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ALUMNI MAGAZINE
OF THE COLLEGE OF
COMMUNICATION
AND INFORMATION

THE UNIVERSITY of
TENNESSEE **UT**
KNOXVILLE

VOL. 10, NO. 2 FALL 2008



A message from the dean

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One of the most enjoyable things about being dean of the College of Communication and Information is the opportunity to meet and learn about our wonderful alumni and friends! After 2½ years on the job, I am continually amazed at the outstanding things you all are doing. A major part of a college's greatness is determined by the success of its alumni; thanks to all of you, our reputation continues to grow.

As newcomers to Tennessee, my wife, Alice, and I greatly appreciate the warm welcome you have given us, and we look forward to the opportunity to meet many more of you in the months and years ahead. I am committed to doing everything I can to allow you to connect or reconnect with the college. Continuing to publish *Full Circle* to share the college's story is part of that commitment, as is keeping our website up to date.

I also hope you will stop by my office to say hello when you visit Knoxville, attend CCI alumni gatherings as we hold them, stay in touch with your favorite professors, and help the college in whatever way you can.

The memories and friends you made and the knowledge you gained, both inside and outside the classroom, while attending UT will be with you your entire life. Those of us who are currently entrusted with managing the college and with teaching CCI's future alumni greatly appreciate your help and support as we continue to improve the quality of the educational experience we provide. Some recent successes indicate the progress the college has made:

- A \$55,000 grant from the Ethics and Excellence in Journalism Foundation to provide two ethicists-in-residence for the School of Journalism and Electronic Media (JEM)
- The hiring of five outstanding new faculty members (one in the School of Advertising and Public Relations (ADVPR), one in the School of Communication Studies (CS), one in JEM, and two in the School of Information Sciences (SIS))
- The naming of an SIS faculty member as a UT Knoxville Chancellor's Professor
- Six new doctoral GTA positions—three each in ADVPR and SIS
- The User Experience Lab, made possible in part by funding from Oak Ridge National Lab's Computational Science and Engineering Division, for use in conducting high-level research focused on the usability of information sources and software, web-design testing, and human-computer interaction
- Reinvention and relocation to the Communications Building of SIS's Center for Children's and Young Adult Literature
- Continuing to move forward on building the Scripps Convergence Lab on the fourth floor of the Communications Building, made possible by a \$500,000 grant from the Scripps Howard Foundation
- Identification of the internal funding required to reduce the teaching load of CCI's doctoral GTAs to one course per semester
- Founding of the undergraduate Diversity Student Leaders Program
- Establishment of a relationship between CCI and Clark Atlanta University's Division of Communication Arts and with the *Washington Post's* Young Journalist Development Program

Those of us who are currently entrusted with managing the college and with teaching CCI's future alumni greatly appreciate your help and support as we continue to improve the quality of the educational experience we provide.

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Full Circle

VOL. 10, NO. 2 FALL 2008

A publication of the College of Communication and Information of the University of Tennessee, Knoxville
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The College of Communication and Information offers both graduate and undergraduate degrees in areas designed to meet the needs of tomorrow's communication and information professionals:

Bachelor of Science in Communication and Information

Majors: Advertising, Journalism and Electronic Media, Public Relations

Bachelor of Arts in Communication and Information

Major: Communication Studies

Master of Science in Communication and Information

Concentrations: Advertising, Communication Studies, Journalism and Electronic Media, Public Relations

Master of Science in Information Sciences

PhD in Communication and Information

Concentrations: Advertising, Communication Studies, Information Sciences, Journalism and Electronic Media, Public Relations

Emmy award-winning alumna delivers commencement address

Anne Holt Blackburn (JEM '73), a veteran journalist and member of the University of Tennessee Board of Trustees, addressed more than 2,000 people on Friday, May 9, at the College of Communication and Information spring/summer 2008 commencement ceremony.

The event was held at the Knoxville Convention Center, with a reception for graduates and their guests immediately following the ceremony.

"Having Anne Holt Blackburn deliver this year's commencement address was truly exciting. Her outstanding professional accomplishments, coupled with her dedication to community service and strong personal integrity, made her the ideal individual to provide our graduates with an inspirational send off," said Mike Wirth, dean of the College of Communication and Information.

Blackburn, a news anchor with WKRN-TV News 2 in Nashville, earned a bachelor's degree in communications from UT Knoxville in 1973. She is a four-time Emmy Award winner and a recipient of the George Foster Peabody Award for the investigative documentary *Under the Influence*.

Blackburn began her journalism career at Knoxville's WATE-TV during her senior year at UT Knoxville. In 1976, she moved to Nashville to take a reporter/weekend anchor job at WKRN-TV News 2. Just 4 years later, she became the station's primary anchor.

In 2007 the National Academy of Television Arts and Sciences honored Blackburn with the Governor's Award for Lifetime Achievement. Her other honors include the Donald G. Hileman Distinguished Alumni Award from the College of Communication and Information, the Jerry Thompson Communicator's "Lifetime Achievement Award" from the Nashville Association for Community and Justice, and the Distinguished Service Award from the Tennessee Association of Broadcasters.

Blackburn also serves as spokesperson for WKRN-TV News 2's "Food to Families" campaign. A sorting room at the Second Harvest Food Bank in Nashville is named in her honor, reflecting her years of dedication to helping feed hungry families in Middle Tennessee.

"Communication is an ever-changing world driven by technology. You must continue to learn in order to keep working. So this graduation isn't the end of your education. In a sense, it's just the beginning," Blackburn said in her commencement address.



Besides giving CCI's commencement address, Anne Holt Blackburn (right) and her husband, Kenny Blackburn (left), celebrated the graduation of their son Kyle (JEM '08) from the college.

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COLLEGE OF COMMUNICATION AND INFORMATION BOARD OF VISITORS 2007-08

Paul Abraham (MBA '96)	Nancy Gray ('84)	Carol Poston ('81)
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New scholarship benefits CCI graduate students



James Fields and Sally McMillan

Graduate students in the College of Communication and Information will have a new scholarship, thanks to the generosity of Dr. Sally McMillan, associate professor and associate dean of the college, and her spouse, Dr. James Fields.

