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Winter 2012

SCOOP magazine Winter 2012

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SCOOP

WINTER 2012

LYRICAL LOVE:

The CCI students
of Plainclothes Tracy



Inclusion
means **EVERYONE**

**PRAISE FOR POYNTER'S
KAREN BROWN DUNLAP**

**A gameday view from the
NEYLAND PRESS BOX**

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Share is in the air, everywhere you look around



The concept of sharing is the cardinal rule of kindergarten, the most negotiated dynamic between siblings and the foundation of any contemporary communications career. In Scoop's case, sharing involves not material objects, but nontangible – yet powerful – information. This publication, produced via collaboration of students, faculty and alumna, is the essence of social sharing and offers a glimpse of those sharing vital information and the tools making it happen.

Take Katie Mars, social and new media marketing specialist of Green Machine Entertainment, who built an entire career on virtual sharing (page 13) or even Google+, the latest sharing platform that boasts the fastest growth among any social networking site (page 15). This capacity for extended engagement through multimedia means that

audience reach is almost unlimited and also that the established communication hierarchy is more than a little disrupted.

But this issue of Scoop illustrates how new tech tools can't replace everything, such as the shared human experience. For example, local band Plainclothes Tracy captures the essence of collaborated experiences with every song they write (page 10). And even though many have integrated social media into their every day lives, here at Scoop we're mindful of the ongoing value in connecting on a deeper level, one that transcends the keyboard. By virtue of our own workshop that produces this magazine, we've experienced a cornerstone of communication: learning from others. And whether your learning is face time in a coffee shop or FaceTime on your iPhone, make the interaction count. And in our case, savor the moment to read the fine print.

-Cami Webb, Editor-in-Chief,
SCOOP Magazine

EDITORIAL PHILOSOPHY

Scoop magazine is made for College of Communication and Information alumni, students, faculty and friends 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 media, always covering – and uncovering – the latest trends. We represent a college that is preparing students and alumni for a changing job market, and we will be there to explain how and why the world of communication is changing in an effort to best serve our readers.

More than anything, Scoop is exciting. Our mission motivates us, 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.



APRIL 24-26, 2012
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What's Happening?

Home [@scoopUTK](#) Activity Searches Lists

13 New Tweets



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Winter 2011

Our Tweets: Always changing for our readers

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[@iconnetwork](#)

[@utcci](#)

[@tnjn](#)

[@utkhodges](#)

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[@utkadclub](#)

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Pressbox

WUTK 90.3 The Rock

ShannonDriver

QRcodes

DreamJobs

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KatieMars

PR370

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In the Driver Seat

When it comes to personalizing her work space, Shannon Driver takes a distinctly DIY approach.

story by SCOTT MORGAN photos by DOROTHY MONTAGUE

Vice President of Marketing for DIY Network, Shannon Driver, sits in her newly renovated office that overlooks a newly renovated floor, in the newly renovated Scripps Networks Interactive headquarters west of Knoxville.

The CCI alumna (B.S. '99) looks around her office as she explains how she only recently began adding personal touches into her daytime surroundings after the company reorganized workspaces. While many might consider this pursuit a chore, Driver considers the possibilities.

But then again, Driver is hardly a stranger to transitions and challenges. The Tennessee native moved to New York City soon after graduation and established a career in broadcasting during her five years in the city.

Although Driver says she loved working in Manhattan, the opportunity to work for HGTV in Knoxville was too sweet to resist. Driver worked at HGTV for seven years before moving to the network's grittier home improvement brand DIY Network two years ago.

Driver is now applying her personal stamp to the previously blank office. Whether she chooses a photograph, a sticky note or a white board, this space is her place.

INSIDE THE SPACE

1 Ice Ice, Baby

Vanilla Ice's larger-than-life mug greets any visitor who steps into Driver's office. The photo is part of publicity material to promote the "Vanilla Ice Project," a show now in its second season, in which the musician, Rob Van Winkle, renovates a mansion from the top down. Driver says she had dinner with Winkle during the show's production, and the icon was anything but icy. "He was such a normal guy," says Driver. "So down to earth, very funny and he didn't take himself too seriously."

2 Kodak moments

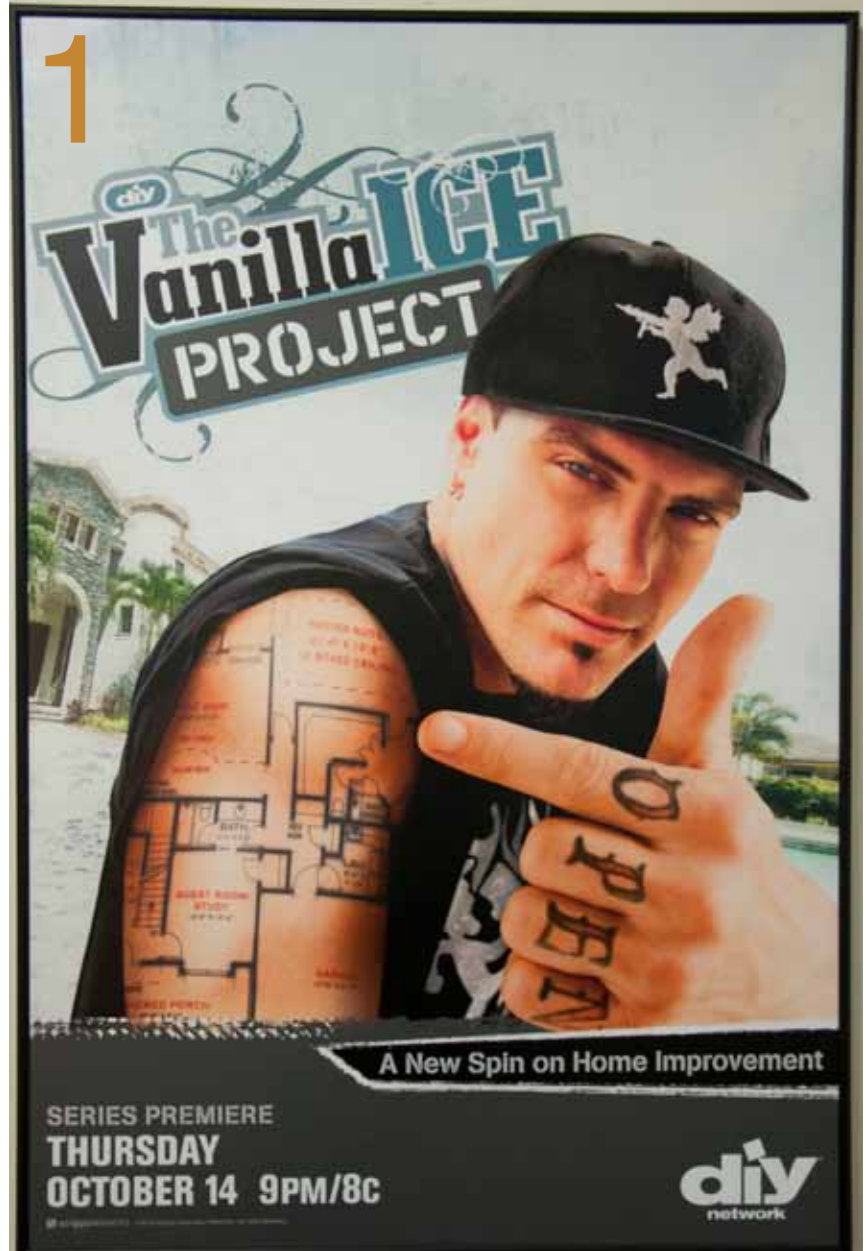
A shelf featuring snapshots of smiles aplenty keep Driver company at her desk. "I always have pictures in my office," she says. "The pictures are more of my friends and coworkers than myself."

3 Stick it to me

Pastel squares cover all sorts of surfaces in the VP's office. But sticky notes provide two services: Organization and warm reminders of others. She says she enjoys keeping notes from friends and colleagues.

4 Java Kick

Dunkin Donuts is Driver's pick for morning fuel, and she says her workday doesn't get started without it.



Dream Jobs

As the communications landscape transforms, so do undergraduates' career goals. Here is a sampling of CCI senior responses to the immortal question, 'What do you want to be when you grow up?' (Spoiler: Think big).

Interviews by DOROTHY MONTAGUE



1 “Start my own entertainment company, doing promotions for venues and managing bands and other creative people. Ultimately, the goal is to work for myself.”
-Joe Tolbert, Senior, JEM

“Working in the communications department of a Fortune 500 company. Ideally, the company’s mission would be one where I knew I was benefiting society and the lives of others.”
-Caitlin Newman, Senior, Public Relations

3 “Work for Scripps, allowing me to further pursue my passion and experience in entertainment. Originally from Texas, I hope to begin my career with Scripps in Knoxville, eventually travel to New York and come full circle to a location in Dallas.”
-Jacquelyn Mabry, Senior, Communication Studies

“To do advertising for a brewery or an outdoor center out west.”
-Paul Chalker, Senior, Advertising

QR CODES

-CAMI WEBB



If a bunch of black and white pixels packed into a square doesn't mean anything to you, then you may have missed a stop on the tech train.

QR codes, or quick response codes, are the latest marketing buzz. Bridging the gap between consumers and marketers with just a simple snap of a smart phone picture, QR codes are

emerging everywhere--magazines, billboards, business cards and even resumes. The on-the-spot usage creates an efficient expressway of interactivity where users get access to anything from phone numbers and addresses to websites and coupons.

Users can access the embedded link by first downloading a barcode reading application (we like the free ones best), then scanning the pixelated code for near-instant information. While QR code mechanics involve data encoding and pattern masking, this inventive application allows a smart phone to earn its moniker.

It is yet to be determined if QR codes have staying power beyond novelty, but why not try the trend by making your own QR code here: www.qurify.com.

10 to Trend:
Scoop's choice of Twitter handles to keep you informed

@volcareers
Job listings and advice from Career Services

@10000words
Multimedia journalism links and updates

@mashable
The latest social media tech news and web updates

@pewresearch
Analysis and statistics on the latest issues shaping America

@rcfp
Legal assistance for all media professionals

Charitable soles

Toms shoes provide students with just cause

-MELANIE AGEE

Simple, durable and pricier than the average canvas shoe, TOMS shoes are the footwear of choice for many University of Tennessee students. For many consumers, the \$54 kicks are both a fashion statement and a social gesture. TOMS, known by their “One for One” slogan, matches every shoe purchase by giving a pair to a child in need. The company then adjusts the shoes soles according to the destination area’s terrain.

TOMS involves students with a campus initiative, promoting “One Day Without Shoes,” a national annual event that UT celebrates in the spring, where students walk barefoot for the day, braving dirty sidewalks and discomfort to gain firsthand experience of life without sole.

“[The club] tries to keep students involved,” says campus representative Jessica Henderson, a senior in journalism and electronic media and member of TOMS at UT. She says they love to see students walking barefoot on Pedestrian Walkway to show their support. “Most people know



the TOMS name in general, and people in Knoxville love to help.”

Learn more about “One Day Without Shoes” and UT’s involvement at www.toms.com/onedaywithoutshoes.

Chalk full of ambiguity

Why waste paper when you have a sidewalk? Certainly, sidewalk chalk continues to be a favorite tactic for the University of Tennessee’s clubs and organizations to get out information effectively, easily and most importantly, for free (minus the cost of chalk, of course). But this loud, clear and vivid message system is not exactly embraced by UTK administration. In fact, Angela Smith, associate dean of students at UT cites chalking as a violation of facility services’ policies. Whether these campus chalkers know the rules is debatable. But one thing is certain, at least they perk up the pavement.

