

# SCOOP

Magazine

SPRING 2013

**INSIDE:**  
Jesse Smithey,  
real-time  
#sportsreporter  
+  
Hoda and  
Kathie Lee  
visit UTK!

## SUMMER MUSIC!

Fest like the best  
with this dude's  
packing tips

This issue has more apps  
than a happy hour.



A photograph of three people walking on a paved path outdoors. On the left, a young man with blonde hair, wearing an orange polo shirt and khaki pants, carries a green backpack and holds a green water bottle. In the center, a man in a yellow long-sleeved shirt and dark blue trousers walks with a slight smile. On the right, a woman with dark hair and glasses, wearing a teal top and a white cardigan, carries a black bag. The background is filled with trees with yellow and green autumn foliage.

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### DEPARTMENT EDITORS

Heath Dunkel

Michele Martin

Adelaide Thornton

### DESIGNERS

Emily DeLanzo

Mary Beth Wilk

### PHOTO EDITORS

Xiaopeng Bao, Maggie Sharbel

### EDITORIAL DIRECTOR

Dr. Elizabeth Hendrickson



## SCOOP Editorial Philosophy

Scoop magazine is a magazine made for College of Communication and Information alumni, students and faculty 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 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. We are motivated by our mission 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.

For more information about SCOOP  
or for advertising, contact:

Dr. ELIZABETH HENDRICKSON

Phone: (865) 974-4452

E-mail: EHENDRI2@UTK.EDU

333 Communications Building  
Knoxville, TN 37996-0333



“The Durex rings were sent to me for a sex story—I receive a constant flood of random products, ranging from sex toys to barbecue gear to supplements. One company even sends me a weekly erotic novel! You’ll see the collection on my shelf—I have everything from cowboy erotica to ‘spanking stories.’ It’s hilarious.”

“That’s a Bengay minifridge. Bengay was pushing some sort of massage cream you store in the freezer, so the PR team sent it to me in that little fridge. I keep my yogurt in there—and will eventually give it to my niece for her American Girl doll!”

“The stack of books behind me is the ‘Eat This, Not That!’ series. I manage ETNT social media. You may notice my cassette tape recorder next to it. I’m old school.”

“This is the prequel to my book coming out later this year or early next. I’m writing what’s essentially an encyclopedia of weight loss—it’s everything you need to know about losing weight, with practical tips for achieving your goals and overcoming your weight loss obstacles, whether physical or mental. The stack of papers on my desk is research for just one feature story.”

“Every morning, while I schedule ‘Eat This, Not That!’ tweets, I drink Strawberry Crystal Light Energy—it’s my version of coffee—eat a fiber chew and take my gummy vitamins. It’s the only way I’ll remember to do it.”

## Roberson’s healthy attitude

You won’t catch this Men’s Health editor with Twinkie wrappers on her desk.

Written by Jessica Campbell

Laura Roberson (JEM, 2009) fell in love with “Men’s Health” five years ago, when she worked as an intern at West Town Mall’s GNC. Now, she’s an associate editor and has interviewed “everyone from Kendra Wilkinson to a scientist who studies chicken bones—seriously.”

Roberson says working in a male-dominated office since leaving Tennessee changed her—but only for the better. “It has actually improved my dating life!” she says. “I’ve learned so much about how men work: what motivates them, unnerves them, makes them feel appreciated. It’s also made me a more proficient communicator—as I’ve come to understand men more, I’ve learned how to communicate with them more effectively.”

“Men’s Health” is the number one men’s magazine on newsstands, with nearly twice the sales of “Maxim.” Its “Eat This, Not That!” book series has sold millions of copies, and part of Roberson’s job is to manage social media for the wildly successful weight-loss guide. The magazine’s digital edition has a staff of 13 men and eight women.

As a minority in the office, Roberson makes sure her male co-workers understand how members of the opposite sex perceive their behavior. “As a female in a male-dominated office, I’m often able to point out things about our readers that the male editors may not realize. Who better to give men advice about women than women?” Who, indeed.



# Grey day on campus

Who knew that a little novel about kinky sex by a no-name author could sell millions of copies?

Written by Jessica Campbell

Submission and a Washington State University-Vancouver student provide the framework for the blush-worthy best seller “Fifty Shades of Grey.” Written by E.L. James, a mother of two, the first book was so popular James penned a trilogy. The novels have sold more than 25 million copies since being released by Vintage in April.

What’s more, the books ignited a national craze for what some may call soft porn, the flames of which can be felt even here on the University of Tennessee’s campus. If you’re a female student, chances are you’ve read them or you know someone who has (and there’s a high probability that someone is your mother).

So what’s the fuss? Morgan Neal (PR, 2012) says the characters in the book create a story that is impossible to put down. “I read all three books in three days,” she says. “It was less about the sex for me and more about the characters. They are so well-written.”

While Neal’s “well-written” characterization might be up for debate (the trilogy has received notoriously poor reviews), there is no doubt that the tales, centered on a submissive/dominant relationship between a college-aged woman and a handsome billionaire, have millions of readers locked under their spell.

Sable Massingill (PR, 2013) read the first novel and has the second waiting on her iPad. At first, Massingill was sure she would have to finish all three.

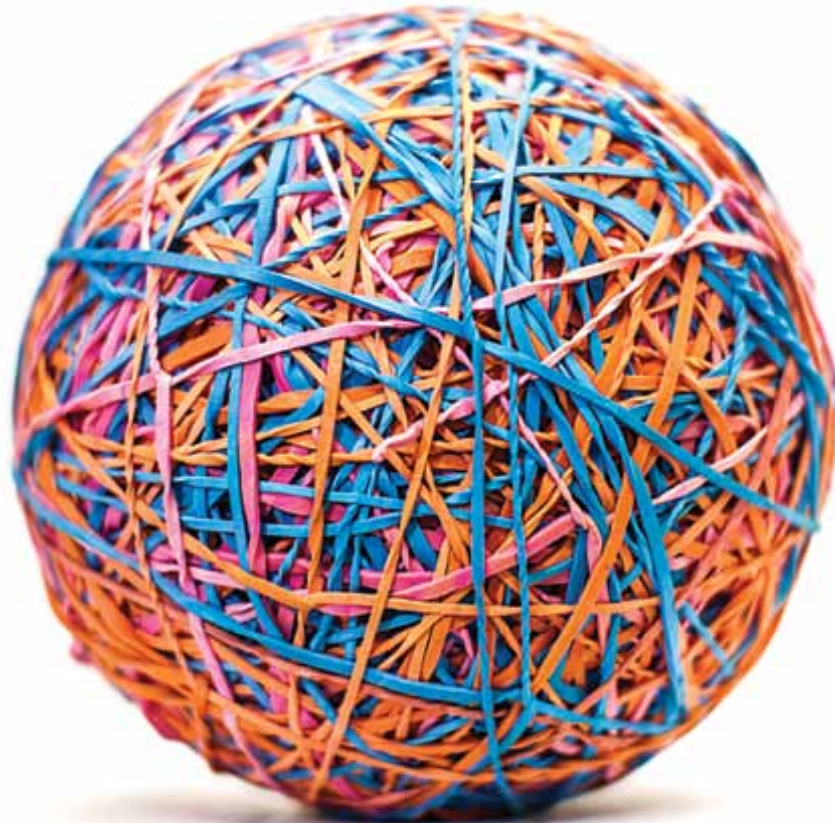
“It’s so appealing to college girls because it’s the first of its kind in our generation,” she says. “It’s different than, say, the ‘Twilight’ series in that girls think ‘this could happen to me,’” she says. “It’s still fantasy, but more realistic.”

