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Circle Park News

Communication and Information

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3-2011

## Circle Park News March 2011

College of Communication and Information

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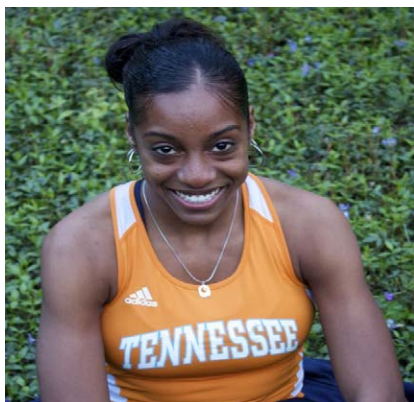


MARCH 2011

**COLLEGE NEWS**

**CCI REACHES \$10 MILLION FUNDRAISING GOAL!  
CAN'T MAKE THE PARTY? VIEW THE [WEBCAST OF THE CELEBRATION!](#) + [read more](#)**

**LADY VOLS TRACK STAR MAKES HEADLINES, HOPES FOR BYLINES**



Chanelle Price's track career didn't exactly get off to a perfect start. When she was just nine, the now JEM junior and Lady Vols record holder in the 800 meters, won her race but was disqualified for mouthing off. "I sat down on the track and made the referees drag me off," she says. "Literally, they had to grab my arms and legs. I'll

never live it down." + [read more](#)

**DIVERSITY GETS ELECTRIC**

What do the theme from "Aladdin," barbeque, an inspiring keynote speaker, an auction and the Electric and Cha Cha Slides have in common? All were the eclectic components of CCI's annual Experience Diversity Banquet held on Feb. 25 at the Bearden Banquet Hall in Knoxville. Always a key event on the CCI calendar, the night kicked off with an interpretive dance number to "A Whole New World" (the "Aladdin" theme) performed by



**\$10M GOAL HAS BEEN REACHED!**

**CAMPAIGN PRIORITIES**

- Faculty support including faculty chairs and professorships
- Scholarships/fellowships
- A diversity program endowment
- Study abroad/internationalization programs
- A WUTK endowment
- The College Fund

**UPCOMING EVENTS**

- **April 1, 2011** Spring BOV Meeting
- **April 1, 2011** CCI Auditorium Dedication
- **April 7, 2011** Bi-Annual Ph.D Professional Development Workshop
- **April 13, 2011** ALA Spectrum Scholarship Fundraiser

**RECENT GRAD?**

Congratulations and



members of the Diversity Student Leaders Society. [+ read more](#)

## FACULTY AND RESEARCH

### TAKE ME TO YOUR RESEARCH: ANNUAL SYMPOSIUM TURNS 33



Scholars from around the country made their way to Knoxville for CCI's annual research symposium on Feb. 25. This year, the 33rd installment of the program carried the theme of "Science Communication and Information Research." [+ read more](#)

### HELP WANTED! TAKE THIS ADVERTISING SURVEY. PLEASE?

What professional magazines or academic articles do you read to find up to the minute information about the advertising industry? We would love to know! If you're a graduate of the CCI Advertising program, please fill out the survey. It will take only a few minutes to complete. [Go to survey.](#)

## ALUMNI & FRIENDS

### ED PATTERSON ESTABLISHES LECTURE SERIES ON THE POWER OF NEW MEDIA



In late 2008, Ed Patterson learned the true power – and potential – of new media. While working in Atlanta as an executive with the powerhouse PR firm, Edelman, a client who made baby products came under withering attacks for a defective item. The negative bombardment wasn't caused by the New York Times or CNN, but rather a network of "mommy bloggers" who posted and linked to each other's sites, setting the baby web landscape on fire. [+ read more](#)

### BOARD OF VISITORS SPOTLIGHT: RON HARR '76

Ron Harr earned a B.S. degree in Communications from UT in 1976. He is currently the Senior Vice President for Human Resources and Public

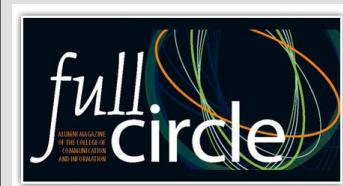
welcome to the ranks of CCI alumni! Please stay in touch and let us know how you're doing. Click [here](#) to update your information.



UPDATE YOUR INFORMATION



SCOOP





Affairs for Blue Cross Blue Shield of Tennessee. Based in Chattanooga, Harr and his wife Linda have two children: Ginny, an architect in New York City, and Betsy who just graduated from UTK with a Business degree. He also enjoys sailing and photography. [+ read more](#)

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### FIVE THINGS TO KNOW ABOUT YOUR iPad



by **Jim Stovall, Edward Meeman Distinguished Professor, School of Journalism and Electronic Media**

Many of us techno-luddites (people who try to keep up but still long for the days of Mergenthaler typesetters) have heard dazzling reviews about Apple's iPad and now the iPad2. It's the greatest thing since sliced bread, we are told. It's going to save journalism (maybe). It's going to replace books (well, we'll see). It's going to...ok, you get the idea. [+ read more](#)



The University of Tennessee, Knoxville | College of Communication & Information

432 Communications | 1345 Circle Park Drive | Knoxville, TN 37996-0332

Phone: 865.974.7073 | Fax: 865.974.4967

Website: [cci.utk.edu](http://cci.utk.edu) | Email: [ccidevelopment@utk.edu](mailto:ccidevelopment@utk.edu)

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