-MAGGIE YEAGER

Cache me if you can

Consider GPS a modern-day compass and “geocaching” a contemporary treasure hunt. The GPS location tool allows “geocaching” players to locate prizes ranging from toy cars to small books. The University of Tennessee is an obvious fit for the avid geocacher, given the location’s goldmine of cracks and crevices, and the campus boasts over a dozen caches. But the real draw? “The whole concept of this is that it is a sort of augmented reality. There is a feeling of knowing something that others don’t; it leaves a little bit of mystery,” says College of Communication and Information IT team leader, John McNair,

-ELIJAH HERINGTON



Reading, writing and...renting?

Renting textbooks is saving students a chunk of change

- KATHRYN SULLIVAN

The latest trend in students’ money-saving tactics: Renting textbooks directly from the bookstore. Students can access this alternative by visiting the website, utbookstore.rentbooks.com, entering the book title and then paying via credit card number. Want a price comparison? We chose associate professor Robert Bast’s assigned textbook for Western Civilization

241, Western Civilizations Volume 1 (Edition 17). It costs \$104 to purchase the book new from the UT Bookstore and \$78 to buy it used. In contrast, it costs \$35.37 to rent the book for 125 days, approximately the length of a semester.

Both Rocky Top Books locations also rent texts, by partnering with Neebo, a textbook company.

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@tennialum
Events and news from UT Office of Alumni Affairs

@UTKnoxville
The official Twitter of the University of Tennessee

@adage
The source of news for marketing and media communities

What's in your bag?

Tyler High, junior advertising major, keeps his backpack stocked with all the necessary tools to rise to the top with creative genius. Whether he's sketching or studying, High is prepared for the task.

1 Razor-point pens, gel pens and mechanical pencils are essential for any Ad major. High keeps in check with an assortment of notes, exams and clean lines in his sketches. He did say he was prepared.

2 All the pens High keeps in his backpack would be useless without his sketch pad. High keeps this around for those moments when he gets extra time to sketch thumbnails of ads he's perfecting.

3 Without good music, where would his inspiration come from? With his iPhone and headphones, he jams to all of Washed Out's music. His favorite is "Phone Call." Clever for a phone that plays music.

4 Whether in class or on the go, High has his iPad. He's Apple to the core. "I've always liked Mac," says High. "I don't even use Word. I switched to Pages." He uses the iPad for powerpoints and note taking.

story by MELANIE AGEE



All the world's a stage, you just need to know how to act

Need proof? Look at CCI public speaking lecturer Steven Pitchpatrick's professional resume.

By SARAH WALDRIP

"Don't you ever feel like you have hot dogs in your teeth when you get tongue-tied?" asks Steven Fitchpatrick, University of Tennessee communications lecturer. A chorus of nervous laughter floats up as Public Speaking class members prepare to deliver their midterm speeches, but it's off-the-wall quotes like this that transform the oft-feared class into a laid-back comedic improv session.

From the stage to the classroom, Fitchpatrick uses his humor and experience to help others do what came naturally to him. He keeps the task at hand interesting while still emphasizing the importance of drawing intimate connections with the audience. "It's about sharing me with you," says Fitchpatrick, "That's what it's all about."

As any student of his will tell you, his philosophy is playful, just like his personality, and public speaking is just another chance to share. "[Public speaking] is all storytelling in the end," he says. "It's not any different than being on stage with a script someone else wrote for you."

No stranger to scripts, Fitchpatrick's passion for acting has been central to his life's story long before his teaching role. By age 18, he was already seeking the spotlight wherever he could. "I've always talked a lot," he laughs. "I still do. It's just sort of like a beagle wants to run rabbits. I've always had a curious, imaginative type of personality, and I always like to report what I see. I love to tell the story," says Fitchpatrick.

Determined to start his own story, Fitchpatrick started studying at UT in 1982, taking every acting class the university offered, as well as voice, dance and diction classes. However, in the end he decided to major in advertising, something he says seemed more promising at the time. He graduated from the College of Communication and Information in 1986 and quickly landed a job at Whittle Communications.

But after a year and a half at Whittle, Fitchpatrick still couldn't shake his longing for the stage. His next act: a graduate degree in theater from one of the top five drama schools in the country, DePaul University, formerly known as the Goodman School of Drama. He graduated with his master's in 1992 with strong ambition for the West Coast. With his newfound training and degree in hand, Fitchpatrick committed everything to his acting career and moved straight to Los Angeles. During the next ten years, he landed roles in many network television shows including parts in "The Drew Carrey Show," "Weird Science," "Coach" and



Fitchpatrick (above) gets to the point during his class lectures. His advice to students? Consider public speaking akin to storytelling.

"Ellen." He also appeared in feature films including "Very Bad Things" and "Tomcats," plus many commercials, all the while keeping one foot on the live stage.

And while reality television is a goldmine for the Kardashians, the genre wedged many previously successful actors like Fitchpatrick out of the performing spotlight. The professional reevaluation led him to desire a more predictable, stable lifestyle, so in 2002 he and his wife (married in 1988) and two sons moved back to Tennessee. Settling in Oak Ridge, Fitchpatrick began teaching public speaking at Roane State Community College and Pellissippi State while also auditioning for Knoxville area stage productions. The juxtaposition of teaching and acting at the same time brought on the realization that the skills he perfected over the years helped benefit his teaching style too. Performing is the essence of his livelihood, in more ways than one. "It seems to reinvent itself in my life, and at some level, use me to come and do its bidding," he says.

His passion leads him to new classrooms and roles, and his drive seems insatiable. "I find that it gets more interesting the older you get," he says. "You get better at it, you get more specific and subtle, you get a lot more capable. It's kind of like a juggling act - the longer you do it the more balls you can get in the air. And after 20 or 30 years, I just still find it interesting, and there's a pull to do it more because I want to see it continue to grow."

Fitchpatrick's screen sample

TELEVISION

- The Drew Carey Show (2000)
- The Pretender (2000)
- Weird Science (1998)
- Ellen (1998)
- Chicago Hope (1997)

MOVIES

- Tomcats (2001)
- Very Bad Things (1998)

For more information:

<http://www.imdb.com/name/nm0280042/>

Kym Hawkins & Brian Kelly tune in for a late-night practice session.



Plain Elevation

CCI students in Plainclothes Tracy take to the air(waves)

story & photos by DOROTHY MONTAGUE

Call it an atypical introduction for an unconventional band. As Kym Hawkins, lead singer and guitarist for the local Knoxville band introduces herself she quips, “My name is Kym, and we do not know the origins of Plainclothes Tracy.” Perhaps fatigue is behind Hawkins’ semi-sarcastic, semi-truthful statement, made as her four other band members laugh in solidarity while picking up their instruments. It’s nearly midnight, but this night owl schedule is nothing new for Plainclothes Tracy members, who either came straight from work or a study session in Hodges Library. While there’s little doubt that everyone is fried, their way of coping is injecting contagious laughter into the room. Spend five minutes with the band and you may actually feel like you’re part of a loving, dysfunctional family.

Plainclothes Tracy guitarist, Brian Kelly is a junior at the University of Tennessee studying journalism and electronic media with

a primary interest in radio, (he deejays at UT’s WUTK). Guitarist Jonathan Kahler (B.S. ‘11) also studied journalism and electronic media, but he focused on visual communication, illustrated by his strong interest in photojournalism. Hawkins, a senior at UT, studies creative writing with a concentration on poetry, although she previously explored several CCI majors, including journalism and electronic media and public relations. The only members without a CCI connection are drummer Eric Grass, a UT senior studying history, and bassist Blake Sensenbaugh, a music major at Pellissippi Community College.

Plainclothes Tracy, like its name suggests, comes from humble beginnings five years ago in Johnson City, Tenn. “Basically, our mutual friends started writing songs together, and we booked a show before we were very prepared,” says Grass. The show may not have been flawless, but band members felt potential, and the

group moved to the Knoxville area a few months later. In the ensuing years, band members came and went, but the current quartet says they have achieved inner-harmony.

While Hawkins did most of the song writing before, it's now more of a collaborative effort. "We've found the direction we want to take, we just need to write new songs and stop playing a lot of the older ones," says Grass. "It's actually easier to just write new material with all of our influence." Although teamwork doesn't always fly for bands, the group's collective songwriting is their strength. "Someone will throw out an idea and it's like, 'Oh, awesome!' It becomes this new creation and it's way better than it could have ever been before," says Kelly.

Given the collaborative effort, perhaps it's no coincidence that most of the members chose CCI as their academic. They're still exploring their long-term career goals, but are optimistic there is an artistic overlap. "I think any experience you get involved in, you're going to find a way to use it again," says Hawkins.

Though in the meantime, they say music is just good for the soul. "With music, doing a little bit here and there on the side keeps you sane. I think it's just really good to get involved with other things because you're going to go crazy if you just stick to one thing all the time."

Plainclothes Tracy adds to the chaos by throwing a sixteen-city tour in the mix, which included New York, Chicago, Atlanta and Orlando. In July of 2011 they embarked on their first official tour of the east coast with their current line-up. "My two goals were really for us to establish ourselves in other cities and meet new



people, making connections all around, and I think we did a really good job at that," says Sensenbaugh.

The flurry of challenges associated with being on the road provided invaluable life lessons and an environment that fostered growth and patience. "Not to toot our own horns, no musical pun intended, but we had lots of people come and tell us that we really had good attitudes that made it worthwhile, even in the tough times. This showed us how much it actually pays off to be nice people on tour, even though you may not feel like being a nice person all the time," says Kelly.

Highlights from their latest tour include one story involving a water park adventure at 3 a.m., and one evening that concluded with them forming human pyramids at a dive bar that doubled as a comedy club. They say some of their antics were simply blowing off steam from disappointments. "We had some different experiences that I think in the end taught us to not expect anything, just try to be positive and have a good time," Hawkins said.

While they're home for a while before the next tour, the band members still focus on their music and plans for the future. They have released one summer tour demo and a self-titled EP, which includes several songs such as Fort Knox, Tumble to Jill and Hi 5/4 that are often heard on WUTK. "I'll hear people say, 'I heard you on the radio,' and I'm like, 'Oh...no, not me,'" says Kahler, humorously regarding the fact that the tunes played on the station were recorded with previous members. But soon it could be, as the band plans to release a single and a full-length record when their new material is ready in the near future.

As tonight's practice begins and the drums drown out punch lines, band members align to yet another shared space. While the group's set list continues to grow, their personal connection is on the page.



CCI journalism alum, Jonathan Kahler, serves not only as guitarist, but also as comic relief.

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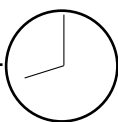
Shirley raises the bar for juggling justice pursuits in Nashville.

story by EMILY GARRITY

If there are two skills CCI alum (JEM, 2009) Kelley Shirley has perfected during the last six years, it's time management and effective communication. Shirley serves as Legislative assistant to Representative Frank Niceley (R-District 17) and secretary to the House Agriculture Committee at the Tennessee General Assembly, all while attending law school at Nashville School of Law. Suffice it to say, Shirley is not merely dipping her toes into the political sphere, she is making a head first dive. We asked the first-year law student to describe her typical workday.

6:30-8:00 a.m.