Neal thinks the story appeals to college women because its taboos remain safely within the confines of its pages. “For the more modest females, it feels almost like a rebellion. It’s a safe way, especially if you have a Kindle, to have a little danger or naughtiness in your life, without having to actually do anything wrong.”

However, some women dislike the use of a submissive female lead. Kirby Reilly (PR, 2013) takes issue with the relationship between main characters Anastasia Steele and Christian Grey. “My mom was reading it, everyone was reading it, and all I heard was that this girl was being dominated by a man,” she says. “I’m no hardcore feminist, but I don’t agree that a woman should be a man’s submissive, in fantasy or reality.”

The “Fifty Shades” phenomenon scored a movie deal from Universal in March 2012, and talk surrounding it continues to grow. But Reilly has some advice for Anastasia. “To the main girl character in that book: grow a pair.”

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## Fit for summer fests: What's in his backpack?

Written by Adelaide Thornton

Picture this: 100,000 people surround you, gently jostling each other to lay claim to a foot of space to call their own for a few hours. The music begins and the crowd roars, and your neighbors start dancing, singing and above all, smiling. For hours, the sun beats down on your back, and then it's gone, replaced by the night breeze. Eventually, the music stops for the night, and you, now chilly and dead tired, must sleep to prepare for the next day's music festival experience.

From Coachella Valley Music and Arts Annual Festival on the West Coast to Ultra Music Festival in Miami, music festivals across North America attract spectators who travel hundreds, even thousands of miles to fields, parks, canyons or beaches to hear their favorite musicians and artists.

Jeremy Mattingly (PR, 2014) has attended festivals including Bonnaroo, Wakarusa and Camp Reggae. "Although music is definitely an important aspect of festivals, the real treasure is the opportunity to revel in our individuality and intrinsic liberty," says Mattingly.

With any festival, preparation is key. Mattingly gives us a glimpse into his festival fanny pack and lets us know the absolute necessities to bring to the largest parties in the world.

Water: "Since most festivals occur during the summer, an adequate water supply is very important! Just like a ballgame, they will charge you 5 dollars for a bottle. And, believe it or not, depending on the temperature and what you are participating in, water is preferred over beer."

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## Packing tips from a summer music show pro

### SIGNATURE ITEMS

"One way that you could participate would be to bring something that is an outward expression of yourself! Check out the Burning Man Principles." Mattingly walks around at festivals with his own signature bamboo staff.

### SUNSCREEN

"Unless you are blessed with ample melanin, you will most certainly be miserable without sunscreen."

### HEADLAMP

"Sleep can be scarce during festivals, so you will probably be doing a lot of things at night. Around camp, a headlamp is a convenient way to find what you want, when you want it."

### BABY WIPES

"In lieu of a readily available shower, baby wipes can take some of the grime away, and give an illusory 'just clean' feeling."



## Nelius' voice of reason

Meet CCI student Sarah Beth Nelius, who lives by the adage that life is all about tough choices.

Written by Heath Dunkel

**N**ext time you start to make a joke about Barney, the singing purple dragon-dinosaur beloved by millions of tuned-in-toddlers, consider that the character helps many children literally find their voice. Such is the case for UT Singer Sarah Beth Nelius (PR, 2015), who credits him as her earliest influence.

Fortunately, a parent's influence might wield more permanent weight, and Nelius' father was in tune with that familial role. "My dad exposed me to all different genres of music growing up," says Nelius. "He would always have a different album playing which allowed me to figure out for myself what I truly enjoyed the most."

As she began to form her musical tastes, Nelius looked at colleges where she could develop her passion for singing. She believed Sewanee and Belmont were her best options, until she took a tour of her father's alma mater, the University of Tennessee. "The campus tour pretty much sealed the deal," says Nelius.

In addition to her freshman year studies, Nelius enthusiastically joined both the rowing team and UT Singers. But after 14 rowing team races and ten UT Singers performances during the fall semester, Nelius says she needed to re-prioritize her daily life to achieve balance. "I would always have to miss something and no one was ever completely satisfied with what I was doing," says Nelius.

During her sophomore year, Nelius chose to cease participating with the rowing team and put her sole focus on UT Singers and her schoolwork.

"In high school I was in almost every club, played three sports, and was in show choir. College is so different and you will have time conflicts," says Nelius. "So make sure to communicate with people, and, if you don't enjoy something or the bad outweighs the good, then don't do it. I try to go by the 'Life Is Good' motto: do what you like, like what you do."

Wendel Werner, director of UT Singers, says he was impressed with Nelius' decision making maturity. "I really thought she'd go the other way, but she was determined to prove that singing was more important to her."

Nelius' actions complement her explanation for deciding to pursue a public relations career. She thrives on finding solutions for tough situations. "I chose PR because I love helping people with their problems and talking things out. I am also very good at negotiating and coming to a positive consensus," says Nelius.

## Just who are the UT Singers?

"UT Singers is an ensemble that performs a variety of popular music, with emphasis on fine vocal jazz. Each year this group performs for University audiences, alumni, civic groups, and school-aged audiences. The UT Singers have been recognized by the State General Assembly as Tennessee's Musical Ambassadors."

Above information taken from:  
<http://www.music.utk.edu/choral/ensembles.html>





# John McNair: The fire in charge of our wire

Written by Luke Cottam

If technology is the backbone of today's communications, then College of Communication and Information Director of Technology John McNair is our college's vertebrae.

McNair and IT administrator Anne Hensley work with all four schools' faculty and staff to make sure the day-to-day technical operations within the Communications Building run smoothly. Their responsibilities include keeping all teaching and research labs, desktop and laptop computers, audiovisual and web services up to date. In addition, McNair must keep in close communication with the University of Tennessee's Office of Information Technology to guarantee CCI is making the best use of available resources.

