SCOOP magazine Winter 2010

College of Communication and Information

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Pride of CCI: 
Marching together toward bright, new horizons

The incredible adventures of cyber-pioneer (and alumnus!) Eric Ward

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Explore UT’s hidden gems

Emmy-winner and former CNN producer takes PR to the classroom

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Out with the old and in with the new

It'd be easy to say there are three types of people: those who hate change, those who embrace change and those who make change. But most likely, we've all fallen into each of these categories during different points in our lives, whether we're grieving the loss of a loved one, upgrading our cell phone to the latest model or voting in a presidential election. But love it or hate it – change happens. And since Scoop is a magazine that reflects its readers, we change, too.

In fact, Scoop underwent a major transformation this semester. Beginning with this issue, we will no longer solely serve the School of Journalism and Electronic Media but the entire College of Communication and Information. So in the spirit of this change, we bring you CCI faculty, staff, students and alumni who not only embrace change, but create it. When alumnus Marquita Smith (page 36) traveled to Liberia to cover its first election after the country’s 14-year civil war, she decided Liberians needed a voice of their own. So she obtained funding to return to Liberia to train journalists to embrace beat reporting. When broadcasting student Brooke Waddell (page 12) lost her boyfriend in a tragic car accident, she used her involvement in the pageant circuit to spread the message of seatbelt safety. And one man who really impresses me, Eric Ward (page 22), found a place where his information science knowledge was needed and created his own online publicity company while still in graduate school. He is now considered a pioneer in the field by industry leaders and was recently profiled in Michael Miller’s “Online Marketing Heroes: Interviews With 25 Successful Marketing Gurus.”

If you find yourself in the first category more than the second and third, then you must read these stories. They might even inspire you to make change yourself.

Ashley Cerasaro
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 other numerous ventures of CCI, including campus media outlets and organizations. In addition, Scoop keeps its eyes on communication, 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.
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Features

20 | Crisis Coverage
PR professor Karen Hilyard shares her professional journey - and how real life can produce the richest classroom material.

24 | Spinning the Web
In 1995 CCI alum Eric Ward announced to a marketing listserv who he was and what he did. Within a week, he received an email from Jeff Bezos, founder of Amazon.com.

27 | Off the Beaten Path
Join us for a pictorial stroll through UT’s hidden gems. We provide the map and back stories, you provide the walking shoes.
When Amanda Wills graduated from the University of Tennessee with bachelor's degrees in journalism and electronic media and Spanish in December 2008, she says she wanted to make a difference with her writing. In college, the Knoxville native was interested in both international relations and humanitarian efforts. “[I] was just the crazy college girl that thought she could change the world,” Wills says.

Luckily, Wills' got such an opportunity when she was hired to be assistant editor of Earth911.com, a Web site dedicated to educating the public about reducing its impact by reusing and recycling its trash. "I do feel like I am writing about things that are important, relevant and real," she says.

And since Wills is working hard to make Earth a better environment for everyone, it's only appropriate she have the perfect environment to do it in. "I like the location of the space – downtown, in the center of everything in a new, innovative building with crazy awesome architecture," Wills says of the site’s headquarters in Phoenix. "I also like that our space is very modern and conducive to creativity."

Creating the perfect balance
Earth911.com assistant editor Amanda Wills keeps close the things she loves by ASHLEY J. CERASARO

When Amanda Wills graduated from the University of Tennessee with bachelor's degrees in journalism and electronic media and Spanish in December 2008, she says she wanted to make a difference with her writing. In college, the Knoxville native was interested in both international relations and humanitarian efforts. “[I] was just the crazy college girl that thought she could change the world,” Wills says.

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AP STYLEBOOK- You would think I would have this thing memorized by now, but I still keep it at my desk. Since I’m an editor, I have to be a stickler for AP style. But now I notice AP style errors in everyday life. It’s a bad compulsion to have; you go crazy.

HARLEY DAVIDSON MUG- My dad drank out of this mug every day, so I use it in his honor. I never drank coffee until I started this job; now I am an addict. Black. Two sugars. Yum.

TWO COMPUTER MONITORS- They don’t match, but they’re both bigger than the other monitors in the office (aside from the design guy’s). I don’t think I could do my job on one monitor. It really comes in handy when you’re editing photos or researching an article. I don’t have to flip back and forth. There’s talk around the office that I am slotted to get a brand new computer soon, but this might be a mean joke.

BOOK PROPPING UP THE SECOND MONITOR- Have you ever worked off two monitors that aren’t the same height? It’s maddening. So, I went to our little library and chose two books to prop it up. I could say they’re there because I consult them and read them, but then I would by lying.

NIKON CAMERA- The great thing about being on a small staff is that I get a lot of creative freedom. When I asked my boss if I could take photos for the home page, she gave me a test-run. Now, we both collaborate on cool images, and I have expanded my journalistic abilities. Plus, original photography gives the site much more street cred. And we don’t have to pay for stock images.

DINOSAUR- I love dinosaurs! If journalism didn’t work out, I would have studied paleontology. I’m pretty sure I’m the only adult who has had a dinosaur-themed birthday party, thanks to my college friends.

COASTER- This is my super cool coaster from Terracycle, a company that uses hard-to-recycle materials to make new products. This particular coaster is made from recycled circuit boards. Everyone in the office has one, and there are tons of them in the conference room as well.

SAVE DARFUR COLLECTION CARD- My dad passed away in September 2009. Instead of sending flowers, my office donated $200 in his name to the Save Darfur Coalition, my favorite charity. I work with the greatest staff. We’re like a family. They really make the job.
In August 2009, the College of Communication and Information went back to the future when it began construction of a state-of-the-art auditorium in Room 321 of the Communications Building, which was used as an auditorium until the early 1990s. The updated room will serve as a teaching and assembly space. In spring 2009, CCI launched the “Take a Seat” campaign, allowing patrons to donate $2,000 in exchange for one of 98 seats in the new auditorium. “The seats are personalized with an inscription of the donor’s choice,” says Andrew Shafer, CCI’s director of development. “People have been dedicating the seats to themselves, their children or a graduating class. Some have inscribed the name of a favorite professor they had when they were in school.”

Mike Wirth, dean of the college, says it was a smaller-level naming opportunity. “If you want to name a school, it’s $5 million. If you want to name the auditorium, it’s $500,000. Naming a seat is $2,000. It’s a bargain,” he says.

But the auditorium houses more than just plated names. With state-of-the-art technology, the space will bring the college, whose building was constructed in 1969, more up to par with programs at other universities. “It’s extremely important that we have the assembly space,” Wirth says. “It’s the first thing people see when they visit the college and it will provide us with the large gathering space for meetings and symposia we’ve been lacking.”

As of Sept, 21, 2009, $70,000 of the $155,000 project was pledged in seats, and CCI plans to sell the rest over the course of two years. This is all part of a larger campaign for the whole university: “The Campaign for UT,” with a statewide goal to raise $1 billion by December 2011. CCI has raised 60 percent of its $10 million dollar campaign goal,” according to Wirth.
Sideline Guidelines
Local media organizations tackle restrictions
by ROBBY O’DANIEL

Several media organizations cried foul when the Southeastern Conference initially presented its 2009-2010 media guidelines, which would make it harder for fans to get coverage of their favorite team. In an Aug. 23 column in the Knoxville News Sentinel, editor Jack McElroy summarized the new policy: “Journalists who want to cover events would have to agree to a ban on video or audio on newspaper Web sites, restrictions on blogging or Twittering during events and an arrangement that turns over to the SEC much of the copyright on photos.” In subsequent revisions, the rules were relaxed. Now media can more freely blog or Twitter at games, as long as it’s not play-by-play coverage. Newscasts can re-air SEC video for longer periods of time after the completion of the game, and media-generated photo restrictions allow use for news coverage and postseason books by the media.

Charles Bloom, the SEC’s associate commissioner of media relations, says the NFL’s policy was not the only one considered when the original policy was drawn up, but now it’s less restrictive than the policies for the NFL, MLB, NBA, NCAA Final Four, BCS and others.

Bill Shory, WBIR news director, says the news station’s biggest concern was restrictions on video that the news station gathered. “We will resist any limitations on video we gather,” Shory says. “We think that impinges on the news-gathering process.”

Shory says it is important to cover the University of Tennessee and all its components because it affects so many. “Being able to serve our viewer, our role is to provide the public information on what’s happening at the University of Tennessee because obviously they’re stakeholders, whether they’re parents, students, alumni, or here’s the really critical one -- What if they’re just taxpayers?” he says. “Every single person in Tennessee has a stake at what goes on at the University of Tennessee.”

John Painter, UT’s associate sports information director, says the process was simple. The SEC had guidelines, media entities were upset at the guidelines and the issue was resolved with compromise. The hard part was getting the word out right before football time in Tennessee, he says.

While he understands the job reporters are trying to do, Painter says there are times when it’s more prudent to be patient with UT athletics. “We’ve asked them, don’t do any reports from practice until practice is over,” he says. “You’ve never been able to call, make any phone calls during practice.”

Painter says once during practices before the season when a football player was injured during practice, a report was released during that practice, calling it a big injury. Come time for the press conference, it was revealed as a cramp. But by the time the report had been placed, the damage had been done. “The guy’s parents called in, hysterical,” he says.

Ultimately, no matter what the tone of the coverage is, Painter says he’s glad UT football gets it. “I’m glad they report on us,” he says. “Because there’s plenty of sports, plenty of places, that don’t report on them at all, no matter how good they are.”

Trend-O-Meter
New around here? Allow us to school you
by MARIA LUND

While the “A Startling Whirlwind of Opportunity” sculpture now graces the pedestrian walkway with its magical presence, debates over public art remain the reality.

Students are stringing these handy hammocks between trees all across campus, but UT officials warn students to be careful where they set up camp or the hammocks might just have to come down.

What’s better than getting pancakes at 3 a.m.? The latest addition to Presidential Court is IHOP, a major win for night owls everywhere. Breakfast Sampler, anyone?

Cheaper and smaller than your standard laptop with an average price of around $350, Netbooks are helping to keep everyone connected.

Students entering UT this semester broke the record, yet again, for the highest average GPA of an entering class at 3.79. Bring on the smart kids!
Yes, she’s definitely with the band...
Miranda Smith shows pride in her work on and off the field
by MELISSA BRINLEY

Buzz! Buzz! Miranda Smith's alarm signals her to wake up at 5 a.m. Smith sits up and looks out the window, rolling her eyes at the East Tennessee moonlight shining through the cracks between her blinds. As the communication studies major rummages around her bedroom gathering her spats and gloves, she notices the time and begins rushing to pack her bag. Grabbing a breakfast bar and a Gatorade from the kitchen, Smith stumbles out the door, her arms overflowing. Arriving at the band room just a minute before 6 a.m., she fills her arms again with her packed bag, uniform and trombone case and heads upstairs to unlock the uniform room—sighing at the sight of six people waiting with uniform emergencies needing to be addressed before rehearsal begins in an hour. This is just the beginning of the Pride of the Southland Marching Band's uniform manager's 15-hour-long Saturdays.

Three hours later, the whistle blows to dismiss the band from their two-hour morning rehearsal. Smith trudges back up to the uniform room with trombone in hand to sew countless buttons, polish dozens of spats and steam the wrinkly overlay of 100-percent wool uniforms for uniform inspection at 1:15 p.m. “I am the uniform manager—responsible for making sure the band keeps our image positive to uphold our tradition of excellence,” she says. “A huge part of that is uniformity. I make the band look good.”

Also a second-year squad leader, Smith is responsible for teaching marching fundamentals, show drills and all music to eight band members throughout the entire season—in addition to knowing all this herself. “Being a squad leader takes a lot of additional time—all our responsibilities on the field, weekly meetings to go over the charts and music of every show before we teach it to the full band to iron out any wrinkles, and we plan social events for the entire band,” Smith explains.

Life off the field
When Smith isn’t busy with band responsibilities, she’s concentrating on her communications class work. Being a full-time student involved in such a time consuming activity can be logistically difficult sometimes. “I usually take a lighter course load in the fall, so I don’t spread myself too thin,” she says of football season. But Smith says her studies are her first priority. “I really like the courses I have taken so far, and I enjoy doing the reading assignments and activities. I learn better when I’m doing things I guess,” she says.

With plans to attend law school after completing her undergraduate coursework, Smith works hard to keep her priorities straight and applies to her daily life tools from musical discipline. “I have learned more than marching and playing trombone with the best of my ability in the band,” Smith says. “Because the directors stress preparation, I have become less of a procrastinator.”
A year-round commitment

For Smith, marching band is not only a fall commitment. During spring semesters, she participates in basketball pep band, which plays at every men’s and women’s home game and also travels to NCAA tournaments during March Madness. “Pep bands are really fun,” Smith says. “We walk in 30 minutes before tip-off to our awesome seats that never change. Never have I waited for five hours to get a good seat for an SEC game.”

Auditions for new members also take place in the spring, and Smith works tirelessly each Saturday to help coordinate auditions so they run smoothly. Then throughout the summer, the students who auditioned and were invited to band camp come to band orientation to be fitted for a uniform by Smith. “Working orientations is different every day. Some days, 12 students come and other days only three. I like being the first upperclassman the new members meet,” Smith says. “When band camp rolls around I feel like I know them.”

