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College of Communication and Information

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UT SOCIAL MEDIA WEEK ROCKS

On April 25 and 26, an impressive collection of subject matter experts from around the country assembled in Knoxville for UT’s first Social Media Week presented by CCI’s School of Advertising and Public Relations & Dell. Keynote speaker, Adam Brown (BS/AdvPR ’94), executive director of social media for Dell, provided attendees and the web audience with return on investment (ROI) road maps for successfully utilizing social media strategies. + read more

SCRIPPS NETWORKS INTERACTIVE CEO DELIVERS CCI COMMENCEMENT ADDRESS

Ken Lowe, chairman, president and CEO of Scripps Networks Interactive, Inc., delivered CCI’s commencement address on Thursday May 10. He inspired the graduates by sharing insights gained from his professional career including the creation of HGTV (Home & Garden Television). + read more
SUMMITT GRADUATES SUMMA CUM LAUDE

Tyler Summitt, son of legendary Coach Pat Summitt, graduated from CCI's School of Communication Studies Summa Cum Laude with a bachelor of arts in only three years. Graduating in a compressed time frame is tough enough, but to do it with high honors while dealing with the added stress associated with his mother's well documented struggle with early onset Alzheimer's is a remarkable achievement.

GIVING BACK EVEN WHEN IT'S HARD

Tragedy struck the CCI family in 2005 when CCI Board of Visitors member Mike Hamrick (BS / CS ’93) passed away only eighteen days after he had been married. To honor his memory and ensure that his legacy and love of UT and CCI’s School of Communication Studies would live on, Hamrick’s parents, Ken and Dianne Hamrick have continued to grow and nurture the scholarship fund their son established just prior to his premature death.

A DEVELOPING STORY – PART II

Cultivated Wisdom - Grover Baker chose an unconventional path to professional harmony – that
Since 2008, the state of Tennessee has reduced UT Knoxville's funding by more than 30%. This represents a loss of more than $54 million for the UTK budget. Alumni and friends of the College of Communication and Information have the power to help cover some of this short fall by taking advantage of their company’s matching gift program. + read more

FIVE TIPS FOR COMMUNICATING YOUR MESSAGE THROUGH 3-DIMENSIONAL BRANDING

Virginia Kupritz, professor in the School of Communication Studies and an expert on the impact of architectural design on workplace performance and branding, offers the following timely tips for communicating your message through 3-dimensional branding. + read more