While McNair's corner office is tucked inside the Scripps Lab, he is most often found elsewhere in the building, moving from one problem to the next, finding solutions. McNair says he begins the workday at 8 a.m. when he opens the Scripps Convergence Lab, but then his adventure begins.

## Here is his day-in-the-life:

**8:30 a.m.** "This past weekend, I drove students to a Drupal Camp in Atlanta, so this morning I have to return the van to motor pool," McNair says. Drupal is the open source content management system used by CCI. McNair makes sure to pick up some caffeine on his hike back to the office.

**8:45 a.m.** Because the power went out the weekend before, McNair now checks projector settings in seven CCI classrooms. He also restarts the lecterns and makes sure the server room is up and running.

**9:00 a.m.** "I sometimes lead tours, and today I take a group of visiting alums to see the CCI labs and classrooms," McNair says. He tour-guides for 45 minutes, before helping set up a presentation in the auditorium.

**10-11 a.m.** McNair works with Cindy Lancaster, technology coordinator for the School of Information Sciences, to test some of the new Drupal features, then downloads utilities on the development server and checks log files.

**1:15 p.m.** After McNair takes a quick lunch break and glances through his email, a professor drops in with 200 images. "They were scanned as TIFF, but should be a single PDF, with OCR if possible, so I suggest rescanning with different settings instead of trying to translate them," he says. OCR, or optical character recognition, would make the files digitally searchable.

**1:25 p.m.** The classroom power problems continue, so McNair heads to room 314 to reset equipment. Later in the day, he monitors the room to make sure presentations go smoothly.

**2:15 p.m.** The Scripps Lab requires the same upkeep as many areas populated with young students: McNair has to clean graffiti off of the tables. "This is college," he jokes. "Who writes on tables in a nice clean lab?"

**2:45 p.m.** "It's always nice when something works the first time," McNair says. He formatted a USB thumb drive with a CCI video and started it up on the lobby monitor with no problems. The video is for CCI's homecoming open house presentations.

**3:15-4:45 p.m.** McNair reads about web-connected TV sets, then heads to the advising office, where staff are having problems accessing the server. He fixes it then takes off for the last of his daily routine.

**5:15 p.m.** "I check with the Scripps Lab work study student and head out," he says. Every day before leaving, he syncs bookmarks for evening reading on his iPad and Samsung TV software. The long day at CCI may be over, but being a techie never ends.

# Converged Newsroom is thoroughly modern media

The renovated space gives JEM student media a place to collaboratively create

Written by Luke Cottam

When it comes to enduring buzzwords describing today's media business, "convergence," the unification of print, online, broadcast and visual media, remains at the top of the list.

The University of Tennessee's College of Communication and Information now offers another venue for students to practice this platform intersection, the JEM Converged Newsroom on the second floor of the Communications Building. "It's a place that we haven't had before where students can go and work specifically on things that are course related or curriculum related in a space that has the feel of a newsroom," says Edward J. Meeman Distinguished Professor Jim Stovall.

As its name implies, this new workspace emphasizes collaboration. "What we hope is that while students are in there doing their web stuff or doing audio or video stuff, there will be a mix or a cross-pollination of ideas, if you will, because they are in the same location," says Stovall.

The Converged Newsroom also offers student media groups that were previously without a centralized work place a more permanent address. "We've never had a home before," says Jennifer Brake (JEM, 2014), editor-in-chief of JEM's news website, The Tennessee Journalist (TNJN). "For the past few semesters Dr. Stovall has managed to book a decent room for us, but it felt more like a classroom than a newsroom. We don't want writers to think we're lecturing them. We want a space where writers are free to pitch their own story ideas and ask questions, like in a real-world news meeting."

With its 20 individual workstations, four wall-mounted flat-screen televisions and interactive layout, the Converged Newsroom is an invaluable workspace for students pursuing a career shaped by enduring values and changing technology.

"Finally, TNJN will have a place, Scoop will have a place, the video production folks will have a place," says Stovall. "Just having that spot, having somewhere we can tell students, 'OK in the afternoon, when you're working on a breaking story, the Converged Newsroom is the place to do it, and that's where your editor is going to be.' We've never had that before."



## JUST THE FACTS: THE JEM CONVERGED NEWSROOM

**UTK address:** 246B Communications Building

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**Access:** Approved faculty I.D. cards

**For more information:** 865-974-5155

*Above, the lab's tech splendor. Below, JEM 499 students create their final class projects, an iBook.*





# Digital footprint, professional brand

Curation is the golden word for new graduate Lauren Kittrell

Written by Emily Delanzo

**L**auren Kittrell (JEM, 2013) knows how to curate media to fit her needs. Want evidence? Just look at her hand — it's the crown jewel of her digital footprint.

"We live in an age where, thanks to social media, everyone is a reporter," says Kittrell. "My job as a journalist is to (sift through) that information and use it to inform the rest of my followers, friends, and audience."

As a freelancer for the Knoxville News Sentinel, the sports editor for The Daily Beacon, former WBIR Channel 10 intern and full-time student, Kittrell is adept at filtering information. Her experience is evident in her methods. She regularly use the largest social media networks in America. Twitter is for professional. Facebook is for friends. Pinterest is for recipes.

"As a journalist, I prefer Twitter," says Kittrell. "Here I can have all of the most important information from the most important people in my life, both personal and business-related. More importantly, it's condensed so that only the best information is shared."

Kittrell has almost 1,000 friends on Facebook and over 400 followers on Twitter. "Dooley rumor in perspective," her opinion piece on former UT head coach Dooley and the effects coaching had on his family life has received over 6,000 likes on Facebook.



Every morning, Lauren wakes up, she scrolls through her Twitter feed to catch up on world and local news. She then moves to Facebook to connect with friends and family.

Digital and social media has surpassed the efficiency of most print media. Kittrell, like others, are preparing for the next step in the right direction with her digital footprint.

Social media have become more than just a hobby to Kittrell; they are her future in journalism.

## A sample of her social profile

From Pinterest boards to Twitter





# TODAY ON ROCKY TOP

Written by JESSICA CAMPBELL

Nearly six hundred people squeeze into the lawn in front of Ayres Hall, creating a sea of orange ponchos and umbrellas, battling for space among camera equipment and news vans. It's cold, raining, the temperature is falling and it's barely 8 a.m. But they will not be deterred, and many started showing up well before sunrise. These are fans of the Today Show – students, faculty and Knoxvilleians – and they're here to see Kathie Lee Gifford and Hoda Kotb.

On Oct. 1, 2012, NBC visited the University of Tennessee to broadcast its fourth hour of the Today Show: a program called "Kathie Lee and Hoda Go Back to College." The show visited briefly a week before, when the University of Tennessee made it to the semi-finals in a contest to see which university would get to host Kathie Lee and Hoda. UT beat five other universities across the country, showing the most school spirit during that preliminary visit and scoring nearly 150,000 votes, landing national airtime on NBC. One College of Communication and Information student got a chance to be an integral part of the broadcast. Trey Pence (JEM, 2013) secured a job as an intern after being recommended by a fellow student and a producer at the UT video and photography center. He was heavily involved in preparing and executing the Monday morning broadcast.