Tennessee Traditions

Since the 2009 football season was her final year of marching band, Smith says she savored every moment. But with the change in the parade route on the first two game days, Smith really misses one thing. “I understand why we needed to march down the pedestrian walkway, but I miss watching the drum major salute to the Torch-bearer when we marched down Volunteer [Boulevard]. It is such a long-lasting tradition and being a trombone player in the front line, I miss watching it every Saturday,” Smith says.

Despite route changes throughout the season, the march to the stadium and Salute to the Hill performances by the band have been revered by hundreds of thousands of Vol fans for decades. Salute to the Hill is the same as it has always been. The Pride makes the turn at the Hodges Library to come down the hill by the University Center and set two blocks, with the majorettes performing in the street corner. “I always have a huge adrenaline rush when we top the hill and all you can see is a sea of orange—and they’re all screaming for you to play ‘Rocky Top’ one more time,” Smith smiles.

Another tradition of the Pride and the university is the pregame show. The crowd, Vol fans and opponent fans alike, are highly involved in pregame, as both fight songs are played within the seven-minute show. “Playing the opponent fight song in pregame really shows how classy we are as a university and as an organization,” Smith says.

“Everything about us is in the name,” she says. “We are the Pride of the Southland.”

“Everything about us is in the name.
We are the Pride of the Southland.”
Writing against type

Ashdown chronicles American culture in columns by WES WADE

While most of Paul Ashdown’s students and colleagues ask for his thoughts on writing or the media, the journalism and electronic media professor also has opinions on the Rolling Stones, the bankruptcy of major American carmakers and the substitution of red ink in public schools for more “pleasant-feeling” tones. Ashdown, who’s a regular columnist for the Danish newspaper Information, as well as Vecer, a Slovenian newspaper meaning “evening,” often ruminates on these and other diverse happenings—whatever catches his interest.

Tell us about your history writing newspaper columns.
A: I started writing occasional columns, reviews and articles more than 40 years ago. I found it was good discipline, a good way to keep your skills sharp. I’ve written more than 500 columns over the years. There have been periods when they appeared every week, but now more irregularly because I have less time to write them. There are many times with any writer or any professor, where you’re just fallow, where you’re not really doing anything. That’s about the time I pick this [writing columns] up a little bit.

Can you describe your articles?
A: The columns are usually around 800 words. I’ve always liked the short-essay format. It’s a challenge to say something interesting in relatively few words. Most of the columns are humorous, or at least a light take. I try to explain different aspects of American life as if I were writing a letter to European friends. I’ve traveled around Europe a lot and have taken a lot of interest in these countries. They’re small, border countries looking outward more to gain an identity. They’re interested in Americans—critical—but very interested in us. The Dutch look at the U.S. like we’re a bunch of lovable bumpkins. They might see us as a bit contrarian. I might talk about the U.S. like they might, pointing out our foibles. But I might defend the country in a way that they don’t expect. They sort of like Americans’ self-reflecting on these things. They have these stereotypes of Americans—that we’re violent, that we’re all boobs. So what I’m trying to do is run against the stereotypes.

Where do you get your inspiration and ideas?
A: Just simply reading papers and seeing something that strikes me as interesting. I’ll rip it out of the paper and put it in a file and think about it for a few days. Some of it just comes out of personal experiences. Sometimes, they’ll write and ask. For instance, the Danish editor was interested in General Motors going bankrupt over the summer. So the question was, “Is this the end of the American automobile industry?” So I thought about it and decided the best way to do it would be to go back and tell a story about my love interest with American cars and how I became disillusioned with them. I made some kind of prediction about how the industry would turn out. So I try to come up with an anecdote and highlight the key notes. Some of them aren’t very good. Some are. Sometimes the ones that I seem to think are the best don’t get a lot of play in the papers. I do write some political columns, and sometimes, they have been pretty intense. It’s fun to read the comments from readers online. The Danish paper is liberal, and I’m denounced for being conservative. The Slovenian paper is conservative, and I’m denounced for being liberal, which is fine, because I consider myself a moderate, a centrist, a contrarian, so I like getting heat from both sides.

What about any language barriers?
A: I write the articles in English, and they appear in translation. You try to write it so it’s hard to mistranslate. The guys who translate it are very good; they speak English fluently. But some phrases are hard to understand. I try to avoid phrases that we would know immediately and they wouldn’t. If you want to be an international journalist, they think you need to speak multiple languages. To be able to write something and translate it to their language is highly valued. I can sort of read Danish and can make out some words in Slovene.

Why don’t you write for more U.S. papers and blogs?
A: I would, probably, if I had time. But writing for an international audience is something a little different and something I enjoy because I’ve spent time in those countries and I like the people and want to help them understand Americans. The main thing I try to stress is that America is complex and unpredictable and that we rarely agree on anything. I try to show the openness of American society—that we debate things. And I try to show that as one American, I’m not always certain about my views, and that my opinions can change.

Photo by KATIE HOGIN
Being a broadcasting major, Brooke Waddell isn’t shy about answering tough questions and making bold statements under the glare of bright lights and the judgment of total strangers. But unlike many of her classmates, she’s done it while wearing sparkly outfits, as a top contender for Miss Tennessee for three consecutive years.

While all journalism and electronic media students on the broadcasting track are taught public speaking, Waddell has perfected her oratory skills in a whole different arena. “In the pageant world you really learn to vocalize, but there’s nothing natural about doing it in a bathing suit and high heels,” she jokes.

In 2008, Waddell was first runner-up in the Miss Tennessee pageant, Tennessee’s affiliate for Miss America, and in 2009, she placed in the top five as the second runner-up. Although Waddell never won Miss Tennessee, she certainly won over her competitors, scoring the titles of Miss Congeniality two consecutive years.

When observing her sparkling blue eyes, perfectly coiffed blonde hair and unwavering sense of confidence, it’s easy to picture Waddell in crown and sash and assume her life must be perfection. But Waddell says she’s had her share of sadness. Two years ago, her former boyfriend Justin died in a car accident. He wasn’t wearing his seatbelt. Instead of letting the tragedy consume her, she says she chose to deal with her grief proactively. “I was able to use my involvement in the Miss America program to be better instead of bitter and to tell Justin’s story,” Waddell says.

Trumpeting the message of seatbelt safety by visiting elementary schools across Tennessee, Waddell told students about Justin’s accident to persuade them to wear their seatbelts. She even partnered with Ollie the Otter, who teaches kids about booster seats, to write a children’s book. “It was a lot of work but really cool,” says Waddell.

After realizing the importance of using booster seats for car safety, she says she attempted to tackle the problem of booster-seat expense for low-income families. Using the publicity from her pageant titles, Waddell organized fundraisers to buy booster seats for families who couldn’t afford them. “When you have a crown on your head, that access just becomes so much more available,” she says.

Although she’s had a great run in pageantry, Waddell says she recently decided to close that chapter of her life and focus fully on her future. She plans to wed fiancee Mark Pancratz in May 2010, after she graduates from college, and also hopes to be hired as a local news broadcaster and work her way up to sports commentating or a national news network.

“I’ve learned how to be comfortable on stage and that definitely carries over into the broadcasting world,” Waddell says, reflecting on her past experiences. “Whether I’d be in reporting or broadcasting, I definitely have a stronger background thanks to pageants.”
Multi-tasking maven
Grass balances full plate at Food Network Magazine
by MELISSA BRINLEY

Samantha Grass, a 2008 journalism and electronic media graduate, lives in New York City and works as a photo assistant for Food Network Magazine. But that doesn’t mean that all her days are filled with caviar. Here is a day in her life.

8–9 a.m.
The alarm goes off on my iPhone and the word “snooze” looks so alien, I fumble with the noisy phone to wrestle out another 10 minutes of sleep.

9-10 a.m.
I’m really angry—I just missed my train. If I hadn’t stopped at the bodega for something to drink I would be on the train right now.

10-11 a.m.
Settling in at work, checking e-mail, compiling a list of tasks for our intern, and sharing gossip with the copy chief—my favorite thing! I’m holding down the fort for the photo department today. The photo director is on a shoot for a story in our January/February issue. The deputy photo editor (who is leaving for Italy in a few hours, the lucky duck) is directing a photo shoot at the Hearst Tower in Studio D. Our new associate photo editor is there, too. Despite the quiet, it’s going to be a long day.

Just finished loading images from a shoot I produced in Seattle a couple weeks ago to our image server. But it’s still a little too quiet around here. The Food Network Food and Wine Festival is also going on, and most of the editors are going to various demonstrations and tastings.

11 a.m.–noon
My deputy photo editor just called. She wants me to create PDFs of the images I took while scouting out a shoot location in the Meatpacking District last night. I load the images on my computer and send the contact sheets to her and the other editors collaborating on the future story. Sorry, I can’t tell you more, it’s confidential.

I just got a call from a photographer’s rep asking if we would like to see her client’s portfolio. I’m courteous and tell her we accept books any time, as long as our photo director is in the office and can take a look. I try to filter as much as possible. If I think a photographer really has an eye and style for our magazine, I’ll pass their web portfolio on to my superiors.

I haven’t eaten breakfast yet. I’m really hungry. The Lemonhead box next to my computer screen is looking pretty tempting. Must resist.

Noon–1 p.m.
My boss is asking me to look for an invoice from a vendor (code for photographer, stylist, or artist) who claims they never received payment. I have assumed the duty of paying bills recently, so I am familiar with the invoice in question. I check our accounting system and see we cut a check for the amount in question.

1–2 p.m.
Lunch time. I’m really craving some mac ’n cheese, but with everyone asking for one thing after another I might have to wait until it quiets down to go out. Curses. I don’t want to settle for the taco truck again.

My deputy photo editor returned from her shoot to finish some office work before leaving for Italy. I was told to push her out the door, but she’s not listening to me. I can’t get food until she leaves because she might need my help. That box of Lemonheads is looking better and better. I caved. Snickers, I love you.

I’m also looking at the stack of bills waiting for my attention. They need to be paid before I leave, but every time I reach for them, something else comes up. It could be another late night.

2–3 p.m.
Have lunch. Will eat (at my desk… again… of course).

I give our intern instructions for her next task—Operation Prop Closet. Also, I’m downloading images from a shoot we did earlier in the week with a Food Network star. I’m wowed by the gorgeous photos and realize I need to put them on the server so the rest of the staff can be wowed, too.

3–4 p.m.
Tracking down some images that haven’t arrived yet. I sent a messenger to pick up a disc hours ago and still no disc. I can only handle hearing “Did you get the disc yet?” so many times.

And then there’s that stack of bills. I keep hoping it will have miraculously vanished each time I look back, but no. It’s still there, waiting.

I’m producing a photo shoot in Utah, so I’m e-mailing the photographer I want to use to put the shoot date on hold and discuss pay rates and other details. I’m excited about this shoot. I’ve produced several photo shoots since the spring, and I think I have a knack for it. I like it much more than stock photo research.

4–5 p.m.
It usually gets busy around 4 p.m. and it did today without fail. In the last hour, I finished paying bills, putting three shoots worth of images on the server and teaching my boss how to conference call.

5–6 p.m.
It’s absolutely crazy in the office now that everyone is back from the shoot. Finals are circulating around for the December issue, and I’m slammed. I’m filing bill receipts, looking into checks our vendors didn’t receive and calling vendors who haven’t sent invoices. I’m preparing image research for stories we’ve requested pick-up photos for, loading disks and now I’m headed into a meeting with my boss.

6–7 p.m.
It’s time to go and all mischief has been managed. No more images to go to the server, all messengers have been taken care of, the bills are paid, my desk is still a wreck, my shoot tomorrow is ready to go, the prop closet looks good, and I’m ready to go home. Hopefully it’s not really as gloomy as it looks outside. I’m off to Long Island to see my horse, Apollo, and put his blanket on for tonight since it will be a little cold.

I’m shutting down on time and can’t wait to get out of here. No late night for me tonight. Good night, Food Network Magazine! ☺
Video engineers broadcast hard hits in high definition
by JOSH DORSEY

Through doors marked “Authorized Personnel Only,” deep within the bowels of the University of Tennessee’s Communications Building sit the offices of Barry Rice and Link Hudson. The back wall of Hudson’s office is filled with CDs of various movie previews and music from the popular NFL Films series, while Rice sits among a plethora of computer monitors in a dimly lit office down the hall. It’s there, where the halls are filled with more technological devices than people, that Hudson and Rice do their work. The two UT alumni are the men behind the scenes of Neyland Stadium’s new 4,580-square-foot video board, otherwise known as the jumbotron.

The two award-winning producers have come a long way from the days when they were students in the College of Communication and Information at UT working under Mike Moore, now a coordinating producer at ESPN. “The first thing I did was shoot football practice every day,” Hudson says of his start at UT. “It was the 1991 season. Johnny Majors was the coach, and I normally shot Phillip Fulmer’s offensive line drill.”

While Hudson got his start patrolling the practice grounds of what is now called Haslam Field, Rice got closer to game action. “Basically I was the guy who would hold the microphone on the sidelines; its called parab,” Rice explains. “They put me on the sidelines. I actually even got to step onto the field a little bit and hold a microphone. I just thought that was the coolest thing ever. I’ve got the best seat in the house, and I’m just some dork in class, how’d this happen? I was hooked.”

