Circle Park News March 2011

College of Communication and Information

Follow this and additional works at: https://trace.tennessee.edu/utk-circleparknews

Part of the Communication Commons

Recommended Citation

This Newsletter is brought to you for free and open access by the Communication and Information at TRACE: Tennessee Research and Creative Exchange. It has been accepted for inclusion in Circle Park News by an authorized administrator of TRACE: Tennessee Research and Creative Exchange. For more information, please contact trace@utk.edu.
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...
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
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

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