"We did a lot of planning," says Pence. "There were a lot of props to get, so a good amount of time was spent going to different locations in Knoxville to obtain what was needed." This included picking up pairs of lookalikes of Derek Dooley's orange pants from local store M.S. McClellan. "Although it was indirect, it was great to see NBC supporting local business," says Pence. For Pence, the day of the broadcast started bright and early.

**5:00 a.m.** "I meet for my call time. While I was tired, I made sure not to be late. In the production industry, being prompt for call times is extremely important," says Pence. The meeting involved a lot of coffee and briefing on the show's pre-broadcast responsibilities.

**6:30 a.m.** "I start helping around the set, as well as in the production office. Working as an intern, you assist everyone," says Pence. "I was getting pulled in several different directions, but I found it very exciting. Once there was a lull on set, I drove the tour bus driver of Kip Moore's band to his hotel. Because of that, I got to meet the band, which was great!"

**8:00 a.m.** "Tons of fans had started to show up at this point, and things were getting quite busy," he says. He was moving back and forth from The Hill to the Hilton downtown, where the show's producers were set up, lugging props and collecting them for the impending broadcast.

**9:00 a.m.** Once everything was set up and ready for camera, Pence was tasked with passing out credentials. There were three different kinds of passes: staff, guest and fan. Staff passes were for the producers, set crew and interns like Pence. Guest passes went to extras in the show such as cheerleaders and



*Above:* By 8:00 a.m., throngs wait on The Hill for the fourth hour of NBC’s Today Show: a program called “Kathie Lee and Hoda Go Back to College,” to start its broadcast.

*Right:* Set chairs for hosts Kathie Lee Gifford and Hoda Kotb remain dry and secure.

band members. Students who were lucky enough to be on lists given to Pence by the producers got fan passes. “Things got a little interesting when students and fans who weren’t on the list started bartering with me to get a fan pass!”

**10:00 a.m.** The show begins. Pence remembers feeling both excited and nervous hoping that everyone’s hard work would be realized as planned. “Every commercial break, I assisted with striking the set and redressing whatever was necessary for the next segment,” says Pence. “Luckily, everything went off without a hitch.”

**11:00 a.m.** “The show wraps and it’s time to strike the set. I also drove producers to and from the Hilton and returned props that weren’t used or on loan,” says Pence. He was also fed for his efforts by helping himself to some of the catered food provided by the show after the bulk of the work was done.

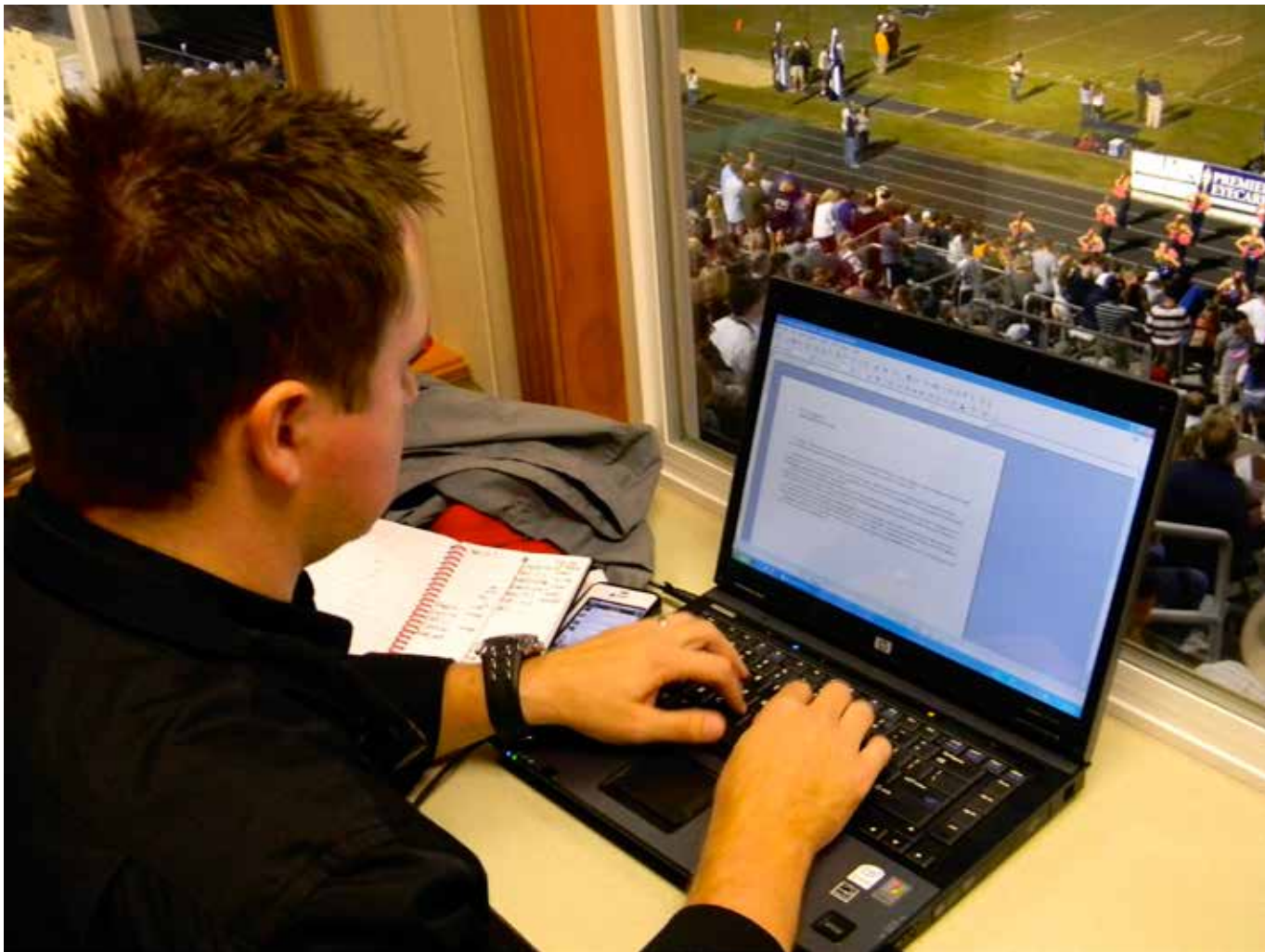
**2:00 p.m.** Having already put in a nine-hour day, Pence is complimented on his work and sent home. “I thanked my producers and constituents who I worked with for the weekend and then headed out to obtain some much-needed sleep.”