Now their work, along with the help of many other full-time and freelance employees, can be seen larger and sharper than ever. According to Hudson, the new jumbotron screen boils down to a series of LED panels (light-emitting-diode panels) that shoot three different primary colors which blend to make all the colors of the spectrum. “With the new board, we had an opportunity to really advance,” Rice says. “The new board is technically HD. That doesn’t mean we have to produce in HD, but it has the resolution of HD, so we realized that we had an opportunity to either keep what we were doing and it would look great or we could go ahead and make an investment.” The decision to purchase the high-definition equipment was made by UT athletic director Mike Hamilton and Steve Early, who runs the Vol Network, the exclusive producer and marketer of UT athletics.

On game-day Saturdays, Hudson’s main responsibility is to run the LED ring that circles Neyland Stadium and provide moral support to Rice and the team of about 30 people running the jumbotron. The two often put in 18-hour days during the week to ensure everything runs smoothly on Saturdays.

However, according to Hudson, “Barry is no doubt the driving force behind the football jumbotron.” Those who have ever tried to make everyone happy might understand the dilemma Rice faces on game days, trying to make more than 100,000 fans excited while supporting the millions of dollars in sponsor donations. Rice says he has many people to please: UT fans, the band, the students, the players, the coaches and the sponsors. “[All of these audiences] have their idea of what that board should display and what it should say and what it should do,” Rice says. “You want them all happy, but sometimes that’s just not going to happen. Sometimes people aren’t going to like what you do.” When Rice first started programming the jumbotron, he was startled by the instant feedback he received in the form of cheers or boos from the crowd. He has since learned to handle that quick reaction. “If people like it, I’m in charge, and if they don’t, somebody else is,” Rice jokes.

Before the games, Rice has two pregame scripts: one from UT’s director of marketing Chris Fuller and one from the Vol Network. Those scripts are compiled into one extensive list of things that must run during the game. From that point on, it’s his job to gauge the temperature of the crowd and decide on the fly when to play the clips from the script.

But regardless of the challenges, both say working for UT is their dream job. “I still drive around this campus and I’ll see the rock and I’ll look at it and it’s nostalgic for me,” Hudson says. “Or I will watch the Vol walk and I’ll remember when I did that as a student. A big part of this job and why I love it is the fact that I’m an alumnus here. I still experience all the traditions that go way back beyond when I was here,” Hudson says. And he says the people are phenomenal at UT, both in the School of Journalism and Electronic Media and the administration. “We have a first-class administration both in athletics and academics,” he says.

Photo contributed by ELIZABETH OLIVIER
First Look: Scripps Convergence Lab

The Scripps Howard Foundation gives CCI a gift that will keep on giving
by DREW STREIP

Step aside, North Commons—the College of Communication and Information now has facilities to rival any meeting place on campus.

The Scripps Convergence Lab, opened January 2010, is a 4,000-square-foot haven for students from all four schools. It feels comfortably studious: part computer lab, part lounge. The wall décor is unmistakably orange.

A $500,000 donation from the Scripps Howard Foundation—the largest-ever cash gift to CCI—helped fund the lab, which houses offices, two studios and conference rooms, along with a kitchenette for study-induced hunger.

John McNair, director of technology for the college, says infrastructure and openness between schools are the goals of this converged space.

“With half a million dollars, we didn’t want to spend it all on technology that would be obsolete in two years,” he says. “Instead, we want to promote a space where students can learn from each other, side by side.”

1. The main entrance houses plush chairs and tables for all-day use. Ten iMac desktop computers highlight the space, and power outlets line the walls. Reliable wireless Internet is on the way, and a network scanner and printer will round out the gadgetry.

2. Picture windows give way to the marquee view of Neyland Stadium. From the corner nook, students can see the jumbotron or watch the Sabretooth the Hill. Natural light makes the already-comfy space feel extra large.

3. The lab, on the fourth floor of the Communications building, is currently open Monday through Friday from 8 a.m. to 5 p.m. Updated news and hours will be available on the CCI website, cci.utk.edu.

4. Two end-to-end conference rooms provide scheduled space. One room has video conferencing technology, and the other, separated by a two-way mirror, can be used for focus groups.

5. The second study area has movable, foldable furniture to accommodate small groups or, theoretically, up to 100 seats. “We haven’t tried that yet,” McNair says, “although we had a lectern and 60 seats set up for the dedication ceremony.” He demonstrates the electric blackout shades on the windows and the retractable projector screen.

6. A 1080p High-Definition projector defines the group study room. On the way: a mobile media kiosk with three HD video cameras capable of recording, broadcasting and green-screen technology.
CHEAPER BIOETHANOL PRODUCTION, A PROMISING SOURCE OF ALTERNATIVE FUELS

In this case, the simulations of cellulose, the substance that gives plants their rigidity, are helping the search for sustainable fuels. In this case, the simulations of cellulose, the substance that gives plants their rigidity, are helping the search for sustainable fuels. In this case, the simulations of cellulose, the substance that gives plants their rigidity, are helping the search for sustainable fuels. In this case, the simulations of cellulose, the substance that gives plants their rigidity, are helping the search for sustainable fuels.

A SUPERCOMPUTER AT WORK

It’s been said that California will fall into the ocean one day, and earthquakes have long plagued the Western United States, in particular the Golden State. “To improve public awareness and readiness for the ‘Big One,’” the largest and most detailed earthquake simulations on the San Andreas Fault was simulated [by researchers from the University of Southern California in Los Angeles, Calif.] on Kraken,” cites a National Institute for Computational Sciences’ report summarizing scientific achievements from July 2008 to June 2009.

Researchers discovered the results may be far less dramatic. “Actually, what’s going to happen is the rest of the United States is going to fall into the Atlantic,” jokes Robert Hatcher, a scientist and professor of structural geology and tectonics at UT. Although it’s possible small pieces of the state will eventually become dislodged, Hatcher says they’ll stay put, possibly forming small islands off the coast. But according to Hatcher, California isn’t going anywhere. However, one thing is for certain: Nature is one bad, complicated and most unpredictable Mother. And while uncertainty still pervades many aspects of science, with the help of computational resources such as Kraken, more insight is within our grasp. Researchers from every aspect of science, with the help of computational resources such as Kraken, more insight is within our grasp. Researchers from every aspect of science, with the help of computational resources such as Kraken, more insight is within our grasp.

THE POWER OF THE BEAST

Were it not for Kraken’s size and raw computational power, such grand-scale scientific breakthroughs would not be possible. What might take years with other computational resources takes months, days, even hours once UT’s monster starts crunching and churning fleets of data. “Our machine eats boats, big ships,” jokes Bruce Loftis, a group leader in the NICS’ User Support team. On Oct. 5, 2009, Kraken’s latest upgrade was complete. The machine is now equipped with 100,000 more processing cores than typical home computers and laptops, 1,000 times more memory and 3.3 quadrillion bytes of disk space—all housed in a total of 88 cabinets that are nearly 7 feet tall, 2 feet wide and 5 feet long each—a behemoth indeed. The amount of electricity required to feed Kraken is enough to power a small city, Loftis says, which is about three megawatts. In comparison, the city of Oak Ridge (nearly 28,000 people), minus the lab, uses about four megawatts.

A major part of Kraken’s upgrade was in the expansion of its nodes, which provide space for processors. The addition of four more processing cores on each node, totaling 12 per node, brings the number of processors available on Kraken to 100,000, as opposed to the previous 66,000. “So for applications that can use the [additional] processors, you get a 50 percent speed-up—in theory, not in practice—but you do get a significant increase,” Loftis explains. “So there are applications that can use those extra processors and get more science done at the same time.”

UT’s newly enhanced beast is the first academic machine to match speed at the petascale, meaning it’s capable of computing 1,000 x 1 trillion calculations per second or 1 quadrillion, making it the third fastest computer in the world. (Its actual theoretical peak performance is 1.1 quadrillion calculations/second.) While the Kraken of lore is steeped in the mystery and intrigue of mythology, UT’s Kraken is a mammoth of revelation, grasping, surfacing with things unseen. But one thing is certain; this supercomputer is bringing innovation to light by scavenging the depths in an ocean of scientific discovery.

HEARING PROTECTION REQUIRED

A dozen people clad in hooded blue jackets mingle about the 25,000-square-foot room—more than five basketball courts of floor space—tinkering, poking, prodding with Kraken’s insides. Not one bothers talking. The earplugs make it difficult.

“You’d go deaf without them,” says Bobby Whitten, a member of the National Center for Computational Sciences’ User and Assistance Outreach Group at Oak Ridge National Laboratory. The noise is produced by the equipment used to cool Kraken, the fastest supercomputer for academic research, and its slightly faster brother, Jaguar, the fastest supercomputer in the world, and the decibels depend on the workload of both machines and the ear’s proximity to the hardware. The noise can be five to 11 decibels above the limit for unprotected ears in the workplace, according to the Occupational Safety and Hazards Administration’s standards. Or more plainly put, it’s like working alongside a lawn mower or table saw. But the shock and awe of working up close to the supercomputers only rivals their essential task.

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Online @ Info Sciences
SIS offers flexible class schedule via Blackboard “distance learning”
by BECKY BRIGGS

Elizabeth Storey, a double major in journalism and electronic media and geology, grabs a cup of coffee and her notebook, sets up her computer on her nightstand, sits on the bed with her cat and takes notes on all her information sciences class lectures for the week. It’s just another Sunday morning for this University of Tennessee student.

This flexibility allows students to attend class, submit homework or take a test after 2 a.m., in between classes or after a long work shift instead of battling traffic on Interstate 40 or Cumberland Avenue to make it to class by 10:10 a.m.

The School of Information Sciences began offering online distance education courses in fall 2009, with Information Sciences 102, “Technologies for Information Retrieval,” and Information Sciences 310, “Information Seeking: Resources and Strategies.” This spring, the online options include Information Sciences 451, “Information Management in Organizations,” and Information Sciences 460, “Internet Applications and Technologies.” Students can log in to the Blackboard Web site and LiveOnline@UT, the UT-branded Centra site, to watch playback lectures, take multiple-choice tests and participate in class discussions on bulletin boards.

Blackboard serves as a hub for all class activities, including accessing Centra through a hyperlink. And through Blackboard, students take tests that do more than measure what he or she learned so far in class. Karen McClanahan, instructor for Information Sciences 310 last fall, says her tests “are designed as a learning experience, as, with the nature of this course, there is no such thing as a closed-book test,” she explains. “But I can implement a time constraint so students have to engage the material instead of having the book open and taking the test that way.”

Simon Aristeguieta, instructor for Information Sciences 102 last fall, says he uses the tests on Blackboard to gauge student involvement. “I can check the statistics of usage to see the amount of time spent on Blackboard and Centra, but there is no other way to check to see if they are watching the playbacks,” he says.

Measuring participation is tricky for online courses, but Blackboard’s discussion boards allows students and instructors to interact and discuss classroom topics. Aristeguieta requires students to comment on his initial discussion post for participation points. And for both classes, discussions through Blackboard’s bulletin boards serve as social interaction. Online activities such as students introducing themselves to classmates, posting answers to discussion questions and responding to classmates’ posts substitute for students socializing during or before a lecture in the classroom. Information sciences 310 student Brittnie Peck, a junior in communication studies, likes the online discussions. “It has allowed me to get to know some of my classmates, probably better than I would have in a traditional classroom setting,” she says.

Students use Centra to watch and listen to playback lectures, which are narrated slideshow presentations students can access anytime. Both Aristeguieta and McClanahan record their lectures once a week, then students can access them at their convenience.

The instructors also supplement their lectures with added online resources. Aristeguieta is introducing a class Wiki, a Web site designed for students to easily create pages and collaboratively edit content relating to the class. He has a class Twitter to quickly interact and get to know his students. McClanahan uses the extra features within Centra to spice up her lectures. “I can go on the Web, the Internet, show the whiteboard and write, like in the classroom, using the Centra technology,” she explains.

Storey likes being able to go to class in her UT pajamas and look at the week’s lectures for the Information Sciences 310. “It helps to hear the teacher and have real explanations rather than interpreting what I’ve read on my own,” Storey says.

Indeed, convenience for students is the key to offering the courses online. Aristeguieta says the option is important for students who have disabilities or who otherwise can’t come to campus. “One student was in an accident during the summer and can’t come to campus,” he says. “Another student, I think on the volleyball team, has to travel.”

McClanahan notes that there aren’t scheduling constraints or conflicts involved with an online course, and the university can stretch resources such as facilities and parking, address classroom-capacity limits by expanding class sizes online and respond to students’ needs by providing online courses.

In addition, McClanahan says distance education is becoming more prevalent in the workplace, with seminars and certification programs being offered online. “Students can have some experiences with the technology and can learn it well, as they will encounter it later in the workplace,” she says. “They will have an advantage learning under these circumstances.”

And McClanahan is aware her students live busy lives, with classes, work and even raising a family. She says “the class fits seamlessly in the cracks of their schedules.” And for Storey and Peck, the online class fits perfectly into their busy agendas. “I work 20 hours a week and am taking 15 credits this semester, so my schedule is pretty hectic at times,” Peck says. “I can do this in the middle of the day between classes or late at night if I’ve had a busy day.”