I wake up at 6:30 a.m. and am out the door by 7:30 a.m. When we're in session from January until June, my days get very hectic. I sit down at my desk by 8 a.m. after I've grabbed all of the mail.

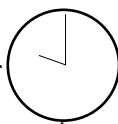


8:00 a.m. to 10:00 a.m.

I check all of the many phone messages and emails. I am in charge of handling issues dealing with constituents' problems, which can range anywhere from TennCare to disability to children's services to unemployment problems. Since I serve as a middleman between constituents and the correct departments, it's important to be on top of messages to direct them appropriately.

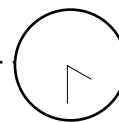
10:00 a.m. to 12:00 p.m.

On Tuesdays during session, we have the House Agriculture Committee, so I am responsible for organizing and assembling packets for the members of the Agriculture Committee to ensure that they have everything necessary during the meeting. These packets typically contain anywhere from two to 15 bills with fiscal notes and amendments. I manage the bills that come in and out by making and updating an electronic calendar every week that goes out to House members telling them when their bills will be coming through the Ag committee. My biggest job is making sure that everything runs smoothly. There's almost always a bill or amendment that comes to the committee last minute, so racing to get it added in for everyone is very stressful.



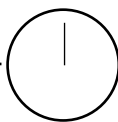
12:00 p.m. to 4:30 p.m.

Since a majority of what I do involves maintaining Rep. Niceley's schedule, being communicative with everyone usually takes up a large part of my day because we may have three Ag Committee meetings, then meetings with lobbyists, followed by meetings with constituents rounding out one day. I spend a lot of time setting up meetings between representatives and different departments regarding different issues or bills that are being discussed in session.



4:30 p.m. to 10:00 p.m.

Once I leave work on Tuesdays and Wednesdays, I go straight to school and am there until 10 p.m. I also have class on Thursday, but it's only 8 p.m. to 10 p.m. While there, I sit through a crime series class, torts, legal writing, and contracts. A huge part of making it through all of this is taking it day-by-day and not getting overwhelmed.





A musical mission for Mars

“What do you mean typical day?”

story by EMILY GARRITY

Most people can't fully function without particular routines being part of their day. For many, the “must-have” is caffeine, a run, or even hand sanitizer. But for Katie Mars, 2011 Public Relations alum, it's social media and music. Fortunately for Mars, social and new media marketing specialist at Green Machine Entertainment, her routine is also her career. Mars answered Scoop's questions about what she does for the concert promotion company and why every day is different.

Q Describe a typical day at work.

A I really don't have a typical day because my job involves different responsibilities. So I work on tasks from each responsibility, sometimes at the same time, but usually just depending on what's most pressing and going from there. I work on different things depending on whether I'm working as the social and new media manager, part of the street team or as a college representative.

Q How do these tasks differ?

A As social media manager, I am in charge of keeping up with our venue and company Facebook accounts. I answer questions and post relative media, videos, and pictures everyday. I also run several contests through the pages, including one every Tuesday called “Two for Tuesday,” where we get our fans to complete a task for a chance to win a pair of tickets to one of our shows. Handling our Twitter and Foursquare accounts is also part of this.

For the street team, I make two public spreadsheets for street team members to sign up for jobs: one for hanging up posters and one for passing out flyers.

As college rep for about five different colleges mostly in the SEC, I work with their student activities boards to plan shows on their

campuses. I use a database to look up artists and their agents and then call to ask about their availability and pricing. I compile a list of artists I think the schools might be interested in and send it to them. After that it's just a back and forth email process finalizing that list and ultimately booking a show.

Q How many hours do you work the day of a show?

A I run around onsite like a crazy person doing random things for 18-20 hours straight on show day.

Q What do you enjoy most about your job?

A I love the environment I work in. There are only six of us in the office, and half of those have been in the music and festival business for a long time. I love learning new stuff, and my boss is the greatest in the world; he has taken me under his wing and is teaching me every aspect of the music industry, not just marketing. This weekend he is sending me out of town to learn the production side.

Q How do you keep on task?

A This sounds crazy, but making sure I have time to mess around actually keeps me productive. I have a Google reader and about once every

hour I take a break and just read articles for 10 minutes. This kick-starts my brain again to get on task, as well as keeping me fresh on what's going on. Also, sticky notes are my drug. If I haven't made at least six in a day, I must have died.

Q What's your biggest accomplishment so far?

A Our company Facebook page went from 353 fans to 2,181 in just one week after I got ahold of it. I was really happy with that. I also created a new system for the street team that is not only more efficient, but pays members in tickets instead of money.

Q How did CCI prepare you for this career?

A The biggest thing CCI helped me with is learning how to finish a task in a way that works for me. I look back at class notes a lot, especially when I'm doing something specific, like writing a press release. CCI also really makes its students pursue internships, which taught me so much. I did four internships, and I seriously believe I would be living in a box without them.



Cloud computing and the rise of collaboration 2.0

story by SPENCER COATES

During the '50s and '60s, to strengthen both national security and academic research collaboration during the Cold War, the Advanced Research Projects Agency Network (ARPANET) formed a network to send and receive information via computers. This store-and-exchange notion became the foundation for the modern-day Internet and is the driving force behind the cloud computing technological revolution.

Today, you don't have to be a Wired subscriber to hear mention of "the cloud." While the concept may seem initially hazy to some, cloud computing is easy to learn, practical, and, most importantly, a valuable addition to our technological timeline.

Okay, but what is it? Put simply, the "cloud" is a term for any service that allows users to upload files and media to a remote server anywhere in the world, and once they're uploaded, the files are accessible from any Internet-connected device. In past years, the cost of transferring and storing data wasn't economically feasible for most individuals or businesses. But because of the gradual decline in storage costs and simultaneous increase of bandwidth capacity—the amount of data that can be transferred over the Internet—cloud storage has become much more realistic to the masses.

These advances are undoubtedly beneficial when it comes to backing up important data, just ask anyone who has lost information in a computer crash. But by storing files in the cloud, users need not stress whether something is backed up.

Similarly, programs like Dropbox and Google Cloud Connect allow for business-oriented, multi-user collaboration on projects, much like ARPANET. Today, one user can upload a

presentation, and anyone with authorized access to the account can make changes.

Cloud computing also makes life easier for students by allowing them to remotely create and collaborate on projects, ideally improving their time management. And while convening in the library to work on a group project might be fun for some, cloud storage services allow for more flexibility and, ultimately, convenience.

"I save a lot of my papers on Dropbox so I can work on anything I need to on campus without having to take my laptop," says Robert Counce, a junior in journalism and electronic media at UT. "I just pick a computer in the lab and pull up my Dropbox account and everything I need is there."

But the cloud has uses beyond document storage. It also covers multimedia.

"I use [Dropbox] to store a lot of my music," says Hannah Margaret Allen, a junior in journalism and electronic media at UT. "My iPhone can't hold all the music I want it to, but I have the Dropbox app, so I can listen to any music in my Dropbox folder without it taking up space on my phone."

Similarly, Apple recently unveiled iCloud, a free service that automatically uploads data and files to Apple's servers, so the iPhone nation no longer has to manually sync schedules between their phones and computers, because everything, from important dates to recent photos, is within reach in the cloud.

As hardware becomes more mobile and Web technology advances, the cloud concept will undoubtedly rein as the abstract idea that could.

Added Benefit?

Is Google's new social media platform the next über-connector or just a blip in the tech timeline?

story by SPENCER COATES

It could be said that Google is the Wal-Mart of the tech industry. It has the capital to enter any market and smother the competition with its instant name recognition and loyal user base. But even a giant such as Google runs the risk of floundering in the absence of demand as evidenced by Google+, the company's second attempt at capturing the social media market.

If there is any company with the ability to overthrow Mark Zuckerberg's Facebook or Justin Bieber's 13.7+ million Twitter followers, it's Google. But its track record with new projects like this has been mixed.

Gmail has been phenomenally successful since its release in 2004. Similarly, Chrome, Google's Web browser, has been lauded for its speed and functionality, enjoying an alternative browser market share second only to Firefox. Even more stunning is Android, Google's open-source mobile platform, which has rocketed to the top of the podium with 50% of the smart phone market share, double that of Apple's iOS.

On the other hand, Google Buzz, Google+'s predecessor, ended up being little more than a glorified RSS reader rife with privacy concerns. Google Wave was barely a ripple, Google X got the axe after a single day, and Google Fast Flip was a fast flop.

Google+, however, seems to be a much more substantial project than most of its previous ventures. A handful of intriguing features built into Google+ will undoubtedly appeal to the masses.

Plus sets itself apart with its "circles" concept, which allows users to share information with select groups of people instead of inundating their entire network with posts. Facebook has already taken note and begun development of a similar feature in the wake of Google+'s release.

Plus also allows users to start a "hangout," or a multi-person conversation via webcam. Up to 10 people can join a hangout, and, using voice activation, the main video window instinctively switches to whoever is talking, minimizing other hangers-out in video thumbnails below. There is even a new feature that allows for sign language-friendly hangouts, whereby users press a key

to appear in the main video window.

Google claims that, by way of Plus, they hope to "make sharing on the web more like sharing in real life," which certainly sounds like a noble goal. But is it a novel one? Every article online already has share links to Facebook, Twitter, Digg, Tumblr, Reddit, StumbleUpon, and email, so is there really need for another?

One of Google's primary problems is that it can't always get its user base to adopt new services. Numbers don't lie, and cultivating a strong user base is something that Google has struggled with on most of its failed projects. With the buzz surrounding Google Wave, one would have thought it was destined to be the most revolutionary communication tool since the written language, but a lack of users killed any incentive to use the service, leading to the demise of the entire service. Google+ could face the same

fate unless it can rapidly incentivize use.

A recent analysis by Chitika Insights, a company that measures advertising network data, shows that Plus' 40 million users aren't embracing the new social medium. In fact, according

to this study, user activity has been steadily declining, down 70% from peak traffic.

There could, however, be a light at the end of the tunnel. At the Web 2.0 Conference in October, Vic Gundotra, Google's Senior Vice President of social media, announced that 3.4 billion photos have been uploaded since Plus' launch, which may very well indicate a strong, influential core user-base. And then there's the steady addition of features like Google Reader and Google Apps integration, which is certainly a step in the right direction if Google is to compete with the landmark updates Facebook recently implemented.

Google+ is still a young service in the crowded social media pond. Mountain View's best and brightest have a long road ahead if they want to convince users that Plus is more than just one more way to share funny cat videos.





Soundcheck Success

WUTK pumps up their volume with funding and equipment

Story by SARAH WALDRIP

If there's one thing WUTK-FM, 90.3 The Rock has become good at, it's being resourceful. Since its establishment in 1982, WUTK has continued to win awards and break ground in Knoxville radio, and it has gained national recognition from the College Music Journal Awards. Working independently and staying true to its values has helped the station embody the indie spirit of the music it plays, despite the struggle for funding and equipment that all non-commercial stations must confront.

This year, all that honest hard work has paid off, literally, as Dean Mike Wirth of the College of Communications and Information provided the station with funding for station equipment upgrades. With more students wanting to learn audio production and in need of up-to-date facilities, the new equipment is already

giving students and staff opportunities they've never had before.

Station manager Benny Smith explained that one of the main priorities was to replace the station's EAS, or Emergency Alert System, with a digital model that meets the newly mandated FCC digital regulations. The EAS receives important messages, such as severe weather warnings or Amber Alerts, so the station can inform its listeners immediately.