The \$25,000 gift to the Family Campaign has endowed a fund to provide scholarships for graduate students in the college. It is part of the Campaign for Tennessee, a \$1-billion fundraising effort that was officially launched on April 17 at the Thompson-Boling Arena on the UT Knoxville campus.

Fields, a retired faculty member and department chair at the University of Wisconsin–Eau Claire, used a temporary provision in federal law to transfer a tax-free withdrawal from his individual retirement account in order to endow the Sally J. McMillan Graduate Scholarship in Communication and Information. A similar gift honoring him had created an endowed scholarship at UWEC, and he was pleased to honor his wife in the same manner.

Both Fields and McMillan recognized the need for more graduate scholarships in the college, and the couple's 25th wedding anniversary supplied additional impetus for the gift. McMillan says that "the endowment is a much better gift than a new diamond."

The Campaign for Tennessee—the most ambitious effort in the university's 214-year history—places UT among the ranks of just 28 national institutions, both public and private, that are seeking at least \$1 billion in private support. The campaign, which launched its silent phase in 2005, will secure private gifts that contribute substantially to the distinct, but linked, campuses of the University of Tennessee system. Funds raised through the campaign will directly support the objectives of UT's strategic plan, as outlined by UT president John Petersen. Among those objectives are improved student access and success, research and economic development, outreach, and globalization.

For more information, contact Karen Rohr, development director for the College of Communication and Information at krohr1@utk.edu.

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—Donna Bletner, University of Tennessee Development Office

Pioneer in Internet science journalism provides Hill Lecture

More than 200 people packed the University Center Shiloh Room on March 25 to hear an award-winning science writer's presentation, "Britney Spears vs. Chimps with Spears: Talking about Science in a Tabloid Culture."

Alan Boyle, science editor and writer for MSNBC.com, presented the lecture on tabloid culture and science as this year's annual Alfred and Julia Hill lecture.

"Alan has been a leader in bringing accurate, interesting science stories to the Internet," said Mark Littmann, the Hill Professor of Science Writing in UT Knoxville's School of Journalism and Electronic Media in the College of Communication and Information.

Boyle has been with MSNBC since its founding in 1996. He has served as science editor for MSNBC.com since 1997.

Boyle's work has earned him many honors, including the Science Journalism Award of the American Association for the Advancement of Science, the Science in Society Award of the National Association of Science Writers, and the Almquist Award for Distinguished Service to Journalism from the Society of Professional Journalists.

Before joining MSNBC, Boyle was a reporter and editor at daily newspapers in Cincinnati and in Seattle and Spokane in Washington. At those papers he served in a variety of reporting roles, covering local news, lifestyle, entertainment, and foreign news. Boyle graduated with highest honors in English, writing, and philosophy from Loras College in Iowa and earned a master's degree in journalism from Columbia University.

The Hill Lecture series brings distinguished science journalists to campus to share their thoughts on science, society, and the mass media. The lectures are made possible by an endowment created by Tom Hill and Mary Frances Hill Holton in honor of their parents, Alfred and Julia Hill, founders of *The Oak Ridger*. The Hill family's endowment of the lecture series was a gift to the UT School of Journalism and Electronic Media in the College of Communication and Information.

Annual symposium features alumni, promotes research



Reggie Murphy

A College of Communication and Information alumnus who now works as director of research services for a global media company headlined CCI's 30th annual research symposium, an event that featured original research on topics ranging from individual rights to decision-making in higher education.

The annual event was held February 29 in the UT Knoxville University Center and featured several research panels, a poster session, an alumni panel, and keynote luncheon. This year's theme was "Celebrating the Past, Visioning the Future."

"This event featured presentations from distinguished alumni of the College of Communication and Information and outstanding papers from current students, who will be our distinguished alumni of the future," said Carol Tenopir, director of research for the college and its Center for Information and Communication Studies.

Reggie Murphy, general manager/audience for Gannett Company Inc., gave the keynote address in the UC Ballroom. His topic was "Research in a Changing World."

"The way in which consumers access and use media has changed dramatically in recent years, and that is due to advances in technology and the Internet," Murphy said. "These changes present many advances and opportunities for researchers in communication—in particular, how we measure them using the various forms of media."

Murphy earned master's and doctoral degrees from the college in 1994 and 1998, respectively. He joined Gannett in 2000 as market research manager with *USA Today*, where he managed projects for such clients as General Motors, FedEx, Intel, IBM, and ESPN. He was then promoted to director of research services for Gannett, where he managed consumer research projects for the company's 90 daily newspapers and nearly 1,000 non-daily publications and websites. Murphy was recently moved into a new position with Gannett's Digital Division as general manager/audience. In this new role he is leveraging his marketing and consumer-research expertise to ensure a superior user experience for all of Gannett's digital products, helping to define audience segments desired by national and

local advertisers and integrating research on current and next-stage technologies to enhance the design and usability of all current and new products.

Murphy has won Gannett's Chairman's Award for the past 2 years for his job performance and overall contributions to the company.

Besides Murphy, several other alumni of College of Communication and Information programs made presentations on an alumni research panel. The speakers included David E. Sumner (Ph.D./CCI '89), professor of journalism, Ball State University; Debbie Treise (Ph.D./CCI '92), professor of advertising and associate dean of graduate studies, College of Journalism and Communications, University of Florida; Kandi Walker (BA/CS '94), associate professor, Department of Communication, University of Louisville; and John Price Wilkin (MS/SIS '86), associate university librarian for library information technology and for technical and access services, University of Michigan Library.

The event closed with an awards presentation. Several CCI graduate students and professors were honored for their work. The winners and their papers:

- Best Doctoral Paper—James E. Miller, "Students Don't Just Have Carte Blanche to do Whatever They Want: A Qualitative Investigation of Public College and University Administrators' Perceptions on their Role as Overseers of the Student Press after *Hosty v. Carter*"
- Best Master's Paper—Amanda Womac, "Frames of Mountaintop Removal in Print Journalism"
- Best Collaboration—Michael Palenchar and Bernardo Motta, "Awareness, Attitudes, and Utilization of Community Right to Know: Public Relations Practitioners and Environmental Risk Communication"
- Best Poster—(Tie) Karen Freberg, "From Supersizing to Healthy: Can McDonald's Change Its Image Among Today's College Students?" and Tulika Biswas, Taewoo Kim, Lei Wu, and Liuyan Yang, "Asian Stereotypes Lost or Found in the First Season of TV Series *Lost*?"