Storey thinks more classes should be offered online. “A lot of universities are looking into it and know how busy students can be. They have a life outside of school,” she says.
Breaking news comes to the (very) small screen

Qik.com broadcasts through cell phones by CARLY BUSHONG

Cell phones constantly top professors’ prohibited items list, but thanks to recent technological advancements, the mobile device might soon be welcomed in some classrooms. In recent years, cell phones have transformed from simple devices that make phone calls into miniature, portable supercomputers capable of taking pictures, recording videos and accessing the Internet. And with all of these capabilities, it’s no wonder many media companies have started utilizing these all-in-one gadgets.

One way media companies are taking advantage of cell phone capabilities is with Qik.com. This new technology allows users to stream live videos from their cell phones to the Internet with only a few seconds delay. Fast, easy and inexpensive, Qik captures video footage without crowding the phone’s memory storage. During live-video streaming, Internet users interact with the person filming the video through the chat or instant-message features. The person filming can reply instantly through the audio.

The Knoxville News Sentinel is one of several news organizations experimenting with this cutting-edge technology. Its most successful demonstration was the Knoxville Tea Party at World’s Fair Park in April 2009. Jack Lail, the director of news innovation at the Sentinel, says the paper recorded live video with a cell phone, as well as non-streaming video with a news camera.

Lail says the technology is most effective under certain circumstances. “Live streaming works best when people are expecting to see it,” he says. “It could work well in breaking-news stories to give live reports from the scene,” he says. All video is saved on the knoxnews.com Web site, so the user can download it and use it in other ways. However, as with any new technology, there are kinks that the Sentinel has come across during these experiments, for example heavy buffering with videos longer than eight to 10 minutes. Lail says the live-video streaming doesn’t work well with press conferences because the audio quality is poor and the subject is too far away. Still, Lail thinks Qik is promising. “I think the potential is there, we just haven’t realized it,” he says. “We are working on it.”

Jigsha Desai, an online editor at the Sentinel, had similar experiences with the live-video streaming. She used the company’s Nokia N96 phone to film the WIVK/ Fowlers 2008 Christmas parade in downtown Knoxville. “It was a great and cheap way to film a live event and let our Web users experience the parade,” she says. But, Desai agrees with Lail that the most ideal use of the technology would be to capture breaking-news events. “I think police beat reporters should carry this phone and use Qik,” she says. “That way they can live-stream video of a fire, a wreck or other such breaking news.” Desai also thinks the live streaming would benefit a prep sports reporter when covering scenes from local sports events.

Other news organizations now incorporate links on their Web sites to the live-video-streaming site. The ability for viewers to comment on the live video takes this technology a step further than social-networking sites. Twitter and Facebook allow readers to comment on stories that have already been posted or published. With Qik technology, viewers can blog and comment on events while they are taking place, putting a new emphasis on viewer-driven content.

This same concept of live feedback also can be applied in the classroom setting. Students, as well as teachers, can record anything occurring in the academic setting and have the video streamed live on the Web. Thus, friends, family and other students would become part of the classroom. Students could potentially view live-classroom discussions or interviews and ask questions, without being present. Abigail Jones, a psychology student, says she uses her iPhone to access Blackboard and email professors. “I started using Qik.com, and that was an even better use of my time and my phone’s technological capabilities,” she says.

While this technology is still new and developing, opportunities for its use appear to be growing. In such a fast-paced, high-tech society, the live video-streaming technology present on Qik.com has the potential to impact both classrooms and media organizations.
Public relations professor Karen Hilyard didn’t take the path of least resistance to Tennessee, and her students are better for it.

On Aug. 31, 1997, Karen Hilyard was drying her hair in preparation for a night out in Atlanta on Labor Day weekend when the phone rang. It was her boss Judy Milestone, CNN vice president and director of research. Princess Diana of Wales had just been in a car accident and was believed to be dead. And Hilyard would devote 36 hours over the next two days to covering the story for CNN.
With one eye on the television and another fixed on the web, Hilyard stays in the loop on current industry trends.

“It was just hard for me to get involved with that story,” Hilyard says. “It’s no reflection on the person Princess Diana was, but it’s just hard to maintain that level of intensity. I was too detached.”

The incident marked a turning point in Hilyard’s professional and personal life. While covering the Princess’ death, Hilyard realized she was tired of her life being dictated by the 24-hour news cycle. So she decided to leave CNN in 1998 to embark on a career course that would lead her to J.P. Morgan in New York, The Idea Farm in Kentucky and, ultimately, to the School of Advertising and Public Relations at the University of Tennessee, where she now resides.

It might appear that Hilyard is a free spirit, moving all over the Eastern United States taking on new challenges simply so she could find new ways to be successful. But in reality, her assorted, albeit impressive resume is the result of dual-careerism, financial concerns and the elusive search for a rewarding, balanced life.

Hilyard says she’s found that balance as a public relations professor at UT, among coworkers who share those goals. “They believe that the hard work of teaching and research -- rewarding though it may be -- must be balanced by an equally rewarding personal life,” she says. “That culture is a major reason I wanted to join the faculty here.”

According to Fraser P. Seitals’ textbook The Practice of Public Relations, the PR industry “has always been difficult to define, measure or explain.” Essentially, “public relations” describes professional monitors and communicators who are attempting to communicate with the public in the best interest of their employer.

“People come into PR thinking it’s what they’ve seen on TV, planning parties and having fun, and that’s part of it, but it’s a lot of hard work,” says Ronald Taylor, director of the School of Advertising and Public Relations at UT. “It requires good writing and good organizational skills.”

Jobs in PR can vary from the economic (financial relations) to the communal (community relations) to downright crisis management. Hilyard brings experience in all these areas and more.

**Moment of Clarity**

A Winter Park, Fla., native and Dartmouth College graduate, Hilyard exhibited early signs of a future multi-faceted career path. As a child, she wanted to be a math teacher, a businesswoman and a talk-show host. And the underlying skill sets of all three professions were eventually realized in Hilyard’s professional life.

After graduating from Dartmouth in 1987, an interest in economics and communication led Hilyard to accept a job with the United States State Department in Vienna, Austria. After a year splitting time between compiling reports and intensive language study, she decided to relocate to Washington, D.C.

She completed her Master of Arts in communication at American University in 1990, and decided to pursue a career in journalism. After all, she says she enjoyed working for In Flight, the student newspaper at Lake Howell High School in her native Winter Park, Fla. And that same year, Hilyard was a finalist for a job as a field reporter in Macon, Ga., but she had to settle for employment from a fledgling cable news company CNN in nearby Atlanta as a video journalist.

However, Hilyard’s career grew along with CNN’s national reputation. “When I first started at CNN [in 1990], I was running a camera, running a teleprompter and pulling tapes for shows,” she recalls. “It was the lowest possible stuff you can do.” She became a writer in ’91 and a producer later that year. She thrived on arranging interviews and managing news teams while the news itself was still
breaking. Hilyard was nominated for Emmys in ’95, ’96 and she won one in ’96 for her coverage of the Oklahoma City bombing.

But on that Labor Day weekend in 1997, amid the non-stop coverage of the untimely death of the Princess of Wales, Hilyard realized she was unhappy. When her boyfriend/now husband Jeff received a job offer in New York City, they decided to move.

**Big Apple, Big Changes**

Hilyard worked in financial services marketing in New York for J.P. Morgan’s e-finance unit. “It was a sales-oriented marketing job in which communication skills were applied,” Hilyard says. “From there, it was a natural step to PR.”

Hilyard took that step and became vice-president of the public relations firm Spring, O’Brien, a position she held on Sept. 11, 2001, when everything in New York, if not in the entire country, changed. For Hilyard, the timing of the terrorist attacks were coupled with the burst of the dot-com bubble, and many of her clients were in financial-services technology and were also physically located in areas affected by the terrorist attacks. She was lead PR counsel at the time, dealing with both of these issues for Spring, O’Brien. In 2002, she left New York to seek respite and personal restoration in Kentucky.

While there, she began working for The Idea Farm, an international marketing, advertising and PR firm based in Danville, Ky. One of the Farm’s biggest clients was Tarter Gate Co., now known simply as Tarter, North America’s largest manufacturer of farm gates and other animal management equipment. Hilyard helped the company, based out of nearby Dunnville, Ky., to gain brand recognition by focusing on the brand’s quality and establishing brand credibility through community outreach.

In two years, Hilyard worked her way to vice-president and co-owner of the company, before deciding to scale back in 2004. She began teaching night classes as an adjunct professor at Eastern Kentucky University in Richmond, Ky., that same year “to see if [she] liked it.” And the experience was so enjoyable that she taught full time for a year and then in 2005 enrolled in the journalism and mass communication doctoral program at the University of Georgia in Athens, Ga. After completing her degree in 2008, Hilyard joined the faculty at UT.

Since Hilyard has a professed interest in large-scale crises – war, disease, flooding – her 2008 doctoral dissertation at the University of Georgia was funded by the U.S. Center for Disease Control and Prevention and was titled, “Two-Sided Messages and Pandemic Flu: Persuading the Public to Follow Contradictory Government Directives.” Her current research at UT also focuses on crisis communication. In 2008, she was part of a group of faculty members that received a $30,000 grant from the university to establish a research unit in health and risk management.

Researching potential disasters might seem grim, but when one considers the way major international crises have personally impacted Hilyard’s life, her chosen field of study becomes clear.

PR school director Taylor says Hilyard was the ideal job candidate. “She possesses a certain amount of savoir-faire that the [other job candidates] didn’t, and that comes from her real world experience,” he says. And Hilyard brings those experiences into the classroom.

Kristina Birkhead, one of her students, says she feels more prepared for a career in public relations because she enrolled in Hilyard’s public relations communication class. The senior studying public relations says Hilyard shared with her class the professional trials she’s experienced and told them what it’s like to be a public relations professional. “She gave our class many examples of how to handle situations once we are in the field,” Birkhead says. “We pursued real clients and wrote true stories about their organizations.”

And like all fields under the communications umbrella, PR is rapidly evolving in the digital age. Now, Hilyard must educate students on the burgeoning influence of social media, such as Facebook, YouTube and Twitter. “How the Roman Emperor conducted his PR is really not all that different from how you conduct PR on Twitter,” Hilyard says. “It’s just a matter of adapting PR principles to new situations and thinking about social media in a scholarly way.”

And Hilyard anticipates more changes in the field, which is why, above all else, she wants her students to learn the mindset of an effective PR worker. “One thing that we emphasize here in PR classes is to think strategically, not only what do you want to accomplish today, but a week from now, six months from now, five years from now,” Hilyard says. “Think about the cause and effect of what’s going on. Part of what goes on [in PR] you can be prepared for and part of it you learn from hindsight, and I think that I bring some of that hindsight.”

Hindsight, Foresight. All the while, thinking strategically. Hilyard might have left breaking news behind, but she’s still keeping her students on their toes.  

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Photo by KATIE HOGIN
To some, the Web is an overwhelming and chaotic environment, lacking structure and logic.

But to Eric Ward, founder of the Web-based marketing company EricWard.com,

it’s exactly the opposite.
started taking graduate classes at UT in education. When he was 40, he was forced to re-evaluate his career. “I didn’t like what you’ve been doing, that’s what you need to do. But I didn’t want to. I didn’t like it enough.”

So you would log-in with this horrid text-based interface, gopher.utk.edu, and that would bring up a text-based menu, maybe nine or 10 options. And you never saw a page, never saw multimedia, never saw anything but words.

Once he decided to leave marketing, Ward started taking graduate classes at UT in educational and counseling psychology. But he quickly realized the program wasn’t for him. “I felt it might not be the most constructive career for me over the long term [because] I tend to take on the pain of those around me,” he explains.

At the end of his second and final semester of educational and counseling psychology, Ward says he wandered into the School of Information Science where he met José-Marie Griffiths, then the dean of SIS. Griffiths, who was hired to transform SIS from a traditional library science program to a more digital environment, says Ward was interested in that transformation and they hit it off immediately. “I found him to be very bright, very entrepreneurial in his thinking and very enthusiastic,” she recalls.

Soon after their first meeting, Griffiths helped Jeff, hire him. “Hey, that’s the guy who helped Jeff, hire him.”

The Web is Coming

But just as volcano aficionados have not always had an online forum, Ward has not always had Web-content promotion. The Knoxville resident and father of two earned a bachelor’s degree in education from UT in 1984, and his early career was in business and marketing. In 1990, Ward was hired as a regional marketing director for Whittle Communications Corp., the alternative media company led by UT graduate Christopher Whittle, to sell advertising space on the once popular Special Reports network.

But when Whittle suspended Ward’s division in 1992, he was forced to re-evaluate his career. “I wasn’t sure if I wanted to stay [in marketing],” he says. “And I was on a path that said if you’re going to get a decent job with a decent salary, that’s what you’ve been doing, that’s what you need to do. But I didn’t want to. I didn’t like it enough.”

Ward understands this evolution and his place within it because once that new world of content is created, it’s Ward’s job to spread the word: online.

Right Place at the Right Time

Making Money in the Information Industry

While Ward was electronically distributing DII LinkDigest to the UT community, he also was enrolled in information science professor Carol Tenopir’s information industry class. According to Tenopir, the class’ final project was to create a business plan, something that might be a legitimate way of earning an income in the information industry.

I’m just thankful I happened to be in the right place at the right time because I was able to then leverage that,
says he gained a larger insight. “Every day I'm out here talking about the Web to everybody at UT, and in the back of my mind, I'm wondering if what I'm doing now for some of these university-based Web sites … would be viable?” he says. So Ward created a business plan where an online public relations specialist helps people promote their new Web sites. “I thought it was an innovative idea proposed at the right time, and I encouraged him to follow through on it,” Tenopir says.