# A Night in the Life of Jesse Smithey

This prolific sportswriter has smart phone, will Tweet.

Story and Photos by Heath Dunkel



The air is crisp on this fall Friday night, and hundreds of football fans fill the stadium as the Admirals of Farragut High School host the Bulldogs of Bearden High. As the players take the field the crowd stands and a soft “Ahhhhhhh” begins building among the crowd. The rumble grows louder, as the kicker slowly makes his way to the football. The ball is then thrust into the air and like kids releasing their breath at the end of a tunnel the crowd exhales, “Oooooooooooooo.”

Sitting in the press box with a computer, a pencil in his left hand, and over 6,000 Twitter followers eagerly awaiting score updates, Prep Xtra Editor Jesse Smithey (CS, 2002) begins another night of work.

Smithey’s @prepxtra Twitter updates begin as Farragut draws first blood with a touchdown in the first quarter. Smithey finishes his first update and begins to retweet scores from Tennessee high school football games. Fans follow Smithey in order to get score

updates when they are not able to go to the games themselves.

While continuing to update his Twitter feed, Smithey also keeps track of statistics on his notepad to help him write his story later in the night that will be in Saturday morning’s paper.

“I usually add up my stats as I go, and at halftime come up with a rough draft story and add to it from there,” says Smithey. Farragut scores another touchdown and Smithey’s Twitter feed lights up again. “There are a lot of times when I am forming things in my head. What I want to do, where I want to insert quotes, and where I want to go with the story,” says Smithey.

Smithey closes the computer to focus on stats and Twitter updates on his smartphone. “Every fall my Twitter followers will spike. Every Friday night I will get more and more,” says Smithey. “There are almost 6,000 followers on my Twitter page now and they are all basically there for football scores.”

As the fourth quarter continues, Smithey types away at his

story, filling pieces as he goes. “Nothing in my story right now is going to change because I am just breaking down what has happened so far,” says Smithey. “Now if Bearden had not scored on that drive I would have begun to write up a winning column for Farragut.”

After a Friday night that seemed to last a lifetime, Smithey packs his computer in his bag, puts his phone along with his 6,000 Twitter followers in his pocket, and exits the stadium. As he walks to his car he turns and says, “This is why I don’t go to sleep until 2 a.m., because I’m still running on Friday night football adrenaline.”

As the game concludes, Smithey runs out of the press box fighting through the thick crowd of Farragut fans to do his post-game interviews with the coaches and players.

“Time to look over this thing one more time to make sure nothing’s crazy on here,” says Smithey.

Smithey then calls the News Sentinel to let them know he is filing his story. As he speaks with the Layout Director of the Sports Department, John Battle, he finds that no one was in the office to update the scores and standings



from each district. He must now put these into the system and still try to make his midnight deadline.

“I made it by like eight minutes,” says Smithey as he successfully updates all the scores and standings into the Prep Xtra database.

## TWITTER HIGHLIGHTS FROM @prepxtra’S GAME COVERAGE

**6:52 p.m.** Jackson Fain 17-yd TD. Farragut 7-0 after 1 Q. Late-hit penalty on Bearden on third down leads to Farragut scoring drive.

**7:05 p.m.** Bearden ties Farragut at 7-all w 8:14 left in half on 1-yd TD by Josh Wall.

**7:14 p.m.** Phillips 7-yard TD run. Farragut leads 14-7 w 5:59 left in half.

**7:28 p.m.** 14 play drive goes for zilch. Bearden hooks a 37 yd FG att. Farragut leads 14-7 w 42 secs left in half.

**7:29 p.m.** Half: Farragut 14, Bearden 7.

**9:00 p.m.-** “Farragut 21 Bearden 7 w 9:45 left in 3Q. Fain 2yd TD run.

**9:05 p.m.** Farragut forces Bearden punt. Has a chance to really put this thing away in 3Q. Bearden can do nothing right.

**9:09 p.m.** Farragut fumble. Bearden takes over at its 24 w 6:37 left in 3Q.

**9:26 p.m.** Jonathan King 37 yd. FG no good. Farragut 21, Bearden 7 w 14.3 secs left in 3Q.

**9:48 p.m.** Frizen to Johnson 9-yd TD Bearden trails now 21-14 w 6:35 left.

**9:55 p.m.** PAT good. Farragut 28-14 w 6:11 remaining.

**10:01 p.m** Frizen to Robinson for TD pass w 5:08 left. Pat botched. Farragut remains ahead 28-20 w 5:08 to go.

**10:08 p.m.** Bearden regains possession w 3:26 left. Down 8 to Farragut.

**10:17 p.m.** Josh Walls 3 yd. run TD run. Bearden trails 28-26. 2 pt. play coming.

**10:23 p.m.** This Bearden-Farragut game crazy crazy.

**10:26 p.m.** Bearden and Farragut tied at 28. Going to OT. Farragut seeking 6th win in a row over Bearden and 11th in row v Bearden in reg season meets.

**10:36 p.m.** Phillips 1yd TD dive for Farragut. PAT good Farragut 35-28. Bearden goes on offense now at 10 yd. line.

**10:39 p.m.** Tie game going to 2nd OT.

**10:45 p.m.** Bearden scores first in 2’d OT. Frizen to Hunter Johnson 10-yd TD pass. PAT good. Bearden up 42-35.

**10:47 p.m.** Fain 1 yd. TD run for Farragut.

**10:47 p.m.** Going to triple OT-Bearden and Farragut tied 42.

**10:52 p.m.** Jonathan King 25 yard FG good for Farragut. 45-42 lead on Bearden in 3OT. Bulldogs can end streak here.

**10:52 p.m.** Frizen run to 1 yd. line on first down.

**10:53 p.m.** Bearden wins 48-45 in triple OT.

**11:50 p.m.** Still in shock that Bearden won that game. Never led until it scored first in triple OT.



# The Harmony of BCC's Mahogany Soul Cafe

This campus collective of poetry, monologue and music has one golden rule: "Respect the mic."

Written by Maggie Sharbel

Outside the Black Cultural Center (BCC), there's always activity going on and with it, lots of energy inside, too. Today, it's nearly 6 p.m., and the sun shines through the floor-to-ceiling windows at the multicultural center, students mill about as they wait for the lounge doors to open.

A student plays the piano in the common area, lightly tapping out a hymn while students enter the building. The pianist's name is Xzavian Wrushen (TK), and he's currently a University of Tennessee sophomore. Wrushen is gospel-trained, performs in a rhythm-and-blues band and studies jazz. He is this night's opening act at the BCC's Mahogany Soul Café.