For more information about the event, including a listing of research presentations, visit www.cci.utk.edu/research/symposium.



Far left: CCI alumni presented their research work during a special session of the symposium. Left: Alumnus Reggie Murphy discussed the changing nature of audience measurement and research at the keynote luncheon.

New faculty, staff members join CCI

Five new faculty members and one new staff member recently joined the College of Communication and Information. The five faculty members, all assistant professors, began teaching this fall. The newest member of the undergraduate advising staff began work this summer.



Dr. Karen Hilyard



Dr. Courtney Wright



Dr. Cindy Welch

Dr. Karen Hilyard joined the School of Advertising and Public Relations as an assistant professor. Hilyard, who specializes in public relations, earned a Ph.D. last spring from the Grady College of Journalism and Mass Communication at the University of Georgia. Her dissertation, “Inoculation Theory and Pandemic Flu: Persuading the Public to Follow Contradictory Government Directives,” focused on health communications.

Dr. Courtney Wright joined the School of Communication Studies as an assistant professor specializing in interpersonal communication. Wright successfully defended her dissertation, “Acts of ‘Playful Disturbance’: An Examination of Meta-goals, Motivations, and Misinterpretations of the Collegiate Teaser,” this summer and earned a Ph.D. from the Department of Communication Studies at Northwestern University.



Dr. Vandana Singh



Dr. Elizabeth Hendrickson



Karen Price

Dr. Cindy Welch, who specializes in youth services in public libraries and school library media centers, joined the School of Information Sciences as an assistant professor. Welch earned a Ph.D. from the School of Library and Information Science at the University of Illinois–Urbana-Champaign in May 2008. Her dissertation, “Broadcasting the Profession: The American Library Association and the National Children’s Radio Hour,” was a historical study focused on an unsuccessful national children’s radio program proposed by the American Library Association in the 1930s.

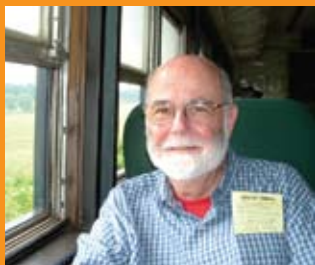
Like Welch, **Dr. Vandana Singh** also joined the School of Information Sciences as an assistant professor after completing a Ph.D. at the School of Library and Information Science at the University of Illinois–Urbana-Champaign. Singh’s research focuses on

information technology and human–computer interaction. She completed her dissertation, “Knowledge Creation, Sharing, and Re-Use in Technical Support for Open Source Software,” last spring and comes to UT from the University of North Texas, where she was a lecturer in the School of Library and Information Science during the 2007–08 academic year.

Dr. Elizabeth Hendrickson joined the School of Journalism and Electronic Media as an assistant professor with a focus on magazine publishing. Hendrickson completed a Ph.D. at the University of Missouri’s School of Journalism. Her dissertation was titled “Newsstand Saviors: The Production of Celebrity News.”

Finally, **Karen Price** joined the CCI Undergraduate Advising Center in May as an administrative support assistant. Price previously served as an advancement assistant in the UT Knoxville College of Business Administration development office.

Information Sciences assistant director retires



A new scholarship will honor Dr. Bill Robinson, who retired from the School of Information Sciences in spring 2008.

After a more than 35-year career at the School of Information Sciences, Assistant Director Dr. Bill Robinson retired in spring 2008.

“Dr. Bill,” as he was affectionately called by his students, was one of the most artful and skilled professors among his colleagues. His lectures provoked thoughtful consideration of each viewpoint and encouraged students to take the next step to make the knowledge he presented their own. The atmosphere he created in the classroom was always open and inviting, with discussions flowing freely, stimulating respectful and exciting debates. Dr. Bill will be missed by students and colleagues alike,” said Ed Cortez, SIS professor and director.

Robinson joined the faculty of what was then UT Knoxville’s Graduate School of Library and Information Sciences in 1972. Since then, he has taught hundreds of students in a variety of courses, including research methods and development and management of collections.

Robinson has served as assistant director of the school since 2005. He also served as acting director for a short time and has authored more 45 articles with an emphasis on Tennessee librarianship, book publishing, and government publications.

Lecture series brings Scripps execs to UT



Scripps executives spoke with two classes during their day at CCI. Pictured here from one of those classes are Annette Bruhn and Doug Hurst, Scripps; CCI student Melissa Priode; Jana Henthorn, the Cable Center; CCI student Justin Pace; Cory Andersen, the Cable Center; and CCI dean Mike Wirth.

A lecture series featuring some of the nation's top cable executives brought two Scripps Networks leaders to College of Communication and Information classrooms last spring.

The Cable Mavericks Lecture Series, sponsored by the Cable Center, presented Doug Hurst and Annette Brun on campus on March 4. Hurst is senior vice-president and general manager of nonlinear distribution at Scripps Networks; Brun is vice-president of marketing at HGTV.

"We greatly appreciate the opportunity to work with the Cable Center to bring top cable telecommunication executives to campus. We are also very grateful to Doug and Annette for taking time from their busy schedules to share their expertise and invaluable insights with our students," said Mike Wirth, CCI dean.

The Cable Center is a nonprofit organization based in Denver that provides education and information about the cable telecommunications industry to the educational community, the cable industry, and the public. The Cable Mavericks Lecture Series was developed in 2005.

Hurst and Brun spoke to two journalism and electronic media classes about marketing and brand strategy, as well as about career opportunities available in the cable telecommunications industry. The pair encouraged students to ask questions and learn as much about the industry as possible. Hurst and Brun also took time to enjoy lunch with several students and attended an afternoon reception in the Communications Building. The all-college reception included Scripps recruiters who spoke with the students who attended.

The lecture series is the Cable Center's signature program. It brings an elite group of cable executives from marketing, operations, strategy, and development to college campuses around the nation to expose students to this dynamic and transforming industry. The series serves as a direct channel for educating and encouraging students who will become tomorrow's business leaders to explore the cable telecommunications industry.