To determine if his business plan was feasible, Ward met with employees at the only Internet service provider in Knoxville in 1993, United States Internet. At that meeting, the company’s team told Ward that not only was his idea viable, but they wanted him to work with them. “They said, ‘If you will do this, we will hire you because we’re launching Web sites, a few each month, and we have to do this, and we hate it,’” Ward recalls. So Ward says he met with David Everhart, owner of United States Internet, who offered him $200 per site he promoted. Ward accepted the offer, making him multitasker extraordinaire. He worked for Griffiths during the day, attended his information science classes in the late afternoon and helped United States Internet launch its local Web sites in the evenings.

Three years later in 1996, Griffiths decided to leave UT to serve as chief information officer at the University of Michigan in Ann Arbor, Mich. She says she extended an offer to Ward to join her at Michigan. “I did admire Eric and what he did and his work ethic and his ideas,” she says. “And I would’ve given him a position, if he wanted to make the move.” But Ward declined her offer, saying he loved Knoxville and had just married a Knoxville native, Melissa. “I didn’t want to take a chance that I’d be retained by the new staff [at UT], so I decided to go at it alone.”

Right Place at the Right Time

While Ward says it was a difficult decision to leave UT, his parting allowed him to focus on the business he created for Tenopir’s class assignment, then named NetPOST. Thinking it might benefit his enterprise, Ward subscribed to an Internet marketing discussion list, known as a listserv, where he received e-mail updates from other members. In the beginning, he says he was too nervous and unsure of his expertise to join the conversation. So for several months, he just consumed the information. “I just basically read the posts as they were posted,” he says. “[There were] people asking all sorts of questions, this, that and the other.” Then one day, he finally summoned up the courage to announce to the list who he was and what he did.

Within the same week he announced himself and his business to the listserv, Ward received a private e-mail from Jeff Bezos, founder of Amazon.com, saying, “I saw your post on the list and would love to talk. I’m about to launch an online bookstore, when can I call you?” Ward, who always enjoyed the tactile experience of buying a book in the store, remembers sharing his doubts with his wife, asking, “Does that sound like it would work?” “So I’d be lying if I sat here and said, ‘Yeah, I knew right from the start Amazon would become the proxy for Web success in e-commerce in the ’90s,’” he admits. “I had no clue. I was just excited I was doing business with somebody outside of Knoxville.”

Bezos called Ward that evening to discuss how Ward could assist in Amazon’s launch, then he asked Ward to produce a proposal. “It was just embarrassingly for a few hundred dollars for me to serve as the first publicist for the initial debut for Amazon.com books,” Ward says. When the site went live to the public, Bezos gave Ward the green light, and Ward went online and found people that he thought would be most inclined to care about an online bookstore. “I basically put together less than 100 different target sites that I felt were appropriate or legitimate or likely to care about that launch, and I announced the site Amazon.com to them,” he explains.

Ward’s association with that launch has been key to growing his business, now attracting higher-caliber content sites like National Geographic, Discovery Channel and PBS. “I’m just thankful I happened to be in the right place at the right time because I was able to then leverage that, ‘Hey, that’s the guy who helped Jeff, hire him,’” he says.

Only the Tools Have Changed

Call it an upgrade, but today Ward’s company EricWard.com is still doing roughly the same thing he did in 1993 at UT with his newsletter. When a client launches a new Web site or a new section of an existing site, the man known as “LinkMoses” among those in the online marketing industry, gives it its own online-publicity campaign, reaching out on the Web to those individuals most likely to care about a particular subject. Ward says he just goes about it a little differently now because the tools have changed. “There were no Twitters, there were no blogs in 1994,” he says. “But ultimately what I do hasn’t changed, because what I do is ultimately about people, connecting content with somebody who would care.”

Griffiths is understandably proud of her former research associate’s accomplishments, and specifically commends him for having the foresight to embrace the Internet from the very beginning. “He did well through the growth of the Internet, but he didn’t get swallowed up and spit out by the dot-com rise,” she says. “I think he saw a place where [he could use] his expertise from library science, and he’s defined his own pathway.”

Spinning the Web

WINTER 1995
Ward’s company NetPOST receives the Tenagra Award for Internet Marketing Excellence. Previous winners of this award include Yahoo, Netscape and FedEx.

WINTER 2002
In an article written about Ward in the November/December 2000 issue of Inc. magazine, writer Jim Sterne says “Ward’s understanding of site publicity is unsurpassed.”

SPRING 2002
Ward contributes to the book “The Most Effective Articles of 71 of the World’s Top Marketers.”

SUMMER/FALL 2002
Larry Chase writes about Ward’s Netpost and URLwire services in his book “Essential Business Tactics for the Net,” calling him “the most respected in the field.”

SPRING 2003
Ward’s service is featured in the “Services for Publicists” section of David R. Yale’s “The Publicity Handbook New Edition: The Inside Scoop from More than 100 Journalists and PR Pros on How to Get Great Publicity Coverage.”

SPRING 2004
Ward is referred to as “the master of Web site launches” by Steve O’Keefe in his book “Complete Guide to Internet Publicity: Creating and Launching Successful Online Campaigns.”

FALL 2004
Ward’s services and Web site are included in Business 2.0’s “Best Business Links on the Web.”

WINTER/SPRING 2008
Ward is one of 25 people profiled in Michael Miller’s book “Online Marketing Heroes; Interviews with 25 Successful Online Marketing Gurus.”
It is necessary to occasionally break away from the usual path and explore the unknown and unfamiliar. Take a walk with us as we lead you to hidden UT comforts, from the Falsetti wood sculptures in Morgan Hall to the Estabrook koi pond.

Hit the road and enjoy the view.
Founded in 1983, UT Gardens continually provides a zen environment to relax and enjoy the surrounding greenery. Sit beneath the wisteria, surrounded by ferns and daylilies.

Hidden on the first floor of McCord Hall on the Ag Campus, Mabel's Café offers meat-and-three meals for about five dollars. “It’s very ‘home-style,’” freshman Katelyn Best says. “It’s very cheap for the amount of food you get.” Mabel’s is open 7 a.m. – 2 p.m. Monday-Friday.

Below, an easy guide to a terrific 90-minute journey.
Despite popular rumors, Hopecote never housed Michael Jackson. Hopecote, a Melrose Avenue mainstay since 1924, is currently used as a guest house for distinguished UT visitors. Gary Stinnett, caretaker since 1985, says he has only occasionally obliged curious passers-by who continue to knock on the front door.

Walking into Morgan Hall, one can see former UT art professor Joseph Falsetti’s nature-themed wood sculptures decorating the main entrance.
After grabbing a bite to eat at Ray’s Place, end your day with a moment of introspection at Estabrook while sitting by the fountain and looking at the koi. Turn off your iPod, and for a brief moment – listen to the world buzz around you.

Home to some of the best sweet tea on campus, Ray’s Place serves home-cooked meals to satisfy any stomach. Ray’s Place has been in business for 20 years and serves coffee, breakfast foods, soups and sandwiches, and even hot lunches. It is easy to get an entire meal for less than five dollars. Listen to stories from Ray himself, and don’t leave without some freshly baked cookies!
Croatia confidential

Graduate student Iveta Imre investigates political influence in her native country by DREW STREIP

Because American television has always been driven by privately owned corporations and fueled by advertisements, it’s difficult for many Americans to imagine turning on the TV to get national news, only to find reporters clearly broadcasting political propaganda.

But this is the case in Croatia, where the national news station, Croatian National Television, echoes the sentiments of government, according to Iveta Imre, a recent communication and information graduate.


Imre received her undergraduate degree from the University of Zagreb and worked at Croatian National Television for a few years before meeting journalism and electronic media professor Sam Swan at a workshop in Croatia. At Swan’s urging, Imre participated in an exchange program at the University of Tennessee in 2005 and decided to pursue her master’s degree in communication studies, a program not available in Croatia.

When she returned to Zagreb in May to conduct the first part of her thesis research—10 interviews with TV journalists—to learn exactly how much Croatia’s government influences Croatian National Television’s broadcasts, getting straight answers proved to be a challenge. “It all depended on who was willing to talk to me,” Imre says. “I mostly had complaints.”

It’s obvious that Imre’s time in Croatia, a country bordered on the west by the picturesque Adriatic Sea, was not the typical European vacation for which many students receive class credit. But Imre didn’t need a tour, she needed information.

However, because she previously worked at the station, Imre was an insider. She says she was granted interviews because she knew the right people, although many of her contacts have moved on. She says she was no longer a threat to the bureaucracy.

Traditionally, American journalists are trained to be watchdogs of society. But Imre has found the opposite to be true at Croatian National Television. Producers hire young journalists and groom them to meet their agendas. Imre found that older employees are forthcoming about the station’s directors, yet despite their complaints, these seasoned reporters don’t get canned for voicing their dissatisfaction. But she says there are other consequences. “[Older journalists] are given less work, less important stories—less chance to do their job,” Imre says. “For them, it’s worse than getting fired.”

This indirect censorship has led to an exodus of good journalists in Croatia. But the national station is “a giant,” and with more than 2,000 employees, plenty of them fresh-faced newcomers, change does not seem likely any time soon, Imre says.

For the second phase of Imre’s research, she analyzed political influence in the station’s newscasts from 1991 to 2009. She says the early tapes weren’t surprising because she saw many of them when they were breaking news. Croatian viewers “don’t question why the news had a lead story about the president” because it has been that way forever, she says.

Hrvatska Radiotelevizija (the network’s native spelling) has two commercial competitors, Nova TV and RTL Televizija, that weren’t introduced until the ’90s. According to Imre, these networks feature advertisements from major phone, oil and gas companies. No matter which news station people watch, they tend not to be bothered by its tone, she says.

But Imre wants people to know that what they see on Croatian news is not necessarily what they get. Otherwise-competent journalists in Croatia “report the way the producers want them to report,” and the producers allow considerable self-censorship, she says. “Young people are easy to manipulate.”

Left, Imre in her native Croatia.
An American in Buenos Aires

Public relations student gets taste of Argentinian lifestyle
by JESSICA EASTO

Scott Wofford walks to a train station in Buenos Aires—somewhat conspicuously with a burgeoning full beard and a pen and a small notebook in his back pocket, stowed away in case he hears any unfamiliar Spanish words worth recording. Wofford and a group of friends are headed to a restaurante de casa, managed by Federico, a chef at the residence where the 10 of them stay. No one knows what a restaurante de casa is, but, he says, that’s all part of the fun.

“I agreed without really knowing what I was getting into,” says Wofford, a public relations senior. About an hour later, Wofford and his friends step off the train in a seemingly abandoned town. After crossing railroad tracks, the guide leads them to a green door motioning them to come inside. Federico greets the group as they climb the narrow stairs that lead to an apartment decorated like a gourmet restaurant. “I proceeded to eat the best beef stroganoff and carrot cake I’ve ever had in my life,” writes Wofford in a blog entry, “Adjusting to Buenos Aires and a Totally Unique Dining Experience.” After dinner, Wofford says the restaurant employees put on an incredible music performance, including a rendition of The Beatles’ “While My Guitar Gently Weeps.”

Wofford prefaced his semester abroad in Argentina with two public relations internships in D.C. One internship was in the outreach and communication department of the Woodrow Wilson International Center for Scholars and the other in the Disaster Operations Center of the American Red Cross doing public affairs. “It was hectic. I was working and trying to network because I know that’s where I want to end up—in D.C. doing public relations for a government agency or international affairs,” Wofford says. “Buenos Aires is a big change—everything is laid-back; everything is more relaxed. After D.C., this is more like a semester-long vacation.”

And readers can keep track of Wofford’s Argentine adventures on his blog scottwofford.net. When Buenos Aires hosted the World Tango festival, Wofford blogged about his tango-tinged “espectaculo”:

“We stuck out like sore thumbs in the crowd of local regulars: about 15 elderly couples. One at a time, each person in the restaurant walked onto the small stage to sing a traditional tango song accompanied by a cheesy-sounding electric keyboard. Since we were newcomers, the performers all sang directly to us. Although we felt very out of place at first, the silly performers and friendly locals made us feel very comfortable.”

And learning Spanish also helps him assimilate. Wofford takes one, three-hour long intensive Spanish course Monday through Friday at Universidad del Salvador, where he learns grammar, conversational skills and South American history. Now learning Spanish is both a personal and professional goal for Wofford. “A second language will definitely be an asset to my professional skill-set,” he says. “I hope it will make it easier for me to travel with my job.”

Although Wofford isn’t participating directly with any PR work in Argentina, he never misses a chance to network. “I sent an e-mail to the World Bank here, so I could meet with them and see what they do, so I could get plugged in that way.”

Wofford’s UT network has no doubt he will obtain success in his career. “Scott is quite the adventurous student,” says Michael J. Palenchar, a public relations professor at University of Tennessee. “He is taking full advantage of professional and international opportunities here at the UT, in Washington D.C., abroad, wherever they take him. He is definitely getting ready for the world.”

While Wofford enjoys traveling, he says wouldn’t want to do it all the time. “Ideally, I would like a D.C. job in international development where I could take trips to different countries every month,” he says. “I like the element of the unknown and opportunity in travel. You can plan everything out, but you will always run into something new and strange that can turn out better than you ever expected.”
Snails, cheese and wine, oh my!