An hour later, the lounge is packed with students. Taria Person (TK) and Maarifa Arnett (CS, 2015) greet the now-seated crowd at 7 p.m. sharp. As co-directors of the Mahogany Soul Café, Person and Arnett joke with the audience before laying down the only rule for the evening: "Respect the mic." Accordingly, the audience encourages any performer who falters or seems nervous with the simple phrase, "Go on with ya bad self!"

For two years, BCC's Mahogany Soul Café has been "the premier coffee house at UT," open to the entire student body. Throughout fall and spring semesters, the last Tuesday of each month is an opportunity for students to express themselves creatively and passionately. While students who want to perform at the event register in advance, five to 10 spots are left open for those who wish to sign up for open mic.

Tonight, the sisters of Delta Sigma Theta host the themed event: "Can You Keep It Confidential?" But students are anything but private as they slam, sing and inspire attendees with their personal stories and creative performances. Performances include a variety of poetry, songs – both acappella and instrumental – painting, monologues and anything with a message.

Wrushen, the night's first performer, walks to the front of the crowd and pulls out his smartphone, announcing that he will be reading his spoken-word piece because he isn't quite prepared to

perform. The audience responds with a loud, "Go on with ya bad self!" Wrushen laughs, and his infectious smile indicates his increasing confidence. The night continues in this way.

It takes two hours for nearly 20 people to perform. Wrushen accompanies Laquesha Wilson (Political Science, 2015) as she sings a slow and soulful rendition of Amy Winehouse's "Valerie." Jilah Conner (Anthropology, 2016) reads a poem about her memories of childhood, full of nostalgia, truth and courage. Other students crack jokes on stage, and many perform original slam poetry.

Person, the student coordinator for the event as well as a traveling slam poet, says her main focus at the event is the opportunity for students to connect with one another. When she takes the stage herself, she removes her cap and her glasses and delivers an emotional performance about equality and the fight against ignorance. She receives a standing ovation, and when the applause quiets, her co-host Arnett tells the audience that Person is the "realist Person in the room."

Arnett's role is something of a sideman. Jumping in between performances, he supplies the audience with laughs. But he's also an intense performer, and, when it's his turn at the mic, he recites a poem from the perspective of an angry, young man. He calls it "The Reverend." He explains he never does poems from his own perspective, and whether or not everyone can relate, his work gives the gathered group plenty to ponder.

Corey Hodge (Music, 2015), or "Legend" as he's known on stage, says that the café is an exceptional experience because someone in the audience might benefit from hearing what's being said. Legend's performance, "Raindrops keep falling on my dreds," incorporates song and poetry.

"I feel like I have a story. I want to leave a legacy. I want to leave an impression," Legend says after the show. The sophomore says he dreams of becoming principal at Austin East High School in Knoxville, his alma mater. He cites the Mahogany Soul Café as the ideal stepping stone for such ambitions.

# A Hill well worth the climb

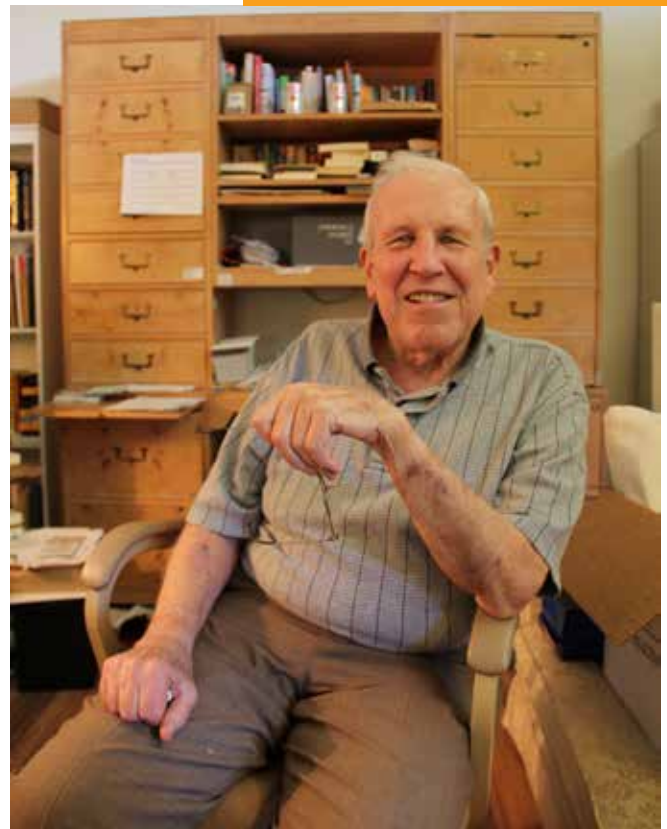
The annual Alfred and Julia Hill Lecture Series explores the ever-evolving world of science

Written by Xiaopeng Bao

If you ask a stranger to describe what a scientist does, they'll likely mention lab coats, beakers and a room full of mysterious projects and wonders. While such imagery is certainly tangible, the scientific reality is likely less Hollywood and arguably more complex. Fortunately, the annual Alfred and Julia Hill Lecture Series allows the University of Tennessee community the opportunity to better understand scientific communication. The program, established in 1989, hosts outstanding science writers who share their thoughts about science, society and mass media. Past Hill Lecturers over the last twenty years include: M. Mitchell Waldrop, and Pulitzer Prize-winners Jon Franklin and John Noble Wilford.

Tom Hill (*photo, right*), former publisher of The Oak Ridger newspaper, and his sister, Mary Frances Hill Holton, launched the program in honor of their parents. Hill and Holton are also major benefactors of an endowment for JEM's Chair of Excellence in Science Writing.

Hill credits Kelly Leiter, dean and professor emeritus of the College of Communication and Information, for conceptualizing the lecture series idea. "I knew Dr. Leiter had been raising



money for setting up a lecture series at that time," says Hill, who worked with Leiter at the Tennessee Press Association. "So I went to my sister and said, 'Maybe we can do this for him since he is such a good friend.' She agreed, and then we used part of the money from selling our newspaper to establish the chair. and lecture series"

Dr. Mark Littmann (JEM) was appointed the Chair of Excellence in Science, Technology and Medicine Writing, a position he still holds today. Littmann, who specializes in teaching science writing, invited John Noble Wilford (JEM, 1955) of The New York Times to speak at the series' first event, "Science As Exploration."

"Professor Littmann has been doing this for over two decades.

I don't know how he finds so many good speakers, which really is amazing to me," says Hill.

Marlene Taylor (M.S., CCI, 2011) assists Littmann with the logistics of the event, which include brainstorming topics and contacting potential candidates. All previous Hill lectures are available in booklet form, with the date and speaker's name on the front, and an article translated from the speech and background information on the speaker inside.

"People who don't have time to come still have access to the lecture," says Littmann. "They can also share with their friends or keep the booklet as a souvenir. And some professors may want to use them as teaching materials."