"Our Cable Mavericks inspire students across the nation with the entrepreneurial spirit that defines our industry and introduces them to many intriguing career opportunities," said Jana Henthorn, senior vice-president of programs and education at the Cable Center. "The Cable Mavericks Lecture Series continues to be one of the Cable Center's most popular programs, and we are proud to present this tremendous lineup of cable leaders."

For more information about the lecture series and the Cable Center, visit www.cablecenter.org.



HGTV co-founder and Scripps Networks president of brand outreach Susan Packard took in the lecture alongside CCI students.

In 1999, Robinson won the Tennessee Library Association's Frances Neel Cheney Award for contributions to the world of librarianship and books through the encouragement of the love of books and reading. He received UT Libraries' Outstanding Service Award in 2001, and the 2005-06 College of Communication and Information Outstanding Teaching Award.

Robinson completed his undergraduate work at Claremont Men's College in 1961. The following year, he earned a master's degree in international relations from the Fletcher School of Law and Diplomacy, which is jointly administered by Tufts and Harvard Universities. In 1965 he earned an MSLS from the University of Southern California.

Robinson completed the Ph.D. program at the University of Illinois in 1973. His dissertation, "Subject Dispersion in Political Science: An analysis of references appearing in the journal literature, 1910-1960," was awarded the Berner-Nash Award for the outstanding doctoral thesis of the year.

SIS honored Robinson last spring with a retirement celebration, which included a memory book of his time with the university. The school also established the William C. Robinson, or "Dr. Bill," scholarship. The fund will support academically gifted students in their endeavor to become librarians and information professionals.

For more information regarding how you can honor Robinson with a gift to the scholarship fund, contact CCI development director Karen Rohr at krohr1@utk.edu or 865-974-7074.

—Joel Southern

JEM, Tennessee Journalist host “A Public Conversation on Web Journalism”

More than a dozen web journalism experts from around the country gathered April 3 and 4 at the University of Tennessee, Knoxville, for “A Public Conversation on Web Journalism.”

The 2-day event, hosted by the School of Journalism and Electronic Media and its student news website, the Tennessee Journalist (*tnjn.com*), featured leaders in web journalism from Washington Post, Newsweek Interactive, Scripps Interactive, the *Knoxville News Sentinel*, the Poynter Institute, the *Tampa Tribune*, Maroon Ventures, Scripps Networks, *knoxviews.com*, *The Tennessean*, *tvguide.com*, *MyTopiaCafe.com*, and WBIR-TV. Most sessions were open to the public.

Rob Curley, vice-president of product development at Washington Post, Newsweek Interactive, delivered the keynote address at an invitation-only dinner on April 3.

The conference featured a variety of online professionals and academics in several forums and panels. Academics attending the conference also discussed ways to start or enhance student-operated news websites on their campuses and the possibility of forming a national network of campus news websites.

Students who took part in the conference met with professionals to discuss preparations and plans for a career in online journalism.

The event was the final component of the yearlong Tennessee Journalist Web Journalism Project, an endeavor to foster greater collaboration between the School of Journalism and Electronic Media and the media industry, to enhance the educational experience of students by bringing online journalism professionals into the virtual classroom, and to introduce what JEM hopes to be a continuing “public conversation” on web journalism and related issues. The project was made possible by a \$50,000 grant from the Scripps Howard Foundation, the philanthropic arm of the E.W. Scripps Company.

The Tennessee Journalist is the online news site of the School of Journalism and Electronic Media. Only in operation for about 2 years, the site recently earned several honors, including best all-around independent online student publication, at the 2007 Region 12 Mark of Excellence Awards presented by the Society of Professional Journalists.

For more information about the conference, including program topics, a list of speakers and a complete overview, visit <http://tnjn.com/apr08conference>.



Panel members discussed career opportunities in web journalism and took questions from the audience.

Organization offers place for all students



CCI Diversity Student Leaders Society officers encouraged students to join the new group at a spring event.

A new student group in the College of Communication and Information kicked off last spring with an event to welcome all students in the college to the organization.

The CCI Diversity Student Leaders Society hosted an expo in the Communications Building as a way to inform students about the club. The mission of the program is

to provide an open and accepting community for students of all backgrounds, races, genders, cultures, religions, and sexual orientations. Its purpose is to provide equitable, high-quality educational opportunities and to promote an understanding of one another by going beyond simple tolerance to embrace and honor individual diversity.

“Providing students with a better understanding of what it means to live and work in a diverse world is a critical part of the program’s mission. The students who have come together to form DSLS have done a tremendous job of establishing an exciting program that will help set the college’s diversity agenda,” said Alice Wirth, director of the program.

Dozens of students signed up for the program during the expo. In the future, the society will provide student mentoring, social gatherings, student exchanges, and job shadowing. A diversity speakers program is also in the works.

The program’s main goal is to provide an open and accepting community for CCI students. The society also seeks to

- provide tools to help students become marketable in the global workplace;
- help students learn to think independently and stand out from the crowd;
- create a climate that affirms and endorses diversity;
- provide underrepresented students with support, programs, and experiences that will help them complete college;
- link CCI to university-wide diversity programs; and
- provide an atmosphere that allows students to discuss ideas and information associated with diversity and conflict.

For more information about the CCI Diversity Student Leaders Society, contact Alice Wirth at awirth@utk.edu.

Tenopir earns Chancellor's Professor designation

A College of Communication and Information professor is one of just seven among the UT Knoxville faculty to earn the highest possible recognition that can be bestowed upon a faculty member by the chancellor.

Carol Tenopir, director of the college's Center for Information and Communication Studies and CCI director of research, has been appointed a Chancellor's Professor. Tenopir is a professor in the School of Information Sciences.

"Dr. Tenopir has had a remarkable career as a researcher, teacher, and contributor to the profession and has a highly distinguished record of research teaching and service," said Mike Wirth, CCI dean. "As a result of her many accomplishments and distinguished career, she is a very worthy recipient of a Chancellor's Professorship, and I was honored to nominate her."

Designation as a Chancellor's Professor honors extraordinary scholarly attainment recognized nationally or internationally in an individual discipline or field, as well as a record of excellence in teaching and service to the University of Tennessee, Knoxville. Only full-time tenured full professors with a minimum of 5 years of service to UT Knoxville were considered for the award.