Summer in Cyprus a JEM of a journey for media students
by WES WADE

When journalism and electronic media professor Robert Legg and his students piled off their bus in the Cypriot countryside just outside the village of Lemesos, they were hit with the dry, sweltering heat typical of a June morning in the Mediterranean. Moments later, the students grabbed video cameras and huddled around 21-year-old journalism student Liz Peacock, ready to capture Peacock's first intimate encounter with a local inhabitant. Slowly, gently, she touched the live snail to her outstretched tongue. Nick Germanos, the local snail farmer, couldn't help but laugh.

The farm, one of roughly 150 that house the slimy delicacies in Cyprus, was the first location filmed for what will become a documentary shot and edited by some of 16 JEM students who took the inaugural trip.

For Legg, the purpose of the May 27 - June 29 trip was three-fold: to experience the natural elements unique to Cyprus, with its vastly differing beaches and landscapes, to learn about the island's rich archeological and social history and to explore, first-hand, the current state of Cyprus' media.

The country's media landscape, essentially a case study in the convergence of media, is precisely what instructors in UT's journalism department are trying to teach students, says Legg. "We visited a commercial interest that owns, out of the same building, a newspaper, a magazine, radio stations, TV stations and a Web presence. One building. One organization," says Legg. He attributes this convergence of media to Cyprus' unique evolution as a newly independent, and now partially occupied territory in the north by Turkey, Legg says the rest of the media worldwide is following suit. Those entering the media workforce will require media skills on every platform, including writing, experience with electronic publishing, video production and broadcasting, says Legg.

Students on the trip had their pick of two classes—food and travel writing, led by former JEM professor Naeemah Clark, or video production, instructed by Legg. But Peacock chose to take both classes, writing a critique of a local restaurant and an article describing her overall experience in the country. And she got behind the camera as well. "I was able to see how the cameras work and how videographers work in every little situation," she says. "We all worked together with Dr. Legg to decide how we wanted to make the documentary—who we were going to aim it towards, what kind of style we wanted it to have—we decided together where we wanted to go." And because only four students had ever operated a video camera, it was a learning experience for all, Peacock says.

Following their innate curiosity, and with a little help from Legg's itinerary, the JEM students traced the origins of certain typical Cypriot cuisine, traveling the ever-changing landscape of the Mediterranean Sea's third largest island as writers, videographers and learners.

In addition to tasting snails outside Lemesos, the group visited a winery in the traditional winemaking village of Omodos, then a cheese farm four days later in Tseri, located 10 minutes southwest of Lefkosia. The group, packed together in the small room of a Tseri farmhouse and interacted with two women who toiled over pot and flame as they carried on the age-old tradition of cheese making. "It was so hot, the minute you walked in you were covered in sweat," recalls Peacock. "Only the three of us interviewing could really sit in the kitchen (during the filming). [The other students] were outside playing with the goats."

At the end of their trip, the student travelers visited a well-known restaurant in the old city of Lefkosia called Zanetto's. There they enjoyed grilled halloumi cheese and, of course, the escargot, prepared and served in typical Cypriot fashion—plate after plate after plate.

Next summer's trip is slated for June 1 - July 3, and with countless neighboring exotic locales, like Egypt and Greece, there's no telling what places—and things—students might find. Just watch for, and please don't step on, the snails.
Researchers in the University of Tennessee’s School of Information Sciences started the 2009-2010 school year with much deeper pockets thanks to a handful of impressive grants.

SIS was awarded a $3.2 million grant, the school’s largest to date, to participate in a National Science Foundation project. Researchers also accepted three grants from the Institute of Museum and Library Services that equal $1.6 million to be distributed over four years. Those funds, part of the Laura Bush 21st Century Librarian Program, will be used to educate master’s and doctoral students, according to the program’s guidelines.

ONE Mission

The DataONE project, funded by the National Science Foundation, aims to create an international network where earth and environmental scientists can swap their research.

SIS professors Carol Tenopir and Suzie Allard will work with local researchers from UT Libraries and Oak Ridge National Laboratory, the project’s primary investigator from the University of New Mexico and other nationwide partners to help create the framework for this data-sharing network.

“Receipt of the $3.2-million DataONE NSF grant serves as external verification of the world-class research that is going on in the College of Communication and Information’s Center for Information and Communication Studies,” says Michael Wirth, dean of CCI.

DataONE will examine how researchers organize their data to ultimately create tools and software to make a more congruous system. Tenopir says this network will serve scientists and social scientists of all disciplines, from biologists to librarians.

The UT researchers will work on community engagement and core infrastructure, giving scientists incentives to use the system and building “a robust network for terabytes of data,” Tenopir says. The project also will assess how to keep such a large data-storage system safe and accessible.

The Missing Link

Allard, SIS assistant director, is the primary investigator on the $711,727 grant “ScienceLinks² PhD: Linking Education and Science to Develop the Next Generation of Educators for Science Librarians and Data, Information and Communication.”

According to Allard, the goal of this grant is to educate and mentor the next generation of science information and communication professors and researchers. She plans to recruit “a talented cohort of doctoral students” and provide them with the CCI doctoral education, plus specialized seminars in research-intensive organizations such as DataONE. These students will have an opportunity to research at UT Libraries, Oak Ridge National Laboratory and Information International Associates, among others.

Taking It Slow

To combat lag time in technology literacy in rural Appalachia, information sciences professor Bharat Mehra will use a $567,660 grant to work with regional libraries to bring current and future employees up to speed. The grant, “Rural Library Professionals as Change Agents in the 21st Century: Integrating Information Technology Competencies in Southern and Central Appalachian Region,” will fund a part-time, online-only master’s degree concentration in information technology and rural librarianship. Sixteen individuals already working in rural libraries will be accepted to start coursework, which runs June 2010 through August 2012. Mehra expects to update technology infrastructure including database design, Web design and software for networking systems.

Singh Praises

While it’s only Vandana Singh’s second year at UT, the information sciences professor already brings a career’s worth of research funding to SIS.

She is the primary investigator on an Early Career Grant from the Institute of Museum and Library Services, “Technical Support for Integrated Library Systems’ Comparison of Open Source and Proprietary Software,” totaling $321,178. Singh will compare technical support for open-source software with proprietary-software support. Her findings will assist librarians with the technology they use to circulate library materials.

According to Singh, her research will provide library decision-makers with “tangible evidence about the status of tech support” for open source products. The final year of the grant will see the construction of a Web site to “become the default go-to place…a community of open source software users,” she says.
For nearly a decade, information sciences professor Dania Bilal has been researching the information-seeking behavior of children, but she added a new dimension in fall 2009 when she began looking at the behavior of autistic children.

With a grant from the College of Communication and Information’s summer research fund, Bilal began a survey of parents, teachers and professionals who interact with autistic children in East Tennessee to better understand how they process information. “In information sciences, I don’t believe we have done a good job of covering the information-seeking behavior or information behavior in general, of people with disabilities,” she says.

Bilal, a 12-year-veteran of the University of Tennessee’s School of Information Sciences, says autistic children live in a “mediated world.” Teachers, parents and other professionals have to break down information into a form autistic children can more easily digest. “The way they learn is different, but we don’t know how different until we test it and compare it to other children,” she says.

According to Bilal, a better understanding of autistic children could lead to improved training programs for special-education teachers and therapists. Also, Bilal hopes to use the results of the study to help create a 3-D computer program, similar to a videogame like “Second Life,” that children can use on a daily basis. Studies of high-functioning autistic adults have shown they find such virtual environments to be motivating and engaging, and Bilal believes these environments can mediate and tutor children when no adult is available. “Autistic kids sometimes don’t like to be overwhelmed with the people around them,” she says. “It’s like [having] a virtual buddy.”

Bilal says she was initially inspired by observing her family navigate the Web in 1998. “I started informally watching my nephew and nieces interacting with the Web and starting wondering, ‘What are they doing?’” she says. “I started asking questions, like ‘Why did you go here and not there?’ and ‘What do you expect from this search engine?’” Bilal finds herself the envy of her colleagues at times because she’s doing what she truly loves, interacting with kids. “That’s my joy,” she says.

Bilal is passionate about research and teaching, which are almost impossible to separate in a field that changes as frequently as information science. “You don’t want to be left behind,” she says. Even in her day-to-day teaching she has to be mindful to tell her students “this is what we heard yesterday, this is what’s happening today.”

And to keep her students in the loop, Bilal encourages them to pursue research with her. Sonia Sarangthem, a graduate student in information sciences, is one such student who has flourished under Bilal’s guidance. They have published three papers together and presented research at the American Society for Information Science and Technology Annual Meeting in November 2009. “In the courses I took with her, she would always reflect the work she did and her experience, and that brings a lot of ideas and information apart from theory,” Sarangthem says.

A native of Lebanon, Bilal’s involvement in the field began by chance. In 1980, The Lebanese University accepted her to its burgeoning library studies program as an undergraduate. The university offered scholarships for high achievers to pursue a graduate degree in information science outside of the country, and Bilal chose Florida State University in Tallahassee, Fla., where she completed her doctorate. She says like many people in developing countries, all she knew was that libraries contain knowledge and that she wanted to be close to it. Eventually, she developed a genuine love for the field. Her last book, “Information and Emotion” won Publication of the Year in 2008 from the American Society for Information Science and Technology, and her most recent book “Automating Media Centers and Small Libraries” is set for a fall 2010 release date. “I am convinced that I am in the right field,” she says. 

Virtual buddy

CCI Professor Dania Bilal sees virtual environments as the latest training tool

by CLAYTON CULP

Bilal looks to create a 3-D computer program that would aid autistic children.
Anger management
Professor’s research takes on aggression
by BETH ANN WALKER

Every class has “that person.” You know, the one who argues with the professor that his or her grade is off by one-fourth of a point or the one who interrupts guest speakers to impress the class with their personal opinion on the subject; the one whose signature trademark is a hand pointed straight to the ceiling, patiently waiting to be called on so he or she can earnestly debate whatever theory is being presented.

“That student” could be labeled verbally aggressive or argumentative, and something separates him or her from the rest of the students, who are overall happy to listen, take notes and casually participate, according to communication studies professor Michael Kotowski’s recent research. “I think the extent to which somebody will verbally aggress or the extent which someone is willing to argue is really important,” Kotowski says.

His findings were published in Communication Monographs December 2009 in an article titled ‘A Multitrait-Multimethod Validity Assessment of the Verbal Aggressiveness and Argumentativeness Scales.’ These scales are frequently used in Communication Studies to measure personality traits that predispose people to act a certain way. Prior studies consisted of a question and answer format, where subjects defined what would cause them to become verbally aggressive or argumentative. Their answers were evaluated and scored on each of the two scales. Although hard data was there, Kotowski believes observational research that could link the scores with actual behaviors was missing. “I feel the article reinforces a recurring issue in the field, and that is that our measurement is awful,” he says.

Kotowski’s study tested undergraduates at a large Midwestern university on controversial topics: the war in Iraq and the use of the phrase “under God” in the Pledge of Allegiance. His participants answered questions about how likely they were to become verbally aggressive while talking about a specific subject. But unlike previous studies, this study required each subject to participate in a videotaped debate with a researcher who posed as another participant. Kotowski found the subject’s evaluation of their own verbal aggressiveness and argumentativeness didn’t necessarily match up with the behaviors they showed in the debate portion of the experiment.

By observing participants in a real-life debate situation, along with answering standard questions, Kotowski says he discovered that prior research might have only shown the subject’s self-conception rather than how verbally aggressive or argumentative they are in real life situations. “What we know about human communication is based on research, and that research is based on making observations of human communication,” Kotowski says. “So that quality of what we know about human communication can only be as good as the quality of our measurement.” 😊

Kotowski’s study finds students argue more than they claim. His results show observing actual behavior is just as important as gathering hard data in measuring personality traits.
Independent streak

Broadcast alum scouts talent, finds home at Big Apple independent film festival
by CLAYTON CULP

Laura Heckman, a 2001 broadcast graduate, didn’t pursue a job in the news field like many of her peers. Instead, the UT alum combined her knowledge of broadcast media with her minor, cinema studies, and got involved with the creative side of TV, eventually finding herself as operations manager for the New York Television Festival, the first widely recognized independent festival dedicated to TV.

A South Carolina native, Heckman got her start in the industry by moving to New York with two of her college friends after spring graduation. She found freelance production work for reality TV shows including Change of Heart, ElimiDate and Cartoon Network’s Fat Guy Stuck in Internet. “You’re always going from gig to gig, and it’s very rare to find a permanent job in the industry,” she says.

But Heckman did indeed find a steady position in August 2006 at the New York Television Festival, which takes place every September. “The festival is a platform to celebrate the work of independent artists, and we’re also bringing together independent artists, industry executives and TV fans together in one place, to sort of celebrate the media of television.”

The weeklong festival includes screenings of new network TV shows, panel discussions by industry insiders, and what Heckman calls the backbone of the show, the Independent Pilot Competition, which allows both amateurs and seasoned professionals to submit their work and possibly earn contracts. In the past, pilots have sold to Spike TV, OLN and A&E. This year’s winner, “Johnny B. Homeless” featured Saturday Night Live cast member Kenan Thompson. The last two years, Fox has sponsored a script-writing contest that awards the winner $25,000 and a development deal.