However, the Hill Lecture series attracts more than just students and faculty. In fact, the event's distinguished audience lends credence to the series' value. "I'm not that much into science," says the series namesake, Hill. "But I always feel happy to be an audience member there."





## Library 2.0 is much more than just books

### SIS master's program teaches rural librarians to apply new information technology to community needs

Written by Kate Brimer

On a Saturday afternoon in the fall of 2011, Marilyn Pontius (IS, 2012), branch manager of Hancock War Memorial Library in Hancock, Md. prepares for an online graduate class. At the same time, 500 miles southwest of Pontius, School of Information Sciences associate professor Bharat Mehra fights game day traffic for a parking spot behind the Communications Building so as to not be late for class. A swarm of up to 100,000 people, in this case college football fans, is ironic considering Pontius and Mehra's subject matter: rural librarianship.

Since 2010, SIS offers a part-time distance education master's program for librarians who work in Southern and Central Appalachia, a nine-state region with gaps in literacy and information technology. The Information Technology Rural Librarian master's program (ITRL) graduated its first class in August 2012, and included Pontius and 15 other paraprofessionals from five states.

In October 2012, SIS was awarded a \$478,258 grant for the continuation of ITRL. The initial funder of Phase 1 from 2010-2012, the Institute of Museum and Library Services, agreed to back the unique program for a second round – this time to fund full-tuition scholarships for 13 students beginning June 2013. “They were quite impressed with where it was going but recognized that we wanted to go further,” says Mehra, principal investor of the project, whose research interests involve social justice issues in minority and underserved populations.

Mehra says he felt it important that ITRL students remain in their community libraries while participating in the program, so he worked with SIS faculty to create a set of synchronous online courses taught using web cameras and headphones.

The 42-credit program concentrates on two areas: information technology and rural librarianship, offering classes like database management systems, information retrieval, resources and services for children, and library management. “We are giving them tools to first better serve their communities, then helping them to be better advocates for their communities,” says SIS assistant professor and co-principal investor Vandana Singh. “We wanted to help them at whatever level they entered the program,” says Singh.

Students developed websites with updated content, built databases to simplify workflow and strengthened grant-writing skills.

Pontius was introduced to the website content management system Drupal and online research tool ProQuest. “I liked the hands-on technology classes where we worked with HTML and applications to create online content,” says Pontius. “I’m very confident using technology in the library and am embracing Library 2.0 services as much as possible.”

As branch manager, Pontius is responsible for all facets of the 2,000-square-foot library nestled by the Potomac River at the edge of the Appalachian Mountains, from circulation and reference to library programming. She supervises two assistants who help serve 4,000 patrons from Maryland and surrounding Pennsylvania and West Virginia. According to the 2010 U.S. Census, the population of Hancock is 1,545.

“When you say rural it indicates they are the same. They are not,” says Mehra. “There are nuances and contextual realities in those states, regions and communities.”

Hancock War Memorial Library's four public computers are in constant use during the library's 32-hour week, and Pontius says many patrons rely on the library's free Internet service as their primary Internet access. Therefore, Pontius' final project in IS586 Information Technologies proposed the addition of six wireless laptops for programs designed to provide basic computer training and job-seeking skills.

Mehra says that making a difference in these local communities and addressing barriers through ITRL helps meet the mission of SIS and the University. “It's been emotionally stirring,” he says of the program's outcome and future.

Pontius says that aside from gaining a deeper understanding of her community's needs, the relationships she formed with other students despite the distance between them were an added bonus.

Evidence of this sentiment sits in Mehra's office: a rocking chair made from different types of Tennessee wood. Last August, ITRL1 graduates gave Mehra the chair with a plaque: “Not only have you changed our lives, but the lives of all we serve in Southern Appalachia. Thank you from the 2010-2012 ITRL Scholars.”

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## A quest for the perfect brew, brand and business

What started as a hobby for three college students living in the Fort is now a coveted monthly ritual.

Written by Luke Cottam

**B**rick House Chocolate Red Ale. If the unconventional combination of a darker-than-average, clean finishing red ale brewed with robust chocolate malt doesn't immediately grab your attention, take a gander at the label. Before prying off the cap on any one of Fort Sanders Brewing Company's six signature beers it is impossible to not stop and briefly gaze at the bottle. Branded with art designed by brewer and media specialist Patrick Lamb (ADV, 2006; *pictured above, right*), Fort Sanders Brewing Co. beers stand out from first glance to final sip.

Two or three times a month, on a dimly lit side porch in Bearden, Lamb gathers with old college friends Daine Wright (Earth and Planetary Sci, 2006) and Jonathan Bradley (Economics, 2006) to combine water, malted grain, yeast and hops into a five gallon batch of FSB beer. Despite the joking, drinking and persistently laid-back atmosphere, these three are serious about making and sharing their beer.

"We've entered five competitions and exhibitions and have taken three awards. We're going to do our best to get into some bigger venues next year. We really want to get a booth at the Knoxville Brewfest in the summer and at Knoxville Brewers' Jam in the fall," says Lamb, who has brought extra attention to their efforts with his graphic design skills.

"The award winner was the Brickhouse Red label," says Lamb. "Other feedback is limited to me posting pictures online at either Facebook or homebrewtalk.com, and most responses have been positive. Usually along the line of 'looks awesome, commercially done.' etc."

All three members of Fort Sanders Brewing Company received degrees from the University of Tennessee in different fields

making them uniquely qualified to participate in a microbrewery startup. Wright is self-admittedly meticulous and science-minded, frequently toting a clipboard and detailed spreadsheet during the brewing process. His love for brewing is obvious in his encyclopedic knowledge of everything beer.

On the other hand, Bradley is more business-oriented with his sights set on progress. He is the first to admit, "That's the dream: To one day own a brewery." Though their monthly gatherings are far from board meetings, Bradley openly acknowledges the business potential within the FSB dynamic: a mind for science, a mind for business and Lamb.

Like the icing on a cake or a thick head on a tall pint of beer, Lamb garnishes the skeleton crew with the all-important brand. "My experience at UT as an undergraduate in advertising helped teach me the importance of a strong, consistent message with a unified visual and creative approach," says Lamb. "This knowledge not only helps visually set us apart from other home brewers, it also gives us a head start on getting our name and brand out in the public arena."

What started as a hobby for three college students living in the Fort, is today a coveted monthly ritual and consistent source of aspiration.

"Short-term, we are refining our brewing techniques, and learning how to be more cost-efficient," says Lamb. "We're also working on our consistency and entering as many competitions as we can to get feedback. In the long-term, we hope to secure enough capital to purchase equipment and space in order to go fully commercial. Certainly we want to go pro. Anytime you can build an enjoyable hobby into a living, you should take it."