The select group of professors was appointed by the chancellor on the recommendation of the provost. This initial class was selected by the provost from nominations made by the deans of all the colleges in the university. Beginning next year, the Chancellor's Professors themselves will recommend the appointment of additional members to the provost and chancellor annually.

The scholars will also meet at regular intervals to advise the provost, the vice-chancellor for research, and the chancellor on matters of concern to the campus. Chancellor's Professors will also participate in the Chancellor's Professor Faculty Lecture Series.

As a Chancellor's Professor, Tenopir will receive a research stipend as a token of recognition of her outstanding achievement.

Tenopir's areas of teaching and research include information access and retrieval, electronic publishing, the information industry, online resources, and the impact of technology on reference librarians and scientists. Her Ph.D. dissertation in library and information science from the University of Illinois was one of the first to study full-text journal article retrieval.

Tenopir, also a Fulbright Scholar, is the author of five books and has published more than 40 peer-reviewed journal articles, 14 book chapters, 8 co-edited books, 51 conference proceedings articles, and 36 non-peer reviewed research articles. She has written the "Online Databases" column for *Library Journal* since 1983. Tenopir has used the column to demystify the technologies that emerged with the growth of online systems and services. As a result, Carol Tenopir is a household name in libraries and information centers across the U.S. Last year, the authors of an article in *Library & Information Science Research* named Tenopir the most prolific author and one of the most highly cited authors in the field of library and information sciences.

Tenopir is the recipient of the 1993 Outstanding Information Science Teacher Award from the American Society for Information Science/Institute for Scientific Information and the 2000 ALISE Award for Teaching Excellence. She also received the 2002 American Society for Information Science and Technology Research Award and the 2004 International Information Industry Lifetime Achievement Award. She received the 2003 University of Tennessee Chancellor's Citation for Research and Creative Achievement Award, the 2007 Contribution to Information Science and Technology Award from the Los Angeles Chapter of the American Society of Information Science and Technology, Whittier College's 2007 Alumni Achievement Award, and the 2006 Miles Conrad Award for Achievement in the field of Information Science and Distinguished Service to the National Federation of Abstracting and Indexing Services.

Tenopir has conducted research projects funded by the National Science Foundation, the Institute of Museum and Library Services, the Institute of Electrical and Electronics Engineers, and the Engineering Information Foundation, Special Libraries Association. She has served on advisory boards for a number of electronic publishers.



Carol Tenopir

PR students encourage middle-schoolers to buckle up

More students in the UT Knoxville area understand the importance of using a seatbelt, thanks to a group of students in the School of Advertising and Public Relations.

The Big Orange Buckle 2008, a seatbelt usage campaign the UT public relations students created and carried out last February, drew more than a thousand participants—all middle-school students and teachers.

The students created the campaign as part of the national Bateman competition of the Public Relations Student Society of America (PRSSA). The competition requires students to conduct research and complete a month-long campaign with a particular client. This year's client was Chevrolet's Safe Kids Buckle Up, in cooperation with General Motors and Chevrolet.

"Our team members work very hard," said Dr. Lisa Fall, Bateman team advisor and associate professor in the School of Advertising and Public Relations. "As a result, two of our UT teams have earned national honorable mention awards during the past four years. This campaign program is very competitive; the Bateman competition attracts about sixty-five institutions that participate annually."

Based on research conducted throughout the fall semester, the UT team created a campaign that specifically targeted students enrolled at South-Doyle Middle School in Knoxville, Tennessee.

The campaign concluded with a special event led by UT Knoxville public relations students at South-Doyle on February 27. The event, which focused on seatbelt safety, usage, and awareness, featured trivia games and "buckle-up relay races" in vehicles provided by West Chevrolet. Lt. Jesse Brooks of the Tennessee Highway Patrol also used an on-site crash simulator presentation to show students how passengers who are not buckled up properly are affected in a car wreck.

The winners from the trivia game and buckle-up relay races had their photo taken with Smokey, the UT mascot, and were awarded prizes ranging from items autographed by UT coaches and players to UT pens, posters, and stickers. All students were also given a Big Orange Buckle 2008 wristband to serve as a constant reminder to always buckle up every time they get in a car.

The PRSSA Bateman competition is named for the late J. Carroll Bateman, who was a professor at the University of Tennessee and a faculty advisor to UT's PRSSA chapter. Bateman was also one of the founders of PRSSA and co-chaired the first Commission on Public Relations Education.

For more information about the month-long buckle-up campaign or to see photos from the Big Orange Buckle 2008 event, visit the campaign website at www.freewebs.com/bigorangebuckle/index.htm.



PRSSA members, Tennessee Highway Patrol Lt. Jesse Brooks, Dr. Lisa Fall, and Smokey led an in-school event last winter encouraging students to use seatbelts. (Photo courtesy of Kristen Eddleman)

Foundation grant supports ethics class

Journalism and Electronic Media students are learning about making ethical choices in the field thanks to a grant from the Ethics and Excellence in Journalism Foundation.

“Contemporary American journalism is plagued by a decrease in professionalism that includes an erosion of ethics and a clear misunderstanding of the role journalism has in our democracy,” said Dr. Peter Gross, director of the School of Journalism and Electronic Media. “We hope that this program has helped our students better understand their role as journalists.”

The grant provided funding for a media ethicist-in-residence for two semesters. The school has an undergraduate Media Law and Ethics class but no freestanding ethics class at either the undergraduate or the graduate level.

The first ethicist-in-residence, Lance Schultz, taught during spring semester 2008. Schultz has produced, directed, written, and distributed more than a thousand hours of television programs for the domestic and foreign broadcast markets. He is the managing producer at NorthStar Studios in Nashville and has played an integral role in the creation of many award-winning documentaries, often dealing with sensitive subjects. During the height of the Cold War, he was the first American the Soviet government allowed to film its top-secret submarine base in Murmansk. The event later aired on the Discovery Channel as part of the world premiere series *Submarines: Sharks of Steel*. Schultz followed the series with the PBS/NOVA special, “Top Gun Over Moscow,” which focused on the Russian Air Force after the fall of the Soviet Union.