During the winter and spring, Heckman spends most of her time reaching out to potential sponsors, developing new contest ideas and researching ways to get people to submit creative pilots. The festival took a step towards creative liberation in 2008 by reducing the minimum pilot runtime to four minutes, a recognition of the digital landscape that includes webisodes and mobile content. “There’s so much going on, and we realized any content that is serialized can still be included in this genre of independent television.”

Festival director Ned Canty discussed the strength of Web television during the festival’s “Straight Dope on Web TV” panel discussion, saying “We, here at the festival, believe that the kind of work that’s being done in Web television…the kind of artistry that we’re seeing, it’s really the wave of the future.”

Heckman has seen the festival, which celebrated its fifth year in 2009, grow and change by leaps and bounds. Although she wasn’t hired until the festival’s second year, Heckman has heard plenty about the small scale of the first year. “They basically took a gallery and kind of turned it into a cozy living room,” she says. “People would sit down on comfy couches and enjoy watching all the independent pilots on flat-screen TVs.” Now, screenings are shown in theaters that seat upwards of 500 people, and last year the festival drew more than 18,000 people.

As the festival approaches, her role becomes logistical, tightening the nuts and bolts of the festival and making things run smoothly. She says her time at UT prepared her for the job, specifically, the early morning grind of one exceedingly tough broadcast studio professor, Catherine Luther. “And as much as we whined about it, she always told us that’s how the industry works and sure enough she was right. There are a lot of early call times, long hours and stressful work days,” Heckman says.

So what’s the favorite TV show of someone who makes a living discovering new shows? Heckman says her busy schedule forces her to watch shows on DVD, most recently a marathon of AMC’s Emmy-award winning “Mad Men,” a series with a story arc she calls “really smart.” Consider it critically acclaimed.
Telling their story
UT alum leaves lasting marks on Liberian journalism
by BETH ANN WALKER

Virginia Pilot writer and editor Marquita Smith hadn’t expected to help change the face of Liberian journalism. When the CCI alum first traveled to the west African country in 2005 she was only planning to cover the first election after a 14-year civil war for the newspaper. But something about looking into the eyes of the survivors, all overflowing with stories and information but lacking the training to put their experiences into words, made her realize she was needed there. “You can’t imagine being in a place that has just survived a war, where buildings are still charred and people are missing limbs on a regular basis, and their voice isn’t ringing clearly,” Smith says.

Shortly after she returned from covering the 2005 elections, Smith, who graduated from UT in 1995 with a communications degree, wrote a grant proposal to develop a press corps in Liberia. Three years later, The International Center for Journalists and Knight International agreed to allocate $100,000 to her work.

“People from all over the world had flown in there to tell the story of this country’s road to democracy, and I realized very few people of Liberian heritage and descent were part of this storytelling,” Smith says. “Going back there to make sure that they were able to tell their own story was really important to me.”

So Smith packed her bags and returned to Liberia for what would be a year-long teaching stint. She says that while trained or self-proclaimed journalists were present in Liberia, they lacked niche reporting or “beats.” So one of Smith’s main focuses was justice reporting. The Liberian justice system is based on the American system, and Smith trained reporters to cover justice proceedings and the courts.

After the Liberia’s civil war everything in their justice system, even down to the police force, had to be rebuilt. Smith wanted to make sure there were journalists able to accurately cover this period of change, so she created a semester-long course in covering justice issues. “In Africa, the press has taken down dictators, exposed corruption and warlords, and people have given so much of themselves to do that and they do it because it’s the right thing to do and there’s no one else to do it,” Smith says.

During her stay Smith also did some training for community radio journalists, as radio is the country’s most far-reaching media. One of her courses focused on covering gender-based violence. In some parts of Liberia, the culture is still very tribal and Smith heard several stories of fathers selling young daughters to strangers and husbands raping wives. As a Western woman speaking to an all-male class, Smith admits to feeling overwhelmed after her first session when she realized she had failed to make the issues matter to them. “But by the second round, I understood that I had to put it in a larger context of human rights and integrate some local woman to tell their stories,” Smith says.

Smith says that in many situations, trial and error was the only way she found to reach the Liberian people. “We made it work. All you can ever do is plant a seed and hope it will take root,” Smith says.

Smith says she truly realized the effect she had through the e-mails she received after her return to America. One Liberian woman, Ora Garaway went on to start a newspaper called Punch, making her the only woman in Liberia to own and operate a media house. In an e-mail to Smith, Garaway told her, “the mark you left behind here for us can never be erased.”

In May 2009 Smith returned to her job at The Virginia Pilot, the newspaper where she has worked for eight years. Although the workforce is smaller than when she left and the news industry is struggling to reinvent itself, Smith says she has brought back a greater sense of commitment to journalism. “When you live in a place where journalists are getting killed for what they do and getting paid on average $37 a month, some not at all, but still going it, it’s made me so much more appreciative of the First Amendment and made me so much more dedicated to the mission,” Smith says.
A passion for publicity
Former writer crosses the aisle to keep folks entertained
by ROBBY O’DANIEL

A C Entertainment publicist Paige Travis is a music encyclopedia. Ask anybody who knows her.
Or better yet, ask Rob Howard, one of Travis’ classmates at the University of Tennessee in the mid ’90s. “When a music group came along that was of any quality, she would know their whole discography in short order,” he says.

Paul Ashdown, a journalism and electronic media professor who taught Travis magazine writing, still remembers her reaction to R.E.M. frontman Michael Stipe coming to UT. “When Stipe was on campus, she went nuts,” he recalls.

When the band came to Thompson-Boling Arena on Nov. 8, 1995, Travis and another classmate, Catheryne Pully David, found themselves sneaking downstairs after the show’s encore to catch the band leaving. The two hid near a tour bus and struck pay dirt when two security guards came by flanking Stipe. “I probably squealed and said something complimentary, but, by that time, he’d hopped on the bus,” she says.

The aspiring feature writer then reviewed the concert for page one of The Daily Beacon, with an accompanying photo of Stipe. “Talk about a mere brush with fame.”

When Travis graduated from UT in the winter of 1996 with a degree in communications and a focus in news editorial, she challenged herself by producing an alternative bi-weekly, Spark. Travis wasn’t a student anymore, and she was in competition with Metro Pulse, the same publication she interned with as a junior. “I distributed [Spark] on Wednesdays, so I tried to get a scoop on Metro Pulse,” she says.

The experiment lasted nine months, but Travis says producing Spark prepared her for her next gig. “Because I was writing for the thing,” she explains, “I was laying it out in QuarkXPress. I was scanning in pictures with a borrowed scanner. I was taking half a Wednesday to deliver it all through town, and, when I had time, I was selling ads for it.” She interviewed bands herself and enlisted friends to write articles for free.

Her time as calendar editor and entertainment editor with Metro Pulse from May 2003 through November 2005 added additional entries to Travis’ mental music library. “All the local bands were funneling CDs through our department, and all the clubs and venues were funneling concert listings into our department, so I felt I just knew, as much as my memory could hold, all that was going on,” she says.

And with the downtown renovation sprouting, as well as all the excitement of entertainment in the city, Travis felt she was at the heart of it all. “In some ways, I think that’s why some people get into journalism or work for newspapers, because they feel like it’s in the center of a city’s energy and life,” she says.

In 2005, Travis transitioned away from journalism and into public relations with AC Entertainment, taking a newly created position but staying close to her area of interest – music and entertainment. As a publicist, reporters now come to her seeking information, not the other way around. “Since I was a reporter, I feel like I know what reporters and editors need: a little bit of info about the show, the basics and then the potential for more information,” she says. Travis sends out press releases, sets up interviews for reporters with artists and serves as Tennessee Theatre publicist in the marketing department. She’s also the Twitter voice of AC Entertainment.

Still, from time to time, she finds herself observing her former industry with that same reporting curiosity she’s exhibited for years -- like when musician Gavin Rossdale performed at Sun-down in the City in summer 2009, and WBIR’s Live at Five at Four conducted an interview with him. “I’m sort of vicariously living through Erin [Donovan] the reporter, and it’s also really exciting to make that happen,” she laughs.

Travis says that enthusiasm also makes her an effective publicist. “Because I’m curious. I like delving into what the nature of the music is or what the nature of the dance performance is,” she says. And according to Travis, her publicist career goals and aspirations keep her plenty busy. “It’s a challenge to make sure that our shows are on people’s minds, and they’re being considered for people’s entertainment experiences,” she says.
Small town, big job

JEM grad makes lifestyle section her own by DREW STREIP

The town of Greenwood, a dot on the map in the middle of Mississippi, might not be widely considered a launching pad for journalism careers. But in June 2009 Andrea Hall, a journalism and electronic media graduate, wasn’t in a position to turn down a job.

Since her May graduation, Hall had been applying to one job per day, using online resources like Monster.com, JournalismJobs.com and publishers’ Web sites. After one month of searching, Hall landed two promising phone interviews, resulting in a drive from her hometown of Johnson City, Tenn., to Greenwood, Miss., for in-person interviews and a grammar test. “They give you a fact sheet, and you have to make a story out of it. They also give you a press release to turn into a story,” she explains. Hall says her editing and reporting classes at UT more than prepared her to be lifestyle editor at The Greenwood Commonwealth.

Hall writes for the afternoon paper through Friday, preparing the weekly community calendar and handling wedding and birth announcements. She is also responsible for the Sunday lifestyle section, its columnists and a handful of feature stories each week.

And Hall designs her own pages—11 per week—using QuarkXPress. She says she had little trouble making the transition even though the advertising and journalism design classes (ADV 310 and JEM 280, respectively) she took at UT used Adobe InDesign. “There’s always more to learn,” she says. “Every newspaper has its own little style. In terms of technical knowledge...[the design classes] served me well.”

Printing begins at 10:30 a.m., which means Hall starts work around 7 a.m., writing stories. She drafts a calendar to keep track of the week, but she says there are always surprises, even in a town of roughly 20,000 people. “The week I started work, we had the biggest fire that we’ve had in years. And they just told me to go out there,” Hall says, recalling her hesitation. “Luckily, a more-seasoned reporter came out to save me.”

Not that Hall needs much saving—she is a welcome addition to the newspaper, whose editorial staff can almost be counted on one hand. Only six people work in the newsroom, including “the sports guy.”

“Andrea has taken that lifestyle section and really run with it,” says staff writer Bob Darden, who has seen five lifestyle editors come and go during his 10-year career at the paper. “She has more energy and more creative ideas...and that’s all self-started.”

Hall has her hands full writing about topics ranging from four-alarm fires to piano lessons. Hall says she feels fortunate to work mainly in “happy” news, rarely straying from community events and features. She says a small-town job also has its perks: people recognize her as “that girl” from the newspaper and occasionally thank her with a phone call, flowers or a batch of homemade biscuits. Hall is often out of her office, following tips from neighbors and friends.

Since The Greenwood Commonwealth is a community paper with a circulation of just under 9,000, Hall acknowledges her readers as much as possible, whether with a story or a photo. Press releases that might get discarded in a bigger market get more attention in Greenwood. For example, Hall recalls a man whose advertisement promised to teach the basics of piano in a one-night class. After a quick interview, she wrote a story that drew more attendees to his lesson, and while it didn’t uncover any prodigious talent, the new students were thankful for the experience. Hall’s phone started ringing with calls from people who went to the event, a gesture she attributes to the “people-person” nature of her job.

The downside is that Hall is nine hours from home, in a town lacking the amenities she had become accustomed to (for example, a movie theater). And the mosquito population is considerable—bad news for the highly allergic Hall, who says she has been forced to try repellant clothing (“so ugly!”).

But Greenwood had a journalism job. And Hall has found out firsthand that small town doesn’t necessarily equal small time, because Hall has big-time responsibilities. She says she hasn’t even thought about ending her tenure at the paper as long as she is free to write such endearing taglines as “Team might not have an ‘I’ in it, but ‘litter’ does.”

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Photo contributed by ANDREA HALL
In spring 2009, the University of Tennessee lost one of its most valued alumni. June Adamson, a prolific reporter, editor and the first female full professor in the School of Journalism, died April 17, 2009 at 86.

Adamson, born in Holladay, Utah, in 1922, studied briefly at Brigham Young University before marrying George Adamson and settling in Oak Ridge, Tenn. She worked at The Oak Ridger as a reporter and lifestyle editor from 1959-1968, while she earned two Tennessee Press Association Public Service Awards for two series about church and Appalachian economics.

In 1968, Adamson enrolled at UT to complete her undergraduate studies and graduated a year later with a bachelor’s degree in journalism. She received her master’s degree in journalism from UT in 1971; her thesis was titled “Selected Women in Tennessee Newspaper Journalism.”

Later that year, her oldest son, Stanley, his wife and a friend, were killed in an avalanche during a mountaineering expedition in Canada. Adamson wrote about her grieving experience in 1982 in an award-winning series called “The Loss of a Child” that ran in The Oak Ridger.

Adamson was published in, among others, The Christian Science Monitor, The Christian Century and Appalachian Women magazine. Adamson, who journalism and electronic media professor Paul Ashdown says was “utterly passionate” about journalism, received the Silver Bicentennial Award in 1994 for the most research presentations in the history of the College of Communication and Information.

She taught at UT until 1992, and was then named professor emerita. Adamson continued to contribute to The Oak Ridger and the Knoxville News-Sentinel after she retired.