Other priorities focused on upgrading the audio production capabilities of the station, both in the existing radio DJ booth as well as in the now functioning second production room. Smith said that the demand was too great for the one functioning production space, and the wait was getting out of hand for students working on deadlines.

LEFT: On one side of the sound-proof glass, "Campus Capsule" producer John Mallick feeds instructions to the show's new hosts.

RIGHT: Will Warren, a freshman in Journalism and Electronic Media, and Chelsea Fox, a sophomore in Journalism and Electronic Media prepare to read the show's daily news feed.



Now, students are using two new audio boards, three new CD players, and a brand new live remote broadcast box to tackle more assignments and create more original programming on a daily basis. "The audio boards we were using were starting to wear out and not working properly; they were outdated," says Smith, "These new digital boards have a lot more bells and whistles and will allow our students to be more in tune with, or more compatible when stepping out of the station and getting a job at many stations across the country, because they use boards similar to this. It was time we got the new ones."

Extra purchases for the station included many invaluable accessories and small devices in need of replacement, and especially an upgrade to its in-house computer capabilities for archiving, recording and storing audio files. The station can now burn and save

music quicker, produce twice as much original content in a given day, and offer students more flexible schedules and more up-to-date training for their careers.

"Now we have multifaceted capabilities," says WUTK Underwriting Director Jenelle Klussman. "This equipment is cutting edge in the industry, and when everything is said and done, we will be at the top of our technological form as far as radio is concerned in East and Middle Tennessee. That says a lot, and it's obviously been a longtime in the making. It's a blessing for the station and everybody here."

"It's a really big deal for us," says Smith. "We're really excited! It's time to celebrate for us down here, and the future is looking bright!"

2011 RADIO RECOGNITION

Awards and nominations for WUTK-FM, 90.3 The Rock

Voted best radio station by Metro Pulse readers

Top 40 U.S. radio stations in a Paste Magazine poll

Top 10 finalist for the Woodie Awards presented by MTVU

"Biggest Improvement" in the 2011 College Radio Awards, sponsored by the College Music Journal (CMJ)



THIS PHOTO: Left to right, Lauren Wilson, Jondra Darden, Asia Farmer and Kiah Simmons make a fierce karaoke quartet at the CCI Diversity Festival in Circle Park.

in PERFECT harmony

Celebrating its second annual Diversity and Inclusion Week, CCI reminds students of the quiet power of diversity and resounds that if we all sing the same note, there will be no song.

story by CAMI WEBB photos by DOROTHY MONTAGUE

Students occupy nearly every seat in CCI's Scripps Lab Theater, and all eyes and ears are focused on Nadeem Siddiqi, a member of the Muslim Community of Knoxville's Dawah (Outreach) Committee, as he calmly shares his thoughts about cultural differences. Siddiqi's soft-spoken voice resonates with worldly wisdom, as if he's seen it all. "In the moment of failure, be aware of the weaknesses of the heart... Your awareness of that moment will help you transcend it. Turn tolerance into something greater by understanding choices that you make," he says.

Perhaps equally powerful to Siddiqi's words are the collective non-verbal affirmation coming from the other panelists: a male Pentecostal pastor, a Jewish woman, an atheist man and an LGBT Christian pastor. Then again, the "Building Spiritual Communities of Acceptance" panel is just one illustration of the College of Communication and Information's Diversity and Inclusion Week mission: higher consciousness of our commonalities.

"It is our nature to continue to carve ourselves up into little bitty groups," says Siddiqi. "Everyone is the enemy, and it makes it easier to feel included, to feel good, so it's like a crutch. What constitutes a community is almost a plague...but you're really just separating yourself from all of humanity, and at the end of the day, you're not working together. For me, the best community I'm in is as an earthling."

This ever-expanding community of earthlings was the September 19-22 events' foundation, which addressed an array of topics about human interaction focusing on daily themes such as "Exploring Diversity," "Building Relationships," "Strengthening Communities on Campus" and "Expressing Diversity through the Arts." This year's keynote speaker was four-time Olympian Joetta Clark Diggs, president of Joetta Sports and Beyond and executive director of the Joetta Clark Diggs' Sports Foundation. The superstar athlete, well-versed in life's triumphs and defeats, encouraged students to maximize

personal skill sets and blend talent through diverse perspectives that can lead to group success.

“Diversity means giving people the opportunity to be able to have different approaches to solve situations or to make situations better,” Clark Diggs said. “Diversity is not just having a black person or having a white person or having a Hispanic person. It’s about having different people involved and making the situation better because you have different ideas.”

Put another way, stereotypical notions of surface diversity hinders progress. “Political correctness has dampened diversity even though it champions diversity,” says “Building Spiritual Communities of Acceptance” panelist Dr. Jeremy McGinnis, associate pastor at Park West Church of God. “It tends to hide or to shrink back from the differences and say, ‘Let’s not talk about the differences.’ But the beauty is in the differences.”

This notion epitomizes Diversity Week’s mission: to foster a safe forum to discuss our differences so “earthlings” can emerge with a better understanding and respect for each other. “One of our biggest challenges is to open up a true dialogue, not just surface talk,” says Annazette Houston, director of the UT Office of Disability Services and panelist for the September 21 “On Campus Stories of Empowerment” panel. “Spend more time and learn some things....get beyond the surface of things that are taught, it’s a big world out there. There’s more to each one of us than any of us could possibly tell you.”

CCI Director of Diversity and Inclusion Alice Wirth echoes such sentiment and en-

“*Until you get outside your own little cocoon, you will be limited, you will not have understanding and appreciation of all people.*”

- Alice Wirth

courages students to intentionally seek out awareness building experiences. “Until you get outside your own little cocoon, you will be limited, you will not have understanding and appreciation of all people,” says Wirth. “You’ll be narrow-minded and close-minded and not be willing to move forward except in your own world. That can be idealistic, but it’s not the real world.”

CCI organizers brought the real world’s vibrant sense of connectivity through an honest dialogue of cross-cultural competence, including the event’s “Open Forum on Diversity and Inclusion,” moderated by public relations senior Victoria Kisluk and CCI Diversity Student Leaders Society vice president Julian Wright. During the 75-minute session, students posed Big Questions to each other that are often not asked, generating honest and heartfelt recollections of personal experiences. “I loved the safe environment it offered because race is a touchy topic, religion is a touchy topic, especially in the Bible Belt,” said Meredith Bond, a senior in sports management. “I felt very comfortable to say whatever I wanted to say.”

“Until we stop talking about diversity and inclusion, we have work to do,” says Wirth. “If we’re still talking about diversity and inclusion, we’re not there yet.” Anton Reece, director of the UT Student Success Center, says communication is key for de-

veloping diverse viewpoints and eradicating misconceptions. “Talk one on one to create a safe space to ask those questions and be comfortable. You’re going to make mistakes when you’re learning.”

But learning comes in many forms. “Breaking Boundaries Through Music” panelist, Todd Steed, dubbed Knoxville’s “music extraordinaire” by WUTK director Benny Smith, highlighted the significant power music holds when it comes to diversity. “Music is a way in the front door,” said Steed. “A lot of friendships and collaborations were made because music is a safe, exciting way to do it.” In other words, barriers might be more easily overcome through the collective enjoyment of music, which can transcend cultural differences.

“[Music] is a non-threatening venue to discuss some really problematic issues,” says JEM assistant professor and panelist Erin Whiteside. “That’s a way that people might be more open to considering different ideas that challenge their everyday way of thinking.” In addition to relaying thought-provoking messages through creative expression, music is a physical glue. “You can’t disagree with a beat,” says local hip-hop artist and panelist Lane Shuler. “When you get a group of people together, and there’s music, there’s going to be love.”

But beyond the dance floor notion lies the idea of a broader boardroom. And although music unifies while challenging stereotypes and perceptions, the greater good extends to fostering respect within all relationships. “When you get to corporate America, no matter what you think, you cannot do it by yourself, and if you don’t have friends, you’re going to fail,” says Jan Brown, diversity leader at TVA and “Negotiating Workplace Differences” panelist. “You’ve got to open yourself up to what other people have to offer.”

By focusing on what other people can bring to the table, overarching themes of inclusion can benefit productivity and demographics can be better understood. In today’s media industry, such comprehension is critical. “If you’re in journalism, how do you know about the people?” asks Wirth. “What you’ve heard on the news is very limited. You’ve got to open up your horizons, and until you do that, you’re going to



Panelist Nadeem Siddiqi participates in a discussion about spirituality.



CCI students open their minds at the "Breaking Boundaries Through Music" panel.

What does DIVERSITY? mean to you ?

"It's acknowledging who you are, your strengths and weaknesses, and knowing that people are different. But before that there is awareness. And last but not least, it's appreciation."

-Alice Wirth,

CCI Director of Diversity and Inclusion

"Accepting everybody as they are and not who you want them to be."

-Shiela Hawkins, panelist

"Diversity is more than just numbers based on age, race, national origin or other differences. It encompasses people's experiences, talents and personalities. It adds value."

-Jan Brown, panelist.

"It's human respect and dignity and justice and compassion for one another."

-Linda Cox Collier, panelist.

have limited information, no information, or get the information wrong when you do end up communicating and working with other people."

To keep inclusion alive beyond Diversity and Inclusion Week in CCI, Wirth tells students that appreciation is not just acceptance; it's taking on a new attitude. "It isn't simply lip service, it is action. It's changing your own heart..." says Wirth. "You've got to be willing to have understanding and participation and checking yourself continuously as you develop skills. We want variety, we don't want the same old, same old. Diversity and inclusion has to be intentional."

With such a strong purpose, it seems only fitting the week's last event was the CCI Diversity Festival in Circle Park, a final celebration of empowerment, passion

and pride. As students, faculty and staff ate cookout fare grilled by faculty members before the picnic's karaoke sing-off, camaraderie (and a slight drizzle) was in the air. A mish-mash melody of country music, hip-hop and even some show tunes echoed over Circle Park. The scene distilled the very essence of the week's discussions.

Reflecting on the impact of the week, Wirth hopes CCI's Diversity and Inclusion Week will instill a lasting mentality that will one day be the norm. "Hopefully people will give credence to [diversity and inclusion] and understand that in order to build, you can't just dedicate one week to it," says Wirth. "It's a lifelong process, and I think that's what the college is doing."

SCHEDULE HIGHLIGHTS

Monday, September 19

"Everybody Has a Story"
"Understanding Diversity"
Diversity and Inclusion Week Keynote Speaker: Joetta Clark Diggs
"Determined to Reach Your Destiny"

Tuesday, September 20

"Building Spiritual Communities of Acceptance"
"Negotiating Workplace Differences"
"Open Forum on Diversity and Inclusion"

Wednesday, September 21

"On Campus Stories of Empowerment"
"Freedom Riders: The Journey Continues"

Thursday, September 22

"Diversity and Self Expression: The Body as a Canvas"
"Breaking Boundaries Through Music"
CCI Diversity Festival

Best Seats in the House

The few, the chosen, the pressbox spectators.
For professionals in the sports media field,
this Vol vantage point is top-of-the-line.

photos by DOROTHY MONTAGUE
story by EVA POSNER





For the average ticket-holder, the pressbox at gametime might seem eerily quiet at first.

The silent intensity of the media professionals juxtaposes with the muffled but audible cheers of the nearly 90,000 people on the other side of the glass at the November 5 Volunteers homecoming game against Middle Tennessee State University. Sure, this is a college game, but for a seat in this V.I.P. box, you've got to be a pro.