David Green, a Pulitzer Prize-winner and former managing editor of *The Tennessean*, is serving as ethicist-in-residence during fall semester 2008. Besides his 15-year career at *The Tennessean*, Green served as city editor for the Lexington, Kentucky, *Herald-Leader* and as general desk supervisor for the Associated Press in New York City. While working for the *Herald-Leader*, Green was named the outstanding journalist company-wide for Knight-Ridder Inc. After leaving *The Tennessean* in 2007, he formed David Green Communications, a Nashville communications firm.

Thanks to the grant from the Ethics and Excellence in Journalism Foundation and the expertise provided by Schultz and Green, Journalism and Electronic Media students have gained invaluable insights into the daily ethical issues faced by the media and their journalists. The knowledge gained from these outstanding media professionals has also provided valuable guidance as the School of Journalism and Electronic Media moves forward to more fully incorporate ethics into its curriculum.



High marks for Advertising and Public Relations

The School of Advertising and Public Relations received praise from faculty reviewers in a mid-cycle review earlier this year.

“The review team made a number of excellent suggestions for making our outstanding School of Advertising and Public Relations even better. I greatly appreciate the time they spent helping us think strategically about future directions for the school,” said Mike Wirth, dean of the College of Communication and Information.

All programs within the university regularly undergo a full review and a mid-cycle review. These reviews, in which faculty members from UT and outside institutions evaluate the quality of a program in several areas, provide the school with valuable feedback for improvement.

The reviewers assessed three general areas: leadership, faculty, and undergraduate students. All three received praise from the review team. Reviewers found school director Ron Taylor to be a “superb leader” and said that the faculty “offers the University of Tennessee and their professions one of the top programs in the fields of study” and “they are highly productive and truly care about the success of their students.” The group was also “impressed with the quality and presence of the undergrads we met. They were well-spoken, positive about most of their experiences, and excited about their futures.”

“Confirmation of the outstanding job the faculty does is always welcome news. Tennessee has one of the best programs worldwide. Everyone associated with the program, including alumni and supporters, ought to feel a sense of pride in the report,” said Taylor.

Dow Jones selects JEM student for editing internship



For the fifth year in a row, a CCI student has been named a Dow Jones Editing Intern.

Shannon Petrie, a Journalism and Electronic Media senior, was selected as one of Dow Jones's Editing Interns for summer 2008. The program accepts a limited number of students in the nation each year based on a qualifying test, a resume, and an essay.

"Shannon is a terrific copyeditor, and I think she represented UT well," said Bonnie Hufford, an editing instructor in the School of Journalism and Electronic Media. "I am sure her experience with the Tennessee Journalist website made her resume more attractive, as employers continue to look for interns and potential employees who have web-based experience."

A total of 102 undergraduate and graduate students from 52 U.S. colleges and universities participated in the program last summer. The students worked as copyeditors, online producers, and business reporters at news organizations nationwide.

The Dow Jones Newspaper Fund offers the annual summer internships in business reporting, newspaper copyediting, and sports copyediting. This year, with support from Yahoo! News, the fund also offered online editing internships. Students selected for the program participate in pre-internship training based on interest area. They also receive a \$350 weekly salary for a minimum of 10 weeks. Interns who return to college full time the following fall receive \$1,000 scholarships from the fund.

Petrie, along with 15 other interns, trained at Western Kentucky University. She then spent her internship working at Frontdoor.com. The new Scripps Networks site features home listings and a bevy of how-to articles just for buyers and sellers of homes.

"My internship let me see how an online publication functions, especially a new site that's constantly growing and expanding," she said. "I've learned a lot about online journalism at UT, especially through working with the Tennessee Journalist, so I was really excited to use what I've learned at Frontdoor.com."

Dean's message, continued from page 2

- Completion of a CCI capital campaign case statement and establishment of a development plan for the college
- An active and involved college Board of Visitors
- Identification of the additional space required to reclaim the college's auditorium and to double the size of WUTK-FM
- More than doubling the number of CCI students studying abroad over the past year

These accomplishments, along with many others—some of which are detailed in this issue of *Full Circle*—make me very optimistic about the future of the college. As state funding cuts lead to base budget reductions for the college (a 2.3-percent reduction for this year and an even larger reduction likely for next year), our task has become more challenging. Rest assured, however, that we will continue to do everything in our power to keep up the forward momentum. Go Vols!

Michael O. Wirth, dean

Commencement, continued from page 3

She then told the graduates about the reality of first jobs. "It is highly unlikely that you will start your career where you want to end it. Therefore, don't pass up an opportunity to learn a skill just because your first job is not what you want to do for the rest of your life. Remember, you now have bills to pay."

"When you get your first job, treat it like your first credit card—that is, max it out! Learn all that you can about your job and the work of those around you," advised Blackburn. "Employers are looking for people who can multitask. The more skills you have, the more valuable you are."

Building on a tradition of excellence

Donors to the College of Communication and Information are individuals who share a common belief and passion for the value of higher education. Through their generosity, the alumni, faculty, staff, corporations, and foundations listed on these pages have made an investment in the ongoing work of the college. Their support helps address some of our greatest needs, which include the following:

- **Program support.** Private funding boosts internationalization efforts, professional collaboration, and experiential learning opportunities.
- **Student Support.** Funds help us attract and retain the best and brightest students, support internships, and provide study-abroad options.
- **Faculty Support.** Building and retaining a world class faculty requires funds to support research and teaching innovation and excellence. Gifts here endow a chair or professorship, establish visiting scholar programs, and provide our faculty members with the support they need to prepare students for bright, successful futures.
- **Facility Support.** Opened nearly 40 years ago, our current building needs critical renovation to meet the immediate needs of 1600-plus undergraduate majors.
- **Outreach.** Gifts will help the college enhance its efforts to build and maintain relationships with our most valued alumni and friends.

Thank you for being such a good friend of the College of Communication and Information. Your commitment is a wonderful testament to the spirit and pride we all share for this fine institution. We recognize those donors whose annual gifts were received and processed by the University of Tennessee or the UT Foundation during fiscal year 2008, running from July 1, 2007, through June 30, 2008.

Although every effort has been made to ensure the accuracy and completeness of our record of contributors, the following list may contain errors or omissions. Please help us make sure our records are accurate by contacting us with any corrections or questions.