Adamson left a lasting impression on her UT colleagues. “June came along at a time when women had to fight to get anywhere in journalism, and she never lost that edge,” Ashdown says.

--Drew Streip

Sam Brown

Long-time Knoxville broadcast journalist Samuel G. Brown’s relationship with communication began as a childhood amateur radio hobby. “He was able, as a young kid, to talk to folks from all over the world on his amateur radio,” says his son, the Rev. Christopher Brown.

But Brown, who died Aug. 24, 2009 at 59, nearly became a lawyer before embracing broadcasting as a career. “He applied to Columbia not knowing if he had a shot, and from there, you could say all of the chips fell into place,” his son says. Brown’s lifelong passion for the industry shows with his 35 years of radio and television experience in Knoxville, Nashville, Chicago and Pittsburgh. He received four Edward R. Murrow Awards and the 2003 Columbia Journalism School of Journalism Award.

Brown’s son remembers his dad’s favorite interviews: three conversations with CBS anchorman Walter Cronkite and one with televangelist Billy Graham. It took Brown a year of relentless calling to set up an interview with Graham. “They finally called him up one day and said, ‘Would you be interested?’ and he said, ‘I’ll be there in an hour,’” his son recalls. Brown also interviewed at least five presidents, his son says.

An oft-described “old-school” journalist, Brown valued investigative journalism over quick, spot news. “I think he was happiest when he was reporting and doing investigative journalism at WIVK-FM in Knoxville later in his career,” says Sam Swan, professor of Journalism and Electronic Media.

Brown was the main male anchor on WATE-TV when Swan moved to Knoxville in the mid 1980s. Swan says their collaborations on numerous broadcast projects were gratifying.

When an opening arose to teach a performance class at UT, Swan says he had Brown in mind. Brown lectured from 2005-2007, teaching classes in radio and television performance, radio and television news and business and professional speaking. “His student evaluations were always among the highest in the school. He really connected with students because of his real-world experience,” Swan says.

Christopher Brown says his father diligently aided his students in their education and job preparation. “I know he personally spent a lot of extra time with students, building their resumes and writing letters and trying to get them interviews with TV stations,” he says. “He was always wanting to go the extra mile to help folks when he could.”

--Robby O’Daniel
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Ms. Katherine Janelle Gregory
Ms. M. Dianne Griffith
Gus's Good Times Deli
Mr. Brandon Hair
1960
LOWELL FRAZIER (BS/CS) is making Chattanooga home after retiring as chairman of the Department of Journalism at the University of Hawaii.

1970
SUSAN (GILBERT) BARNES (BS/JEM, MS/CCI ’80) is a full-time faculty member at Belmont University in Nashville.

1971
BILL WILLIAMS (BS/CS) conducts UT Chattanooga’s Development Office information research to assist administrators and fundraisers. He joined UTC in 1999 following stints as a reporter, editor, movie and theater critic, and various other newspaper positions.

1972
RICHARD GRETSINGER (BS/CS), while vacationing in Cuba, was honored to present a seminar on the University of Tennessee, living in the city of Knoxville and the general living environment in the state of Tennessee.

1973
MABLE SPRINGFIELD SCOTT (BS/ADVPR) received her PhD in Leadership Studies from North Carolina Agricultural and Technical State University in May 2009. Dissertation title: Transforming People in Crisis ... Charles Harrison Mason and Sharecroppers.

ARCHIE WORTHAM (BA/CS) (MA/CS ’76), was promoted to Associate Professor of Speech at the Northeast Lakeview Community College. His doctoral 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.”

1975
KAREN BUCHSBAUM (BS/JEM) has been named the recipient of the Bill Adams PRSA Lifetime Achievement Award. The award is given by the Miami chapter of the Public Relations Society of America.

Buchsbaum now works as a consultant in the field of health care marketing and public relations.

1976
TOM SHARP (BS/JEM) celebrated ten years with AAA East Tennessee in February 2009.

1978
SUSAN DE BONIS, (BS/JEM) (PhD/CCI ’86) and Nick De Bonis (PhD/CCI ’87) moved the family to Statesboro, Georgia, in 2008. Susan is Assistant Professor in Multimedia Communications at Georgia Southern University and Executive Producer for News at Channel 97. Nick is teaching Marketing and Management at Savannah State University and Georgia Southern.

JOEY LEDFORD (BS/JEM) joined the Nuclear Regulatory Commission (NRC) in 2008, following nearly 30 years in print journalism, including 20 with the Atlanta Journal-Constitution. At the NRC, he assists news media representatives in their coverage of existing nuclear plants and nuclear fuel facilities.

1979
ELIZABETH (GRABER) EISEMAN (BS/ADVPR) established Graber Partners | Media & Advertising in 2005 to help those in need of media and advertising consulting, research, planning and buying.

SCOTT RAY (BS/JEM) has been named Deputy Chief of the Major Crimes Section in the United States Attorney’s Office for the Southern District of Florida.

1981
PHILLIP R. WOODIE (BS/JEM) was appointed as President of Lotus Entravision Reps, a radio rep firm representing more than 100 Spanish language radio stations.

1983
MATTHEW NAUMAN (BS/CS), after 25 years as a newspaper reporter and editor, has joined Pacific Gas and Electric Company in San Francisco as a media representative.

1984
CAROL ANDREWS (BS/JEM) is Communications Director for Governor James E. Doyle of Wisconsin. Prior to the appointment Andrews served as Communications Director for statewide political campaigns.

ROBERT PETTWAY (BS/JEM) is currently President of R&R Marketing in Chattanooga, Tennessee.

1986
DANISE MANTOOTH JONES (BS/ADVPR) has been Bradley University’s Assistant Director of Academic and Marketing Publications since August 2007.

KAREN (JOHNSON) LYKINS (BS/JEM) is serving as treasurer for the Tennessee College Public Relations Association for 2009-10. She and her husband travelled to China in August ‘08 to bring home their daughter, Olivia Pufufen Lykins, born 7-7-07.

1987
RICK WAGNER (BS/JEM) recently moved from a business writer position to an education writer position at the Kingsport Times-News. He has worked for the Times-News since April 2005.

1988
AMY WEST REED (BS/JEM), after working in New York City, Australia, and coastal North Carolina, is now a senior editor at Tec-Com Inc., a technical communications company located in Karns, Tenn.

1990
KERRI (BLANKENSHIP) WARD (BS/JEM) joined the Nuclear Regulatory Commission (NRC) in 2001, following nearly 30 years in print journalism, including 20 with the Atlanta Journal-Constitution. At the NRC, he assists news media representatives in their coverage of existing nuclear plants and nuclear fuel facilities.

1991
ZOE HOYLE (MS/SIS) edits and writes Compass, the research magazine for the Forest Service Southern Research Station.
1993
JAMES MORGAN (MS/CCI) received his EdS in elementary education from Jacksonville State University.

MARK REASONER (BS/JEM) was recently hired by Pure Fishing as Vice President of Sales for North America. Prior to joining Pure Fishing, he was Senior Director of Sales for Russell Athletic.

1996
BONNIE RIECHERT (PhD/CCI) has been a public relations faculty member at Belmont University since 2006, and was recently named director of the public relations program.

1999
CHRIS BOLDING (BA/CS) runs the investment services group for Reliant Bank. He and his wife Jennifer have two children, Jacob and Mac.

MATT WATERS (BS/JEM, MS/CS '00) and Katie Jones Waters (Human Ecology '99) welcomed a baby girl, Stella Kate Waters, on April 14, 2009.

2000
RUSH BAKER (BS/JEM) graduated in 2009 from Thunderbird School of Global Management with an MBA in International Finance and joined Deutsche Bank in New York.

JUDY BIVENS (MS/SIS) completed her EdD in Curriculum and Instruction at Tennessee State University in 2008.

BRANDON FISHER (BS/JEM) joined WKYT-TV in June 2008 as Sports Anchor for the number one rated station in Lexington, Kentucky.

CRAIG HODGES (BS/JEM) was recently promoted to Vice President at Edelman.

2001
JENNIFER (ALEXANDER) JOHNSEY (BS/JEM) has been the Midday Personality for Knoxville’s B97.5 FM for more than 7 years and had her first child in August.

DORIE TURNER NOLT (BS/JEM) was married to John B. Nolt on Sept. 26, 2009. Turner Nolt works for The Associated Press in Atlanta.

1992

DOUGLAS BLAIR (BS/JEM) recently became Public Relations/Communications Manager at the Georgia World Congress Center Authority.

LISA COLLETTI-JONES (BS/CS) and Kristopher B. Jones (EHHS '02) welcomed a baby boy, Wyatt Christopher Jones, on April 23, 2009.

KATIE (CONN) SUGGS (BS/JEM) was named Director of Marketing and Communications for the Division of Alumni Affairs and Development for UNC Charlotte.

2003
MELANIE (MANZO) OLDACRE (BS/JEM) and her husband Jonathan (A&S '03) welcome Phoebe Wren Oldacre, born on June 20, 2009.

2004
JANELLE (CHAMBERS) LONG (BS/JEM) is working at WXYZ-TV in Detroit, Mich., as a news producer and news writer. She recently got married.

2007
LAURA JANE WALKER (BS/JEM) moved back to Chattanooga and became a copywriter at True North Custom Publishing in May 2009.

2009
TYLER LEWELLING (BS/ADVPR) is working as Public Relations Manager at Knoxville Tourism and Sports Corporation, where he did his internship as a senior at UT.
Research NOTES

Published January – December 2009

Books
Dorothy Bowles, Creative Editing for Canadian Journalists, with Peter Scott of Lethbridge College, Toronto: Nelson Education Ltd.


Jim Stovall, After Wallace: The 1986 Contest for Governor and Political Change in Alabama, co-authored with Patrick R. Cutrer, University of Alabama Press.

Refereed journal articles

Beth Avery, four articles: “The Role of Source and the Factors Audiences Rely on in Evaluating Credibility of Health Information,” and “An Examination of the Role of Online Social Media in Journalists’ Source Mix,” both in Public Relations Review; “Public Information Officers’ and Journalists’ Perceived Barriers to Providing Quality Health Information,” Health Communication; and “Political Advertising and the Older Electorate,” Journal of Advertising.


Eric Haley, “Comparison of Paths from Consumer Involvement Types to Ad Responses between Corporate Advertising and Product Advertising,” Journal of Advertising, co-authored with Sora Kim (PhD/CCI ’08).


Catherine Luther, two articles: “Importance Placed on Physical Attractiveness and Advertisement-Inspired Social Comparison Behavior among Japanese Female and Male Teenagers,” Journal of Communication; and “Gender Images in Japanese Fashion Magazine Advertisements,” Media Report to Women, co-authored with Tiffany Shoop (CCI/PhD ’06) and Carolyn McMahan (CCI/PhD ’05).


Book chapters


Encyclopedia entries in edited volumes


Creative work


Honors and recognitions

Beth Avery was named an Intercollegiate Graduate Statistics Program Faculty member. As IGSP Faculty at the University, Avery serves on committees and directs students seeking to earn an M.S. or minor in Statistics while completing their graduate coursework in another department. In addition, Avery’s paper, “Monitoring Public Opinion in Cyber Space: How Corporate Public Relations is Facing the Challenge,” won a Top 3 Paper Award from the International Public Relations Research Conference. The paper was co-authored with Ruthann Lariscy, Kaye Sweetser and Polly Howe.

Dania Bilal’s book, Information and Emotion: The Emergent Affective Paradigm in Information Behavior Research and Theory, was the winner of the American Society for Information Science and Technology (ASIS&T) 2008 SIG Publication-of-the-Year Award. The book is co-edited with Diane Nahl.

Peter Gross was honored as Doctor Honoris Causa by the University of Timisoara West, Romania.

Virginia Kupritz has been elected to the Board of Directors for the International Environmental Design Research Association (EDRA).

Bob Legg won an Indie Award for his documentary “The Long March,” by the International Independent Filmmakers Organization, and an Award of Excellence in the videography category from The Accolade Competition for his documentary, “The Tent Cities of Tennessee.” “The Tent City Story” was chosen in the Short Documentary category at the Golden Gate International Film Festival.

Sally McMillan was elected chair of the American Academy of Advertising (AAA) publications committee, which oversees publication of the Journal of Advertising, the Journal of Interactive Advertising and the AAA Conference Proceedings.

Margaret Morrison was elected treasurer for the American Academy of Advertising.

Sam Swan was the recipient of the 2009 Edward L. Bliss Award for Distinguished Broadcast Journalism Education by the Radio-Television Journalism Division of the Association for Education in Journalism and Mass Communication (AEJMC).

Carol Tenopir was the recipient of the 2009 American Society for Information Science and Technology (ASIS&T) Award of Merit. The Award of Merit is the Society’s highest honor, bestowed annually on an individual who has made a noteworthy contribution to the field of information science, including the expression of new ideas, the creation of new devices, the development of better techniques and outstanding service to the profession of information science.

Tenopir is also serving on a U.S. Congressional roundtable to study how the results of federally funded research can be more widely disseminated.
To our supporters, our sincerest thanks:

Dean Michael Wirth of the College of Communication and Information. John McNair, Jack Williams, Jack Harvey, Deborah Douglas and Chandra Eskridge. Our advertisers, our subscribers, the alumni of the College. Barbara Kaye and her Media Sales class.

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