# Zaina Budayr fashions her future in style

**Whether she's in front of the camera or behind the scenes, Budayr models motivation**

Written by Maggie Sharbel



**Z**aina Budayr (CS, 2012) looks every bit the part of a New York City fashionista. Her white and black-striped mini dress and pumps scream fabulous, and her long brown hair is piled on top of her head in a bun. You'd think this girl, at 5'9", might be a model, but Budayr has set her sights on creating trends in a different way.

It started in 2011 when Budayr was Googling Nashville Fashion Week. When Knoxville Fashion Week appeared in the search, she was shocked, she had never heard of it. She sent a message through the 'interested' tab and soon got in touch with Jaime Hemsley, the president of Gage Talent, Inc. Hemsley had been visiting cities around the United States to see how fashion week was done in smaller markets and was looking for help to put together Knoxville's first-ever fashion week. Budayr signed on as an intern.

Since graduating from UT, she has served as Creative Director for Belleza Hair Salon and Spa and Model Coordinator for Knoxville Fashion Week, as well as freelanced as a fashion photographer and fashion blogger. Budayr's calling is certainly fashion, and she's carefully styling her way towards big ventures in the Big Apple.

Budayr says Fashion Week was mostly about networking and finding different types of area talent. "We did three or four model searches and really pulled all the designers in the area we could find because we really wanted it to be about Knoxville, the city of Knoxville, and the talent that we have here that maybe people aren't aware of," says Budayr.

The fashion week team had a model call with the designers where they picked their model, and Gage Talent held classes for the models to practice runway walking. When it was show time,

Budayr's position was backstage coordinating, making sure all the models knew what they were doing and that they had an outfit. After putting in hours of hard work, Budayr was promoted from unpaid intern to Model Coordinator for the second Knoxville Fashion Week, held Aug. 15, 2012. The third event was May 1-4, and next year is slated to be February 26 - March 1, 2014.

During the first planning process, Budayr helped to bring Belleza into fashion week to do all the hair and makeup for the runway. Nowadays, she works as creative director, designing ads, coupons and anything that the company needs to reach its customer base visually. In her free time, she shoots high fashion photography and works on her blog, which showcases her different projects and provides styling tips. Budayr believes putting her work and her interests out there will open up opportunities into the world of fashion. She's currently building her portfolio, and she hopes to go on to New York to become a casting director for a higher brand.

"I really, really love working with the talent," says Budayr. "The adrenaline at an actual runway show instead of just working for a retail company at a desk. I really like the craziness of it."

*For more event information:* <http://knoxvillefashionweek.com>.



# Check out WHO is CHECKING IN with CCI

**MARCH 2012 – MAY 2013****1971**

John Williams is CEO of The Regional Eye Center in Kingsport, TN. He has been appointed by Kingsport Board of Mayor and Alderman as the first Chairman of the city's new Kingsport Higher Education Commission.

**1978**

Susan De Bonis was part of the Georgia Southern team awarded an Emmy at the Southeast Emmy Awards ceremony, June 9, 2012. The award was for the "Inside Georgia Southern Football with Jeff Monken" episode at the Georgia Southern vs. Alabama game in November 2011. She also received a Masters from UT in 1986.

**1979**

Carol Batey Bradley had her first book "Saving Gracie: How one dog escaped the shadowy world of American puppy mills" (Wiley) published in 2010. Her second book, "Last Chain on Billie: The extraordinary battle to liberate captive elephants in America" will be published by St. Martin's Press in 2014.

**1980**

Nancy Kay Thomopoulos Williams is the Spectacor Human Resources Officer in Dallas, Texas.

**1981**

Karen Pruitt is now Vice President – Business Documentation for Bank of America.

**1982**

Regina Vincent Clark is now Assistant Professor of the Educational Enhancement Department for American University of Antigua (West Indies).

**1984**

Alison Winston is Corporate Events Convention Manager for Southern California Corporate Events and Meetings.

**1985**

Toni Lupino Pettigrew is a Sales Associate with Southern Spirit Gallery.

**1986**

Richard Baxter is the Dean of the College of Arts at Columbus State University.

Sue Renfro is the Marketing Manager for Knox Area Rescue Ministries.

**1989**

Sabrina Hopkins-Kronk received her MLAS from Vanderbilt University in 2009. In May 2012 she joined Vanderbilt University's Provost's Office of Finance and Administration as Administrative Manager of Academic Affairs.

**1992**

Anne de Vega (M.S. / C&I) has been promoted to Vice President of On-Air Promotion for the CBS Television Network.

Roma Sheth McCaig is Communications Director of Enterprise Shared Services for Kaiser Permanente.

**1995**

Lisa Ahlstedt is a Librarian for Southeast Kentucky Community and Technical College.

Mark Paxton (Ph.D./ C&I) is a Professor at Missouri State University. Greenwood Press, part of ABC-CLIO, published his second book, "Media Perspectives on Evolution and Intelligent Design", in January 2013.

**1996**

Tammy Browning Brooks is a Hospice Representative for Caris Healthcare in Tennessee.

Curtis Hayes is Director and Public Relations Team Leader for North Carolina Farm Bureau. Hayes has been with the organization for 11 years.

Mark Nagi is now the Community Relations Officer with the Tennessee Department of Transportation.

Bonnie Riechert (Ph.D./C&I) is Chair of the new Department of Public Relations for Belmont University.

## 2001

Jeff Williams is an Associate Attorney with Shuttleworth Williams, PLLC in their Nashville, TN office.

## 2002

Jamak Jamshidi Clifton (M.S./ IS) is the Senior Veterans Claims Examiner with the Veterans Benefits Administration in Georgia.

## 2004

Ashley Jenkins is the Partnership Development Sales coordinator for The Biltmore Company.

Melissa Turner Wagner won the Country Music Association Small Market Personality of the Year Award for 2012.

## 2007

Kate Spears is currently pursuing a career as a social media strategist, serving freelance clients around the southeast. She creates and implements social media

strategies to help organizations, businesses and individuals grow their brands and reach their goals and objectives.

Wayne Begarly accepted a position as director at WKRN-TV in Nashville, TN.

Paul Whitehead has been accepted into the doctoral program in the University of Pittsburgh's Department of Sports Medicine and Nutrition. He will receive his PhD in Rehabilitation Science.

## 2008

Kristen Eddleman Steele is the Online Communications Manager for Trevecca Nazarene University.

Seth Thurman is employed by TTC Hartsville as a Recruiter.

## 2010

Debra Capponi is the Librarian and Branch Manager for Prince George's County Memorial Library System in Maryland.

## 2011

Jeanne Boone is the Coordinator of Member Services and Events for the Newspaper Association of America.

## 2012

Sarah Campbell accepted a position with Mountain States Health Alliance as a Staffing Analyst.

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