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 Mr. Ronald H. Kolodziej
 Mr. Adam Komisarck and Mrs. A. Komisarck
 Mr. Christopher Kozel
 Dr. Rose Marie Kundanis
 Mr. Michael E. Lail and Mrs. June S. Lail
 Dr. Ann Lackey Landini
 Mr. Scott P. LaRochelle and Mrs. Marilyn LaRochelle
 Judge Sharon Lee
 Ms. Sandra Leftwich
 Dr. Kenneth J. Levine
 Ms. Sally L. Levine
 Mr. Gilbert Levison
 Ms. Nancy Lurana Lindsey
 Ms. Charlotte T. Linge
 Mr. Paul S. Litherland and Mrs. Christine M. Litherland
 Ms. Songqian Lu
 Dr. Larry W. Lunsford and Mrs. Joan Q. Lunsford
 Ms. Audrey A. McBride
 Mr. Frank J. McCloskey and Ms. Deborah L. Jones
 Mr. James F. McCollum and Mrs. Susan Annette Wiley McCollum
 Ms. Megan Christine McDaniel
 Mrs. Holly Jeanne McKenna and Mr. Chris McKenna
 Mr. Leonard J. Maranto and Mrs. Annette E. Maranto
 Mr. David L. Martin
 Ms. Krystal W. Massey
 Ms. Cynthia N. Mastro

- Dr. D. Jackson Maxwell Jr. and Mrs. Robyn G. Maxwell
 Mrs. Doris A. May and Mr. Timothy J. May
 Mr. James C. Meade and Mrs. Sharon K. Meade
 Mr. Bobby L. Melton
 Mrs. Mary A. Merrell
 Mr. Patrick F. Messing and Mrs. Nora D. Messing
 Ms. Janet D. Miles
 Mrs. Ann S. Miller
 Dr. Thomas M. Miller and Mrs. Allison E. Miller
 Mr. Kenneth A. Millwood and Mrs. Linda Millwood
 Mr. John E. Moore
 Mr. Byerly Morgan
 Mr. Maurice M. Moser Jr. and Mrs. A. Moser
 Mr. Bill A. Mullican Sr. and Mrs. Dot Mullican
 Mr. Leonard B. Murray Jr. and Mrs. Joan Reagan McNeill Murray
 Ms. Dorothy Davis Napier
 Mrs. Linda Hazlett Nicodemus
 Ms. Frances H. Nides
 Ms. Ashley Anne Nimmo-Turner
 Dr. Danuta Ann Nitecki
 Ms. Christine Nugent and Mr. Kurt Nugent
 Mr. William H. Nunnally
 Miss Monica Oakes
 Mr. George W. Ogles and Mrs. Carolyn A. Ogles
 Mr. Dortch Oldham and Mrs. Sis Oldham
 Mr. Bruce R. Osborne
 Mr. Alan Owen
 Ms. Princes Y. Page
 Mr. Michael E. Pardue and Mrs. Raeanne Thomas Pardue
 Mr. J. M. Parish
 Mr. Jack Alan Parker and Mrs. Dana Kay Parker
 Ms. Elizabeth Parnell and Mr. Ryan Parnell
 Mrs. Deborah A. Perry and Mr. Harold Ray Perry
 Mr. Arlington Phillips and Mrs. Constance Phillips
 Mr. C. David Philpo and Mrs. Barbara J. Hardwick Philpo
 Mr. Charles Wayne Poore and Mrs. Carla Leslie Poore
 Mr. William V. Powell Jr. and Dr. Lula C. Powell
 Miss L. Jeanne Powers
 Ms. Sara Elizabeth Presnell
 Ms. Tamara Daynel Ratliff
 Mr. Harold D. Ray and Mrs. Fay H. Ray
 Mr. Costa G. Regas
 Mr. Charles Vaughn Rhodarmer Jr. and Mrs. Mia Anderson Rhodarmer
 Mr. Rondal K. Richardson
 Mr. Heyward B. Roberts Jr. and Mrs. Peggy L. Roberts
 Mr. Gary Clark Robertson
 Ms. Ann Crisman Rox
 Mrs. Shana Michelle Rummage and Mr. John Rummage
 Dr. Roger O. Rupp and Mrs. Mollie Elizabeth Rupp
 Mr. Brian W. Ruttenbur and Mrs. Anne Marie Ruttenbur
 Ms. Mariselle Lajara Salter
 Mrs. Marcy J. Sanford
 Mr. Joel Robert Sasser Jr. and Mrs. Sandra J. Sasser
 Ms. Katherine Marie Seeley
 Mr. Nils David Sellman Jr. and Mrs. Ann M. Sellman
 Mrs. Sherra Lesley Sewell and Mr. Albert Sewell
 Ms. Kristina Marie Shands
 Mr. William S. Shelton and Mrs. Nancy Elise Frederick Shelton
 Mr. Michael D. Shepherd and Mrs. Debra A. Shepherd
 Mrs. Amy Roberts Shurden and Mr. Chris Shurden
 Ms. Livy I. Simpson
 Miss S. Gail Sisson
 Smith, Harris & Carr
 Mrs. Anne E. Smith and Mr. Chadwick Smith
 Mrs. Helen S. Smith and Mr. James F. Smith
 Mr. James C. Smith and Mrs. Jamie D. Smith
 Miss Stacey E. Smith
 Miss Sandra L. Snodderly
 Mr. David L. Spear and Mrs. Peggy Y. Spear
 Mr. Lelan A. Statom and Mrs. Yolanda Yvette Taylor-Statom
 Mr. C. E. Statzer and Mrs. Judith Anne Statzer
 Mr. James E. Staub Jr.
 Mr. Samuel V. Steele and Mrs. Gloria Steele
 Dr. C. Marzel Stiefel and Mrs. Nancy Furian Stiefel
 Mr. Frank B. Still Jr. and Mrs. Jane Farley Still
 Student Chapter of Special Libraries
 Mrs. Elizabeth A. Sturgen and Mr. Ralph Sturgen
 Molly H. Sudderth and Rob Sudderth
 Ms. Barbara Chambers Suttles
 Mrs. Julie V. Tate and Mr. Robert J. Tate
 Tennessee Library Association
 Ms. Amy E. Thomas
 Mr. C. Clayton Thomas and Mrs. Melissa B. Thomas
 Mrs. Rebecca James Thomasson
 Mrs. Louise D. Tittsworth and Mr. Michael W. Tittsworth
 Mr. Scott Tocher
 Mrs. Jeanie Costa Torchio and Mr. Paolo Torchio
 Mr. Tommy Vernon Trent and Mrs. Melissa Jo Trent
 Ms. Stephanie Rose Trepinski
 Ms. Christine Marie Tucker
 Jeanne T. Ullian and Mr. John A. Ullian
 Mrs. Karen Gerdetz Valentine
 Ms. Erica L. Veksler
 Mr. Samuel A. Venable Jr. and Mrs. Mary Ann Venable
 Mrs. Gertrude H. Wagner and Mr. Bill Wagner
 Mr. Brandon C. Waite
 Ms. Celia S. Walker and Mr. Robert C. Walker
 Mr. James J. Wallace and Mrs. Marietta Wallace
 Ms. Kimberly S. Waller
 Ms. Melissa A. Johnson and Mr. Timothy S. Waltz
 Mr. Brett N. Ward and Mrs. Suzanne Evans Ward
 Mr. John B. Waters III and Mrs. Beth Horn Waters
 Anna S. Watkins
 Mr. James R. Watson
 Paige L. Weghorst
 Mr. Jack K. Westbrook and Willie Matthews Westbrook
 Westside Daredevils
 Mr. Paul Michael Whalen
 Mr. Randall Scott Whitson and Mrs. Liz M. Whitson
 Mr. Adam Christopher Wilson and Mrs. Julie Ann Wilson
 Mr. David C. Wilson and Ms. Ann R. Viera
 Mr. Justin Potter Wilson
 Mr. Randall D. Whitaker and Mrs. Carla Whitaker
 Ms. Katherine H. Winters
 Dr. Russell Y. Witcher and Mrs. Tera Witcher
 Dr. Michael D. Wooten and Mrs. Rita B. Wooten
 Mrs. Quanta L. Wyatt and Mr. Doug Wyatt
 Mr. Mark S. Yates
 Dr. Vernon H. Young and Mrs. Jeanne Young
 Sha L. Zhang
 Mrs. Mary Lynne Zirkle and Mr. Jon K. Zirkle