Built to hold hundreds of people and sustain hundreds of broadcasts, the Tom Elam Press Box and John Ward Broadcast Center is a marvel of modern infrastructure.

"This is as good as, if not better than most NFL stadiums," says Rick Maldonado, a member of the Fox Sports South team. "They took their time, listened to what the media needed and implemented it properly. Tennessee understands TV; they make it easy."

Completed in 2008, the press box and broadcast center sits on the 5th floor of the west side skybox at Neyland Stadium and has the wiring and bandwidth to broadcast multiple radio and television signals simultaneously.

Regulars in the 300-person-capacity space include journaists, equipment technicians, coaches, hospitality ambassadors, fiscal plan employees and security personnel, plus the Aramark caterers and buffets of food pre-game and during halftime.

"Every game is different," says Bud Ford, recently retired UT associate athletic director for media relations. "Every media group is different."

Here is Scoop's inside glimpse of the ultimate room with a view.





1. Darren Dunlap of the Knoxville News Sentinel reviews third quarter stats while writing a draft of his story.

2. Journalists reflected in the glass are more than just an illusion of grandeur above the crowd at Neyland Stadium.

3. Tim Berry, Vol Network's chief engineers (in headphones), and Ellen Lister ready the camera equipment for reporter/spotter Brent Hubbs, left, and color analyst Tim Priest, while Sean Hensley, Vol Network/IMG College producer prepares to direct.

4. Pre-game, the Tom Elam Pressbox is stocked with Vols rosters, media kits, statistics sheets and information books.

5. Bob Kesling, Vol Network's Director of Broadcasting and play-by-play announcer, stays organized using a color-coded system to call the game, while Hubbs uses binoculars to view players' numbers and feed information to Kesling.

6. The Daily Beacon writers take in the game from their envy-inspiring perch.



8

7. Forget tipping the maitre de, for media, it's assigned seating.

8. It takes a network village, or at least, seven people. Fox Sports announcers Bob Rathbun and Tim Couch and the crew for Fox Sports South prepares for a 10 second live shot before the second half.

9. So many doors, so little time. Bud Ford shows Tennessee Supreme Court Justice Gary Wade, Chief Press Box Statistician Bill Petty and Coach Jack Ogle of Sevierville the fastest route to their gameday destination.

10. The press box has gadgets galore, ready and willing to fulfill their duty of bringing the game into homes, cars and lawns across the country.

11. Chalk it up to the timelessness of the human touch. Media Relations student Ryan Howard uses his smartphone to receive and then manually post updates of national games. The "Scores of Interest" board is the only part of the original 1962 structure to hang around.



THE BOX SCORES

Security Comand Post	13
Facilities Services	12
Visiting Athletic Director	12
Visiting TV/Video	8
Visiting Radio Network	10
Game Production	15
Public Address	10
Tennessee Television	10
Team Coaches' Video	12
Visiting Coaches	9
Network Television	10
Tennessee Coaches	9
Vol Radio Network	12
Radio #3/ Guest	10
Tennessee Staff/Coaches' family	20
Instant Replay	4
Main Press Media Seating	144
Total Pressbox Seating	320



Karen Brown Dunlap (Ph.D. '82), the 2011 Alumni Professional Achievement Award recipient, and UTK Chancellor Jimmy G. Cheek, at the September 9 alumni board of directors ceremony.

Decorating Dunlap's Devotion

The University of Tennessee-Knoxville celebrates Karen Brown Dunlap's commendable service in both higher education and journalistic training

story by KATHRYN SULLIVAN

“My mission is improving journalism,” says Karen Brown Dunlap (Ph.D. '82), president of the Poynter Institute for Media Studies. “Seeing former students over the years lets me know that my passion for quality journalism is multiplied in their lives, whether they practice the craft or act as informed citizens in other careers.”

Dunlap's guidance and its positive ripple-effect account for her many noteworthy honors, such as UTK's 2011 Alumni Professional Achievement Award, as well as the 2005 CCI Hileman Distinguished Alumni Award. Given Dunlap's stellar experience in educating others toward better understanding the journalism profession, the accolades befit a career of educational service and achievement.

Dunlap spent years as a newspaper writer and reporter and as both a graduate student and college professor. For the last 23 years, she has been affiliated with the Poynter Institute, an organization that helps train journalists and journalism educators. In addition, Dunlap has been a member of CCI's Board of Visitors, of the advisory

group for the School of Communication Studies and served as CCI's commencement speaker. When the University of Tennessee honored Dunlap in September for her years of dedication to journalism education, Dunlap says she accepted the honor with a warm feeling of returning home. “It was inspiring. I am so grateful for it,” she says.

Perhaps this gracious nostalgia is a product of her years as a CCI doctoral student, a time when Dunlap says she truly realized her mission to educate others. Since those years, Dunlap has mentored and shaped the minds of media professionals and academics alike; from Tennessee State University to the University of South Florida, and now, as president of the Poynter Institute for Media Studies in St. Petersburg, Fla. “My relationships with students are an important measure of effectiveness and of service to my mission,” she says. “In the classroom, I've been challenged to teach creatively and I've had the opportunity to learn from students.”

Before Dunlap embarked on her 30-year mission of promoting journalistic excellence, she says her undergraduate aspirations as a

journalism major were markedly different. “By the time I had matured at Michigan State, I had the vision that I was going to be a foreign correspondent, married with seven children and living on a farm.” Dunlap’s plans changed after she moved to Nashville and could not find work in the newspaper industry, but was instead offered (and accepted) a teaching position at Tennessee State University.

Dunlap credits this job for her self-realization that she loved teaching. While working at Tennessee State, she obtained her M.S. in Speech Communication, and from 1975-1985, Dunlap was an assistant professor in communications. It was also at this time that she enrolled as a doctoral student at UT. She eventually left Tennessee State for a full-time assistant professor position at the University of South Florida.

Dunlap’s current teaching takes on a new dimension at the Poynter Institute, an internationally recognized school for journalists, future journalists and teachers of journalism. The institute, composed of approximately 130 faculty members, staff, fellows, advisory board members and affiliates, strives to reinforce the core values of journalism in our ever-expanding technological world. “We are involved in what can be called old school/new school ideas,”

The Poynter Institute was named after Nelson Poynter, who published the St. Petersburg Times and believed improved training for journalists would result in community betterment. In 1975, three years before his death, Poynter founded an institute committed to this idea, and willed the new school controlling stock of his publishing company and newspaper. As president, Dunlap feels it is her responsibility to carry out Nelson’s vision. “The most important things I do are keep the school alive and make sure it stays focused on its mission,” says Dunlap.

A key element of Dunlap’s strategy is faculty focus. “Poynter is a beautiful building, an architectural award winning building,” she says. “But throughout my over 20 years here, I’ve told groups that the real beauty of Poynter is the people.” Dunlap says she concentrates on hiring good people and clearing the way for them to do

their best work. “The best part is these are the people that are fired up with a passion for journalism and a passion for excellence.”

Poynter offers journalists and non-journalists training seminars on its campus, and last fall the institute added an online education program, News University (News U), funded in part by the Knight Foundation, a non-profit organization which funds media innovation. “The idea was that anybody can learn anytime, anywhere with Poynter,” says Dunlap. News U’s more than 250,000 registered users can learn through self-directed courses, group seminars, Webinars, and live online college courses that started in Fall 2011.

In addition to Dunlap’s Poynter role, she says she personally strives to make education more economically feasible, so this alumna contributes money to scholarship funds. “When I went to the University of Tennessee, all I knew was somebody found some money that someone named Bickel had created a scholarship with, and it was helping me go to school when I needed it,” she says.

Dunlap’s personal experience as a working student, wife and mother trying to pay her way through school motivates her to help other students obtain a higher education degree. “I give to the UT College of Communication and Information designating gifts to scholarships for students of color to help increase their representation in journalism and news media,” says Dunlap. Citing diversity as a top priority in her career, she compliments the University of Tennessee and CCI on their efforts to expand diversity and appreciation of diverse communities. “I hope that students graduating are not just technologically adept, but that they graduate with an appreciation of all kinds of cultures,” she says.

This sentiment illustrates why Dunlap exemplifies alumni excellence, and why her educational service runs from the monetary to the philosophical, from the technological to the very practical. As such, her advice to journalism students should come as no surprise: she tells students the three best things they can do are to read, write and report. “The reading will expand your knowledge. It gives you the rhythm to produce a story,” says Dunlap. The writing develops your skills, and the reporting is what you need to do to get out there.”



Learn more about the Poynter Institute
www.poynter.org/

POYNTER FACTS

TRAINING

- Provides highly interactive online and in-person training for media professionals, students and educators.

SCHOLARSHIPS

- Grants scholarships for low-income elementary, middle, high school and college students so they can learn in Poynter programs.

RESOURCES

- Equips students, journalism professionals and the general public with the tools to accurately and effectively report and analyze media sources.

Cultural Credentials

Each summer, groups of CCI students set their sights afar. Take a peek at their terrific travels

story by JUSTIN MILLER

International Communication and the International Workplace in Paris and Brussels

To an international traveler, experiencing cultural differences can be initially awkward, but it's a vital component for someone studying international communications. "This was my first time out of the country and I experienced total culture shock when I arrived," senior in Communication Studies Senwhaa Lim says, "Everything was so different – the people, style, cuisine, and surroundings. It really makes you put the American lifestyle into a different perspective."

"It's always really interesting the first week or so as the students get used to being close to one another on the metro (the Paris subway) – it's a bit uncomfortable," says Associate Professor of Communication Studies Kenneth Levine, who leads the six-week summer course in France and Belgium. "Americans like more personal space and Europeans just don't have that same expectation," says Levine.

Such subtle cultural nuances are key in understanding how to behave within a global work environment. "[The trip] is a good introduction to some of the issues you're going to face working for a multinational or global company because these organizational or interpersonal issues are going to come up everyday," he says.

While in France, students experienced first hand what it's like to work for a brand in a foreign market. Taking part in an independent study, the students performed a communications assessment for Corto, a women's handbag company based in Italy that sells its product in Paris.

Levine says that finding out what leads to unexpected failures and successes all comes down to differences in the way people communicate. "It's not a right or wrong anymore, it's just that people do things differently," he says. "Being aware of those differences makes us better global citizens and more effective in business."



Paris

College of Communication and Information Summer in Cyprus

Studying abroad in Cyprus may pose a challenge for picky eaters. Last summer, 13 Journalism and Electronic Media students experienced the taste-expanding life of a travel journalist firsthand. "Food is always a big part of the trip," says Associate Professor of Journalism and Electronic Media Robert Legg, who leads the excursion to the Mediterranean island every year. In fact, food was such a major focus this year that the students produced a documentary on Meze, a traditional celebratory meal in Cyprus. As part of the "coursework" students dined on octopus, fried crab – shell and all, lamb, a variety of cheeses and snails.

"To their credit, everyone tried a snail," Legg says. "These were big snails, too. They were a little daunting – not the little small guys."

Frequently asked questions about study abroad:

CCI Study Abroad: <http://www.cci.utk.edu/studyabroad>

Who can apply?

Undergraduate and graduate students of any discipline may apply. Applicants must be in good academic standing at an accredited university and at least 18 years old. A diverse student population is a program objective.

Will it cost more?

Yes. However, it's generally not a great deal more. The destination and program chosen helps determine the actual expense. Please refer to the program-specific pages for individual program costs. Many students also do

not realize that their existing financial aid and most of their scholarship money can be applied to approved study abroad programs. There are also additional study abroad scholarships for which students can apply.

