



University of Tennessee, Knoxville  
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Circle Park News

Communication and Information

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5-12-2012

## Circle Park News May/June 2012

College of Communication and Information

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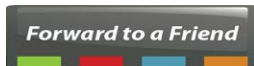
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## May/June Circle Park News

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MAY/JUNE 2012

### COLLEGE NEWS

#### 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](#)



#### CONTINUING PRIORITIES

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



#### UPCOMING EVENTS

- **August 22**, Fall Semester Begins

**NEW EMAIL, MOVE, NEW JOB, RECENT GRAD?**

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### 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. [+ read more](#)

### 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. [+ read more](#)

### A DEVELOPING STORY – PART II

update your information.

**UPDATE YOUR INFORMATION**



# SCOOP



SO, WHAT'S IN THIS ISSUE OF **SCOOP?**

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](#)

*literally put him in the books.*

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



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