Six-Segment Message Strategy Wheel," in *Journal of Applied Communication Research*.

Advertising doctoral student **TAEJUN LEE** and professor and ADPR school director **RON TAYLOR** (co-author): "A Strategic Response to the Financial Crisis: An Empirical Analysis of Financial Services Advertising Before and During the Financial Crisis," in *Journal of Services Marketing*.

Associate professor **KEN LEVINE**: "Change: Young voters speak during the 2008 presidential election," in *American Behavioral Scientist*.

Associate professor **KEN LEVINE** (co-author): "Impact of multitasking on listening effectiveness in the learning environment," in *The Canadian Journal for the Scholarship of Teaching and Learning*.

Associate professor and associate dean **CATHERINE LUTHER** and Associate Professor **BOB LEGG** (co-author): "Gender Differences in Depictions of Social and Physical Aggression in Children's Television Cartoons in the U.S.," in *Journal of Children and the Media*.

CCI doctoral students **KITTY MCCLANAHAN** and **LEI WU**, and Chancellor's professor **CAROL TENOPIR** (co-author): "Embracing Change: Perceptions of E-journals by University Faculty," in *Learned Publishing*.

Assistant professor **BHARAT MEHRA** (co-author): "Social Justice in Library and Information Science," in *Encyclopedia of Library and Information Sciences* (Third Edition) edited by Marcia J. Bates and Mary Niles Maack.

Associate professor **BHARAT MEHRA**, assistant professor **VANDANA SINGH** and SIS graduate student **HANNAH PARRIS** (co-author): "Open Source Software Collaborations in Tennessee's Regional Library System: An Exploratory Study," in *Library Review*.

Associate professor **BHARAT MEHRA**, assistant professor **KIMBERLY BLACK** and graduate student **SHU-YUEH LEE** (co-author):

"Perspectives of East Tennessee's Rural Public Librarians about the Extent of Need for Professional Library Education: A Pilot Study," in *Journal of Education for Library and Information Science*.

Associate professor **MICHAEL PALENCHAR**: "Risk communication," in R. L. Heath (Ed.), *SAGE handbook of public relations* (2nd ed.).

Associate professor **MICHAEL PALENCHAR** (co-author): "Increasing dialogue during crises: Incorporating social media into risk and crisis communication," in *Journal of Contingencies and Crisis Management*.

Assistant professor **DEVENDRA POTNIS** (co-author): "Catalytic Innovation in Microfinance for Inclusive Growth: Insights from SKS Microfinance," in *Journal of Asia Pacific Business*.

Assistant professor **AMBER ROESSNER**: "Remembering 'The Georgia Peach': Popular Press, Public Memory and the Shifting Legacy of an (Anti-)Hero," in *Journalism History*.

Assistant professor **ERIN WHITESIDE** (co-author): "Public relations and sports: Work force demographics in the intersection of two gendered industries," in *Journal of Sports Media*.

Assistant professor **ERIN WHITESIDE** (co-author): "Framing through a feminist lens: A tool in support of an activist research agenda," in *Doing Framing Analysis: Empirical and Theoretical Perspective*, edited by P. D'Angelo & J. A. Kuypers.

Assistant professor **ERIN WHITESIDE** (co-author): "The Rene Portland case: New homophobia and heterosexism in women's sports coverage," in *Examining Identity in Sports Media*, edited by H. Hundley & A. Billings.

Associate professor **CANDACE WHITE** and CCI doctoral candidate **JOOSUK PARK** (co-author): "Public Perceptions of Public Relations," in *Public Relations Review*.

APPOINTMENTS

Associate professor **CATHERINE LUTHER**: CCI Associate Dean for Academic Programs.

Assistant professor **MIKE KOTOWSKI**: Editorial Board of *Communication Research Reports*.

Associate professor **MICHAEL PALENCHAR**: Vice chair elect of the Public Relations Division of the National Communication Association.



TO OUR SUPPORTERS, OUR SINCEREST THANKS:

Dean Michael Wirth and Associate Dean Catherine Luther of the College of Communication and Information. John McNair, Jack Williams, Jack Harvey, Andrew Shafer and the alumni of the College.

This issue was printed by the University of Tennessee's Graphic Arts Service in Knoxville, Tenn. Copyright 2011. All rights reserved. No part of this magazine may be reproduced without written permission. Requests should be made to the School of Journalism and Electronic Media, 333 Communications Building, Knoxville TN 37996, or e-mail ehendri2@utk.edu.

WHERE ARE YOU NOW?

Whether you are an alumnus or a friend of the College of Communication and Information, we want to keep track of where you are and what you are doing. Please take a few minutes to complete the form below and return it to the College of Communication and Information, The University of Tennessee, 432 Communications Building, Knoxville, TN 37996-0332. Or visit our website at www.cci.utk.edu, click the "Alumni and Friends" link, then click the "Keep in Touch" link and fill out the form there.

Name _____

Address _____

Phone _____ E-mail _____

Place of employment _____ Position _____

May we publish your current position and place of employment on CCI's website? ☐ Yes ☐ No

Relationship with CCI:

☐ Alumna/Alumnus (Year and degree) ☐ Current Student ☐ Intern Sponsor ☐ Other

CONTRIBUTIONS: ☐ Enclosed is a contribution to the College of Communication and Information: \$ _____

To learn more about how you can support the college, visit cci.utk.edu

Scoop Magazine
School of Journalism and Electronic Media
University of Tennessee
333 Communications Building
Knoxville, TN 37996-0343

Non-Profit Org.
U.S. Postage
PAID
Univ. of Tenn.
Knoxville
Permit #481

BB&T

138 years of financial
knowledge shared daily.

BBT.com

B A N K I N G I N S U R A N C E I N V E S T M E N T S

Member FDIC. Only deposit products are FDIC insured.