How do I apply?

On the application homepage, there is a checklist of everything that students need to do. There are three types of documents: material submissions, signature documents and questionnaires.

But that hardly scratches the surface of the grand meal that consists of 20 to 30 courses and lasts two to three hours. The 30-minute video shows the processes involved in creating individual courses between scenes of the students enjoying the various cultural delicacies. “The documentary gets better every year, this year’s was so good we’re going to submit it to some contests,” says Legg.

Aside from testing their stomach tenacity, the documentary – appropriately entitled *The A-Me-zing Tradition* – provided the perfect learning experience for students on the trip. “I learned a lot about the process of pulling together a documentary – new skills that help equip me as a journalist,” says Rachel Elliott, a junior in JEM. Skills such as lighting a set, operating a camera and using Final Cut Pro were put to use in a “real-time” setting. “I got the opportunity to direct a group and I learned a lot,” Kimberly Miller senior in JEM says of her leadership role. “The practice that came with making the documentary was so much more in-depth than any other production class I’ve taken.”

But beyond the documentary, students tasted other journalistic experiences. Students visit various businesses, in order to understand the differences between American and international journalistic practices. Because Cyprus’ journalism industry is still emerging the country doesn’t yet have regulations similar to our Federal Communications Commission. “There might be one business that owns a radio station,



Cyprus

a TV station, a newspaper and magazines,” says Legg. The island acts as a microcosm, providing a good way for students to examine world issues in a contained space. Students see many of these issues up close on the island, as well as more specific journalistic issues like competition for airwaves. “There is a lot that happens, a lot that [students] learn both about journalism and just what is going on in the world,” Legg says. “It’s funny, because we’re so unique there, almost every year we have a story done about us. So we become a part of the news.”

UTK in Urbino

Forget the beakers and graduated cylinders of conventional “lab” courses, PR majors who studied abroad in Urbino, Italy in July experienced a cultural lab of sorts. “We talk about adjusting to cultural differences in the classroom, and the students *are* adjusting to cultural differences on the trip,” says Associate Professor of Advertising and Public Relations Candace White. “It’s like we’re doing it in a lab setting. It’s not just Powerpoints, it becomes things that they’re doing.”

While in Urbino, students take classes on intercultural communications and international public relations, but the experiences outside the classroom prove to be just as beneficial. “The lessons most applicable to my professional career were learned through communicating with those outside my culture and language,” says public relations senior Shelby Thompson.

When Thompson and others were not in class, they traveled to cities such as Rome and Florence, providing them with a unique cultural experience. “Traveling for weekends throughout Italy, I had to ask for directions, negotiate for hotel rooms and order at restaurants [in another language],” says Thompson. These are particularly valuable skills for someone seeking a career in international public relations. “I feel that the worth of my degree doubled with my study abroad experiences. The trip was far greater than any classroom lesson.”

White emphasizes the value a study abroad experience adds for future employment opportunities. “It looks great on a resume. It shows an employer that you’ve experienced another culture, and that you’re a risk taker, willing to try something new,” says White. “It says a lot about you as a person – that you can function in an

unknown situation.”

Tackling a foreign culture can also build confidence. “Until you do something that’s difficult, you don’t realize how much you’re able to do,” she says. “After you’ve taken a train overnight, in a language you don’t speak, to a place you’ve never been, you feel like you can do anything.”

These aspects of traveling and learning all add up to a once in a lifetime opportunity. “Never again will you be able to travel at such a good time,” Dr. White says. “It’s the perfect blend of a controlled environment where things are taken care of for you, but you still have to get out there and do it yourself.”



Urbino

Communication: The Spice of Life

McCormick & Co. owes more than a dash of its global successes to CEO Alan Wilson. The alumnus moves the company forward with “comprehensive continuous improvement” (or CCI for short)

story by EVA POSNER

Alan D. Wilson’s professional trajectory might not appear typical for a College of Communication and Information alum (’80). He doesn’t work with reporters or social media, doesn’t write press releases or ad campaigns and doesn’t design layouts or produce broadcast content.

Instead, Wilson is the CEO of McCormick & Co., a 122-year-old American spice company that produces products that are mainstays on store shelves and in pantries around the world.

While Wilson’s current position might seem more typical of a business student, the Seneca, S.C. native maintains that this CCI training instilled in him the many communication skills he applies daily. Above all, Wilson says his college experiences gave him the tools to successfully adapt these skills to his manifold work responsibilities.

“A big part of my job is communicating to investors, to employees and to people in the community about what my company stands for, what we do and how we contribute. These are skills I really did pick up at UT,” says Wilson. “My learning to communicate concisely, to the point, and to make points that are valid—that’s a discipline that comes with a communications degree.”

Wilson’s appreciation for such attributes bely his motivated character. He says he chose to attend UT because it was a prominent southern school, as well as one that honored his Army ROTC scholarship. These two qualities are what helped to create Wilson’s most beloved memory.

“My very first football game as a student, I was in the ROTC honor guard responsible for presenting the colors on the field,” says Wilson. “Here I was, this boy from a small town, surrounded by all the traditions of Rocky Top, the Pride of the Southland marching band and 90,000 screaming fans. It was awe-inspiring and overwhelming. I couldn’t have asked for a better experience.”

After graduating from UT, Wilson was commissioned as an officer in the United States Army. As an Army Captain he served domestically, as well as tours of duty in the United Kingdom and Germany. Upon entering the corporate world, Wilson worked for Proctor & Gamble before joining McCormick in 1993, where he gained first hand insight about its operations by holding positions such as President of Tube Products, President of McCormick, Can-



ada, President of US Consumer Foods, President of North America, and President and Chief Operating Officer of McCormick. In 2008, he was promoted to CEO. Wilson’s journey is laudable to say the least.

“As the top executive for one of the largest and best-to-work-for U.S. corporations, Alan Wilson is a master communicator,” says dean Mike Wirth. “His remarkable career as an entrepreneur and business leader underscore the importance and centrality of communication and information in all career field and inspires our students to believe there is no limit to what they can accomplish.”

Having benefited from scholarships himself, Wilson is passionate about giving back to the UT community. “Education makes a difference in peoples lives,” says Wilson. “It opens up lots of possibilities and horizons, and I want to be able to give back for the benefits that I’ve had.” Citing opportunities and helping hands he received, Wilson insists that no one can succeed completely on his or her own.

Wilson says his ability to give back is a large part of how he measures his own personal success. “My father was my hero,” Wilson says. “He spent his life as the minister of small churches. He committed his life to helping people, so that’s what I measure my yardstick against: Am I doing enough to make a difference helping other people?”

Wilson and his wife Wendy have donated three endowed scholarships to UT: one to CCI, one to the College of Business and one to the Debby Shriver Endowment for Student Orientation. In ad-

“If you’re really passionate about what you do, you will always find a way to make a difference, and that’s how you become successful.”

dition, Wilson became the inaugural president of the UTK Alumni Board in 2009 and judged a 2010 contest where AD/PR students created ad campaigns for McCormick & Co.

CCI recognized Alan Wilson’s outstanding accomplishment by awarding him the college’s Donald G. Hileman Distinguished Alumni Award at the May 2011 commencement, placing him with other awardees such as Peyton Manning and John Noble Wilford in CCI legend and lore. At the ceremony, Wilson also delivered the commencement address, a speech full of insights and inspiration.

Wilson cited his lifelong recipe for success as hard work and passion. “Find your passion. You’re able to bring creativity to what you do, you have better ideas, and you are enthusiastic about it and

that enthusiasm breeds success. If you’re really passionate about what you do you will always find a way to make a difference and that’s how you become successful.”

In addition to success, Wilson echoes the importance of utilizing personal skill sets for the greater good. “No individual is in a position to solve all the world’s problems. But in a sense we’ve all got areas around us that we can influence and we can make better. It’s really just defining those areas and setting out to make a difference. I may not be able to solve childhood obesity, but I can create healthy products that taste great. I can’t send all underprivileged children to school, but I can fund a few scholarships and help improve those lives.”

Howell to Tell the Story

Catherine Howell shows the human experience is more important than the story.

story by MELANIE AGEE

As Catherine Howell (B.S./C.S. '05) might tell you, some of life’s greatest challenges happen to an individual outside his or her workspace.

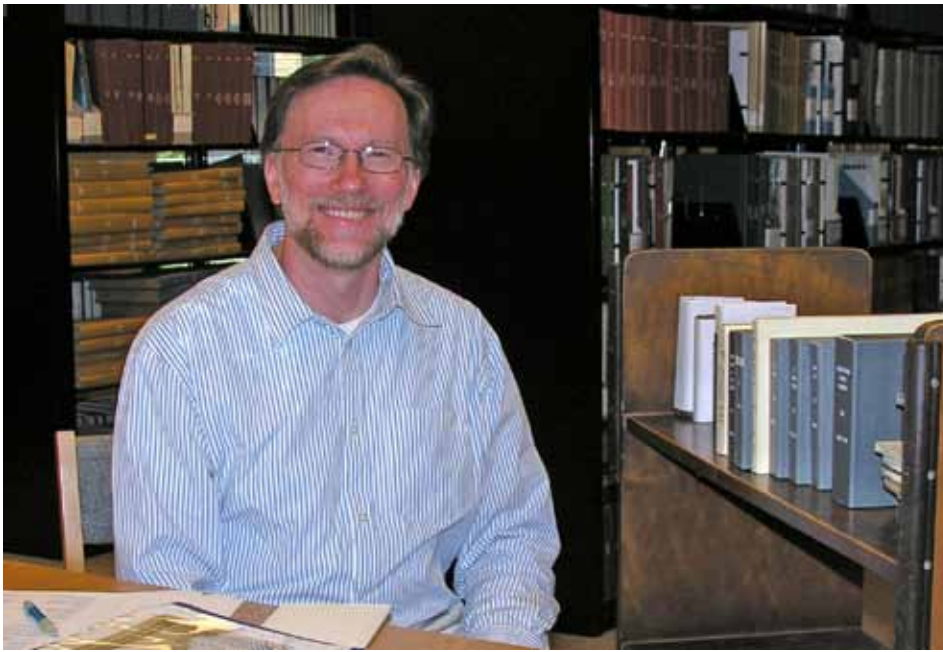
As news director for WIVK- FM 107.7, WOKI-FM 98.7, WN-ML-AM 990, Howell coordinates news coverage, assigns various news stories and plans events such as elections or debates. She also continues to report for the stations as well as fulfill management duties.

Howell says she’s always been interested in radio, but her passion was rooted in news and news writing. Post-college, she wanted a job that would interest and challenge her, and she found that at Citadel, now Cumulus Broadcasting. After working at Citadel for one year, she was promoted to news director, a position that comes with its share of daily challenges.

Howell says her most demanding career assignment yet was covering the 2008 – 2009 trials involving the murder of college students Channon Christian and Chris Newsom. “I’ve covered the case since the beginning, and it was something that was pretty challenging to get through on an emotional level,” says Howell. “Trying to sit through that, and the autopsy photos and being able to continue to do it day in and day out.” And the evidence of her commitment to the case is physically apparent. “I have files and files on it.”



Despite her demonstrated tenacity, Howell says she initially doubted her own ability to succeed in news. “I was a little concerned that I was not cutthroat enough,” says Howell. But as she gained experience in the field, she says she realized journalism is less about digging for scandals and more about reporting humanity. People want to share their experiences, she says, illustrating this belief with an anecdote about the time she interviewed a couple who survived Hurricane Katrina. Howell said she felt “about an inch tall” when she approached them to ask about their personal experience. “But they really wanted to tell their story,” says Howell. “Sometimes just being a good listener is all people



Cultivated Wisdom

Grover Baker (M.S./IS '06) chose an unconventional path to professional harmony that quite literally put him

story by SARAH WALDRIP

The only thing music librarian Grover Baker loves more than his job is music. Which is why, 30 years ago, he enrolled at University of Tennessee sure of one thing: he wanted to be in the Pride of the Southland Marching Band.

“At the time, I didn’t know what I wanted to do. My one ambition was to play in the Pride of the Southland Marching Band. So, that’s about all I accomplished... while I was there the first time,” says Baker, who in 1977 graduated high school in Nashville suburb Goodlettsville, Tenn..

Baker never completed his music degree at UT. Instead he went on to graduate with an undergraduate degree in Church Music on piano from Belmont University in 1992 and a Masters of Church Music in Conducting and Voice from the Southern Baptist Theological Seminary in Louisville, Kentucky in 1995. Baker says he envisioned a career for himself as a music teacher. However, his third and final degree, an MS in Information Sciences, actually allowed him to meld his passion for music with his desire to teach. He took an unconventional path to professional harmony that, literally, put him in the books.

Baker discovered his calling in the music library while working and studying at Belmont University. He spent ten years working at Belmont’s music library and getting classroom experience with the hope of being hired to teach on the collegiate level. However, his boss, Tim Gmeiner, encouraged him to become a professional music librarian. Baker says, “That’s the main reason I took the [Belmont] job, because it was a way to get certified so I could teach, but as I was working and doing that I guess my focus changed. I realized I enjoyed working in the music library. I liked what I was doing.”

With a new sense of direction, Baker returned to UT in 2000 to start earning his MS in Information Sciences. But during the previous decade, Baker acquired a full-time job, a wife and a growing family at home in Franklin, Tenn., while also faithfully playing piano for his church each week. The geographical and familial obstacles made completion of his IS degree difficult. Thankfully, UT offered a unique opportunity that made it possible.

Baker’s graduating class in 2006 was particularly special for CCI and the IS graduate programs. “I was among the first cohorts. We called ourselves the pioneers, that did the entire program via the Internet,” Baker says. “At the time it was really a blessing because

it was the only way I could get the degree. Having the full time job and the family, I couldn’t just uproot and move to Knoxville.” It took him almost six years, but he finished the entire degree despite the distance, using online video technology to interact with teachers and classmates to learn the latest information management possibilities.

Baker’s unique knowledge of music coupled with his new degree made him the ideal candidate for his current job as head librarian at the Center for Popular Music at Middle Tennessee State University in Murfreesboro, Tenn. The IS program equipped him with lots of technological experience as well as cataloguing knowledge that shaped him into a research expert. At MTSU, he is a resource for countless students learning about music while also offering practical skills to help the Center for Popular Music excel beyond any others of its type.

Today, Baker spends the majority of his days helping others navigate their own research. The Center provides students and the public music community with the oldest known researchable collections of texts, recordings and sheet music for the promotion of all research and scholarship in American vernacular music. The Center houses more than 300,000 items, including 10,000 books in the reading room, and to Baker’s delight, at least 5,300 hymnals and songbooks.

“There’s just not anybody out there like us,” Baker explains of the CPM staff. He takes pride and pleasure in what they do, and he’s a willing accomplice on many a musical journey. “It’s an amazing collection, and I really enjoy working with it.”

For more information about the Center for Popular Music:
<http://popmusic.mtsu.edu/>



CCI brings together
scholarship donors
and recipients
to celebrate
student successes



A Night to Remember

story by EVA POSNER

While many people were honoring the end of a long work or school week relaxing at home, a room full of involved CCI students, faculty, alumni and scholarship donors celebrated the gift of higher education. Attendees of the 2nd Annual Scholarship Dinner were dressed to impress, but at the Oct. 14 event the collective sense of support and respect was most dazzling.

The room buzzes with the ambient noise of countless attendees' animated conversations, as people talk at tables with plates of refreshments. It's a feast for the eyes, ears and soul.

Some questions and conversations rise above others. "What is your major? What do you do for a living? What are you doing after graduation? What is your favorite memory of the University of Tennessee?" This type of communication might be considered the dinner's secret recipe.

"This is an opportunity for students to meet the people who are responsible for the scholarships that make their education affordable," says CCI Dean Mike Wirth. "Donors like to see the students who are benefiting from their generosity. We want to provide them a chance to see that they really are changing someone's life."

As the guests are seated in the large banquet room, there is little doubt what university they are honoring. The tables are ablaze with orange and white adornment, candlelight flickers in the mirrors placed under centerpieces of floating daises. It is the perfect backdrop for an evening that celebrates donors and students. Table conversations include topics ranging from past memories to future plans, children to parents, politics to sports and of course, all the different forms of media. Most narratives begin and end with references to UT, illustrating the group's unifying commonality: CCI's significant impact on their lives.

Shelby Thompson, senior in Public Relations, testified to the impact that the donors' generous gifts have on students' college

life. "My parents own their own business and because of that we've felt a lot of pressure in the recent economy and every single dollar really helps them out a lot," says Thompson.

Student speaker Paisleigh Kelley, a junior in Communication Studies and recipient of the Michael Hamrick Scholarship and the Land Ambassador Scholarship, told a similar story in front of over 100 guests.

Kelley recounted her lower-middle class background, with parents working fulltime to make ends meet, leaving Kelley without college funds. She accumulated over \$15,000 worth of student loan debt in her first year alone and without a scholarship, her college career at UT would have been over. "Friends of this great college, although you may not see us regularly, know that we are working for you from the rolling campus of UT," says Kelley. "You are the reason that we can succeed. You are the reason we will be able to communicate about the serious issues facing the nation in years to come."

Keynote speaker Lelan Statom, meteorologist at WTVF in Nashville, CCI Board of Visitors member, and UT alum (CCI, '86), spoke of the many opportunities he took advantage of while at CCI, including serving as news director at WUTK "The Rock" and interning at WVLT. Statom calls such real world training a "value-added education" and challenges the guests to change, adapt, and grow with the communications industry so that they won't be left behind, and reminds them of a responsibility to give back.

"If I had listened to my first news director, who told me I didn't have what it takes—I wouldn't be here now," said Statom. "Study hard, work hard, and when you can, give back to the community that gave you what you have. The torch will soon be yours to bear."

"Donors like to see the students who are benefiting from their generosity. We want to provide them a chance to see that they really are changing someone's life."

-Dean Mike Wirth



Class Act

story and photo by KATHRYN SULLIVAN

Barnes and Noble customers are usually hurrying in and out of the main entrance. However, on Sept. 11, 2011, the store was at a standstill. University of Tennessee PR 370 students, members of UT ROTC and a handful of Barnes and Noble employees joined in a moment of silence in remembrance of the Sept. 11, 2001 terrorist attacks.

Lisa Fall, associate professor of advertising and public relations, dedicated her Fall 2011 PR 370 class to promoting and raising money for Tuesday's Children, an organization that supports the families of 9/11 and others impacted by global terrorism.

The class kicked off the three-month project on September 1 as part of UT's "Ready for the World" theme, an initiative for promoting intercultural awareness and knowledge. Focusing on just

Touched by the poignancy of Legacy Letters, Dr. Lisa Fall dedicates her class to helping the cause.

one facet of the program, Fall's class centered around "Rock the World," a portion of "Ready for the World" that looks at how the UT family is giving back to the local community and the world.

"I think my students were very grateful for the experience they're getting this semester, in that aspect of the 9/11 theme. I feel like maybe it was their way to do something to honor the tenth anniversary," said Fall. On September 11, the entire PR class partnered with Barnes and Noble for the event to honor the tenth anniversary of the terrorist attacks.

"It's basically wanting to broaden students' horizons, make them think outside the box and realize there's more to life than just this small orange campus. I try in all my classes, because of what public relations is, for them to give back," said Fall.



SNAPSHOT!

Meet and Greet

For CCI junior and senior students preparing for graduation, the CCI Job and Internship Fair is the first dip into the job market pool. The Oct. 26, 2011 event brought 51 employers to the University Center to greet and accept resumes from the 268 students that attended. Ellison Beard, a senior in journalism and electronic media, says, "I was nervous meeting potential employers, but the job fair helped to get my resume out."

-story by MELANIE AGEE, photo provided by CCI

For information about Hire-a-Vol: <http://www.career.utk.edu>

Vision Quest

CCI's pursuit to become a Top 25 Public Research University offers rewards beyond recognition

story by ELIJAH HERINGTON

After the governor challenged the University of Tennessee to become a Top 25 public research university in January of 2010, Provost Susan Martin under the direction of Chancellor Jimmy Cheek responded with a proactive strategy – Vol Vision 2015: The Pursuit of the Top 25.

The Vol Vision action plan focuses on areas with room to improve such as undergraduate and graduate education, research and faculty, as well as infrastructure and resources. Specific points of foci include increasing retention rates both of students and faculty, strengthening the university's capacity for research and improving its fiscal health.

Nearly two years into the challenge, the metrics indicate gains in some of these areas, specifically those pertinent to the College of Communication and Information. Dean Mike Wirth believes CCI has already taken important steps in undergraduate education: in addition to increasing the number of undergraduate advisors available to its students, efforts are also underway to increase the availability of required courses.

“As a college, we are working to identify our bottleneck courses and then adding sections to courses as needed to allow students to graduate quicker,” says Wirth.

Alongside the improved traffic flow of CCI courses, some programs have introduced new courses to address emerging technological realities. Wirth cites journalism and electronic media's string of 200 level courses (Media Writing, Media Reporting and

Visual Communication) as an example of how students gain practical knowledge through multiplatform writing and visual communication.

However, other aspects of the action plan, such as improving the quality of graduate education, producing top-of-the-line research and retaining prominent faculty members, in part, rely on the amount of funding flowing in through CCI's half of Circle Park. Reaching the Top 25 research goal depends on both state and outside funding revenue, budgetary matters are always a consideration.

“Part of that (Top 25) benchmark is to increase the number of PhD and masters students which will require more scholarships and graduate assistanships,” says Andrew Shafer, UT Foundation director of development for CCI. To this, Wirth adds that expansion in graduate programs will require more resources. Although money may not be able to buy happiness, it does obviously play an important role in the development and sustenance of a top university.

While many programs aspire to become a Top 25 public research university, both Wirth and Shafer cite the robust competition as a long-term benefit for CCI. “We may never get there, but in the process of improving our undergraduate experience, our graduate experience and our graduate programs and improving what we are doing from a research point of view we will improve our reputation,” says Wirth.

As Chancellor Cheek explained to Board of Trustees last July, “The journey we take is just as important as achieving the goal.”

Campaign for Tennessee Update

Since January 1, 2005, UT has been engaged in its largest, most comprehensive development campaign in its storied history. Thanks in large part to the support from each one of you, UT and CCI are proud to proclaim that goals have been obtained and surpassed. The college has successfully raised \$11 million and the university has surpassed its \$1 billion goal through the end of the Campaign for Tennessee on 12.31.11! As with all campaigns, for any cause, there are funding priorities and transformational opportunities still on the table. This will serve as our guide map for the future. Thank you again for your support and visit www.utfi.org or cci.utk.edu for more information on how you can invest in the future of CCI.

-Andrew Shafer
Director of Development, UT Foundation

UT KNOXVILLE EXECUTIVE COMMITTEE LEADERSHIP REPORT

Final Campaign Total: \$504,264,254

COLLEGE	WORKING GOAL	PROGRESS	% GOAL ACHIEVED
Architecture & Design	\$6,000,000	\$4,909,810	81.8%
Arts & Sciences	\$60,000,000	\$77,832,817	129.7%
Business	\$80,000,000	\$122,111,336	152.6%
Communication	\$10,000,000	\$11,067,000	110.7%
Education, H&HS	\$20,000,000	\$26,587,836	132.9%
Engineering	\$75,000,000	\$93,214,421	124.3%
Law	\$15,000,000	\$15,536,660	103.6%
Libraries	\$15,000,000	\$12,858,947	85.7%
Nursing	\$4,000,000	\$7,880,579	197.0%
Social Work	\$5,000,000	\$5,213,772	104.3%
Campus Wide	\$110,000,000	\$127,051,077	115.5%
TOTAL	\$400,000,000	\$504,264,254	126.1%

Celebrating success and a tradition of excellence

The historic Campaign for Tennessee, the most ambitious fundraising effort in the 216-year history of the university, was completed on December 31, 2011. Across all four campuses, the University of Tennessee raised more than \$1.3 billion and became one of only 28 public universities to surpass the \$1 billion threshold. Of this total, the University of Tennessee at Knoxville raised \$860,319,555. Thanks to you, our loyal alumni and friends, the College of Communication and Information successfully met and surpassed our campaign goal of \$10 million by raising more than \$11 million.

Thank you for being a friend and supporter of the College. The following list recognizes those donors whose annual gifts were received and processed by the University of Tennessee or the UT Foundation during the fiscal year 2011, running from July 1, 2010, through June 30, 2011.

Although every effort has been made to ensure the accuracy and completeness of our record of contributors, the following list may contain errors or omissions. Please help us make our records accurate by contacting us with any corrections or questions at: ccidevelopment@utk.edu.

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\$100,000 - \$499,000

Scripps Howard Foundation

\$25,000 - \$49,999

Dr. John W. & Dr. Cynthia A. Haas

Ms. Shelley A. McCoy

Mr. Alan D. & Mrs. Wendy Wilson

\$10,000 - \$24,999

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Mr. Stephen F. & Mrs. Nancy L. Land

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\$5,000 - \$9,999

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CLASS NOTES

ADV: Advertising
C&I: Communication & Information
CS: Communication Studies
IS: Information Sciences
JEM: Journalism & Electronic Media
PR: Public Relations

1965

Fred Jones (BS/JEM): Now retired from advertising/marketing management at Christian Board of Publication and Chalice Press, publishing units of the Christian Church (Disciples of Christ) and also from part-time advertising sales work at DisciplesWorld, formerly published in Indianapolis, IN for the same church denomination.

1967

Bill Norton (BS/JEM) recently retired from The Augusta (Ga.) Chronicle, where he had most recently served as community news editor. His other positions during more than 16 years at The Chronicle included city editor, weekend editor and day news editor. Before joining The Chronicle in 1995 he spent 19 years at The Courier-Journal in Louisville, Ky., where he was a copy editor, associate editor of the Sunday magazine and assistant business editor. He also worked as an editor and reporter at the Nashville Banner from 1971 to 1975.

1972

Richard Robyn (BS/JEM): Kent State University, Professor and Director, Washington Program in National Issues. Teaches political science and directs Kent State University's academic program in Washington, DC. Received KSU's Outstanding Teaching Award for 2010.

Debra Burtis Harris (BS/JEM): Herbert Hoover Boys & Girls Club, Vice President, Operations.

1981

Michael Campbell (BS/ADV): Scripps Networks Interactive, Senior Project Manager. Manages several high profile teams that are focused on projects ranging from the development of a co-viewing mobile app for HGTV, the redesign of the interactive content datawarehouse for Business Intelligence and an initiative to improve the surfacing of Food Network content through the introduction of enhanced ontological best practices. Holds an

MBA and an MS in Applied Information Management from the University of Oregon and a PMP certification from the Project Management Institute.

1991

Brian Williams (BS/JEM): Fidelity Investments, Sr. Director - Client Services. Promoted to Sr. Director of Client Services for Fidelity Investments' Inbound Document Processing unit based in Covington, KY.

1994

Jacinda Butcher (BS/JEM): Community Health Systems, Receptionist

Lisa Baker (MS/IS): Methodist Le Bonheur Healthcare, Instructional Designer

Amanda Gilreath-Eaton (BS/JEM): Carolina Inspection Services, Vice President

Christopher Jay Ingrum (BA/Speech Communication): Phillips &

Ingrum, Associate Attorney, practicing alongside his father, Robert G. Ingrum, and his long-time business partner, John R. Phillips, Jr.

1995

Stacy Ellison (BS/JEM): WKYT-TV, morning co-anchor for 27 Newsfirst This Morning on WKYT, the CBS affiliate in Lexington, Kentucky; Also anchors the Fox 56 Morning Edition from 7-8 a.m. weekdays for WDKY, Lexington's Fox affiliate. Since taking the position in 2007, viewership has increased close to 30%. Co-anchors shows with legend in the Lexington television market, Bill Bryant.

1996

Mark Nagi (MS/C&I): TDOT, Community Relations Officer, Region 1

1998

Andreas Bardill (BA/Speech Communication) : ESPN, Technical Director

1999

Linda Corriveau (BS/JEM): Plymouth State University, Coordinator for the Community Service Center. Recently received Master's Degree in Heritage Studies with a concentration in Historical Preservation from Plymouth State University, Plymouth, New Hampshire.

Jennifer Stone (Jennifer Ludwig) (BS/JEM): Cigna Healthcare, Operations Manager

2000

Stacy Wene (Stacy Meyer) (BS/ADV): Sharefax Credit Union, Inc., Marketing Manager. She and husband (Dave) welcomed their first child, Bryson Elizabeth, on 10/10/10.

Amy Hendricks (Renner) (BS/JEM): Ogden, Utah. Promoted to editor-in-chief of Weber State University Magazine.

Cara Sievers (Cara Polinski) (BS/JEM): Pinnacle Airlines Corp., Corporate Communications

James Glover (BA/Speech Communication): CBS Talk Show: The Talk (http://www.cbs.com/daytime/the_talk/), Producer. Produced two seasons of FOX' "Judge Alex" and CBS' "The Talk" Anderson (Anderson Cooper's Talk Show) Signed 3-year deal with "The Talk" as the producer for celebrity guests and musical acts. In October 2011, signed a deal with Telepictures for a position as Producer for Anderson Cooper's nationally televised talk show, "Anderson"

2001

Christopher McEntee (BS/ADV): Evolve Design Group, Director of Interactive Services. Evolve Design Group is one of Orlando's leading advertising agencies, which specializes in online campaign development, website design, social media, application development and mobile solutions.

2002

Erin Freeman (Erin Rebecca Burns) (BS/JEM): EBF Communications, an affiliate of SRW & Associates, Owner. In November 2010, EBF Communications joined SRW & Associates as an independent, public relations affiliate. EBF's clients have included Cirque du Soleil, Comcast, Sweet CeCe's Frozen Yogurt & Treats, Casa de Sara and East Tennessee Quality Growth. Freeman was formerly the Director of Communications at the Knoxville Tourism & Sports Corporation.

2003 & 2007

Chloe Kennedy (Chloe White) (BS/JEM, MS/C&I): Maryville College, News and New Media Writer

2006

Stephanie Frost (Stephanie Morrison) (BS/JEM): Wheeler Broadcasting, Marketing Consultant. Since February, worked as a Marketing Consultant for Wheeler Broadcasting (94.9 Star Country / WSLC-FM) in Roanoke, VA.

2008

Margaret Sacchet (BS/JEM): Stockton Ports Baseball Team, Community Relations Manager

Nicholas Miller (BS/JEM): Dallas-Deposition.com, Legal Videographer. Moved to Dallas, TX in 2009 and worked as a legal videographer and web designer for a small firm. Started photobooth company with roommates that entertains at weddings and birthday parties. Both companies continue to grow.

Meredith Thomas (McDowell) (BS/PR): Cumberland University, Alumni Relations Coordinator

2010

Jessica Gertler (BS/JEM): WAKA-TV, Reporter

Edward Tucker Millard (BA/CS): W Squared, Technical Specialist

2011

Zac Ellis (BS/JEM): Sports Illustrated (Time, Inc.) Associate Producer, SI.com



Digital dialogue: Tuning in to what we're turning on

Like it or not, you've probably experienced some sort of haranguing over the insatiable evil that is social media. Privacy this or vulnerability that – don't you know that the entire world can see your depravity? For those of you tempted to stop reading thinking, "not another one of these brain-dead defenses," maybe you've heard – give it a rest; this is my way to connect.

Whatever your take is, it's unlikely that your opponent will soon understand the "reality" of social media. Rather than filling already-overloaded comment boards with more grouchy soliloquies of why you are right, maybe the time has come to ask: why are we so obsessed with who is right and who is wrong about social media? Perhaps rather than fearing the media itself we are simply, once again, projecting our age-old fears of communicating onto a new target.

Let's face it; social media is not the first medium of communication to undergo such vitriolic debate. The telephone, radio, and television all met with their own forms of opposition upon inception. The inventor of early radio's audion tube, Lee De Forest, lamented the abomination of a media he himself helped to create. Dr. Ed Caudill, professor of Journalism and Electronic Media, attributes this to our inability to ever completely understand media. "We don't understand the media, we never do, we never have."

"We have these ideas of what some kind of media will do, but it's the unintended consequences that people are fearful of," he says. Do the unintended consequences hide within the medium or rather our attempts to use the medium for communication?

John Durham Peters attempted to explain humanity's communication problem in his book, *Speaking into the Air*. "Communication is a risky adventure without guarantees," he wrote. "Any kind of effort to make linkage via signs is a gamble, on whatever scale it occurs." He was not alone in his thoughts. Prominent 20th century

social theorist, Erving Goffman, alludes to a similar concept of inconsistent communication in his, *The Presentation of Self in Everyday Life*. According to Goffman we all wear a protective mask, presenting ourselves to social standards, which in turn inhibit the actual communication of self.

Popular culture agrees with these two. Kafka's, *The Metamorphosis*, Woolfe's, *To the Lighthouse* and to some extent Shelly's, *Frankenstein* all mimic life's inability to fully express self – to efficiently communicate.

Now, you are probably not alone in wondering where this is going. The basic idea is that technology may not be the heart of the issue – perhaps we are. Or at least that is what Communication Studies assistant professor, Dr. Michael Kotowski would argue. "Everybody is talking about social media because it's new it's hot, well relatively new," he says. "I guarantee people were having the same conversation about the telephone when it first came out. The only thing that's in common is us. Humans!"

So, if humanity is at fault what is it about social media that draws out our venom? The novelty, availability or possibly the traceability? What about a bit of everything.

People need to communicate. People will always strive to communicate with each other. It's required of us as human beings and the new media technology is just another outlet and medium to carry out a basic need of human beings, says Dr. Michael Palenchar, Public Relations Associate Professor.

Still in the early throws of an unpredictable adolescence, guessing at absolute positives or absolute negatives of the new media can only complicate matters. Would you do the same to a human youth?

-Elijah Herington

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