Panelists discussed career options with undergraduate students at a spring career forum.



Alumni, graduate students discuss diversity of career choices

Undergraduate students from across the university with an interest in communication and information joined the college last spring for a special alumni and graduate student panel session.

The panel, called “See Yourself in a Diversity of Careers,” featured young alumni from all majors of the college. More than a hundred students attended the event, most of whom were lower-division students who had not yet declared a major.

“Panelists talked to students about everything from balancing academics and extracurricular activities to the daily experience of working in communication and information careers. They discussed specifics, such as how they applied coursework to solve workplace problems. They also talked in broad terms about the value of internships and such on-campus experiences as participating in student clubs, working in the library, and being on the staff of student media,” said Sally McMillan, CCI associate dean for academics.

The panelists included professionals in advertising, broadcasting, employee communication, libraries, newspapers, and public relations who candidly discussed career options with the students. Alumni and graduate students who participated include

- **Mónica Colón-Aguirre** (MS/SIS '08), now a doctoral student in the School of Information Sciences. Colón-Aguirre earned a bachelor's in business administration from the University of Puerto Rico—Rio Piedras and an MBA from the Interamerican University of Puerto Rico.
- **Molly Driscoll** (BS/JEM '07), an account supervisor at Madison MediaWorks, a lead generation advertising agency in Knoxville, Tennessee.
- **Ka'Leia Evans** (BA/CS '06), a staff coordinator for Qwest Communications in Denver. Evans has been involved with a variety of projects at Qwest, including planning and implementing a 3-day event for approximately 300 human-resources employees.
- **Sora Kim**, a Ph.D. candidate in the School of Advertising and Public Relations, who has several years of experience as a marketing communication manager. Kim's work history includes multinational corporations, such as Softbank, Saerom Information, IBM, and Microsoft in Korea.
- **Brandon Long** (BS/JEM '04), an anchor and managing editor at WMGT-TV in Macon, Georgia. Long's resume also includes WPTY/WLMT-TV in Memphis and WBIR-TV in Knoxville, Tennessee.
- **Reginald “Reggie” Murphy** (MS/CCI '94, PhD/CCI '98), director of research services for Gannett Co. Inc. in McLean, Virginia. Murphy manages consumer research projects for Gannett's 90 daily newspapers and nearly 1,000 non-daily publications and websites, with projects focused on strategic plan development for increased readership, circulation, and advertising revenue, as well as marketing of broadcast, print, online, and mobile products and services. (Murphy was recently promoted to general manager/audience for Gannett's Digital Division.)

Powell is SIS distinguished alumnus



The School of Information Sciences Alumni Board honored Pat Powell, senior vice-president of business development for Information International Associates (IIa), with the 2008 Distinguished Alumni Award.

Powell, a 1996 graduate of the school, received the honor on March 8 at the annual SIS Alumni and Friends Day. Alumni Board president Chrissie Anderson Peters presented Powell with the award.

“The School of Information Sciences is extremely pleased and proud to honor Pat Powell with this award,” said Dr. Ed Cortez, SIS director and professor. “Pat is an accomplished information professional and manager whose stature is recognized nationwide.”

At IIa, Powell develops and manages a variety of contracts, from open source research to information technology planning. She has also managed the company's Information Services Division and has been responsible for winning and managing contracts for libraries, information centers, and records programs.

Over the course of her career, Powell has managed contracts for many libraries and information centers, including libraries on nine U.S. Air Force bases, the NASA Goddard Space Flight Center, and the U.S. Department of Labor. On her watch, many of those libraries consistently received exceptional evaluation ratings; several also received “Best in Command” awards from the Air Force.

Besides a master's degree in information sciences, Powell holds bachelor's degrees in English and business administration. She serves on the SIS Advisory Board and has served as president of the SIS Alumni Board.

—Joel Southern

Alumni host CS students in D.C.



Alumnus Pat Butler spoke with students during a meeting at the Washington Post Company. Top right: Communication Studies students' tour of the nation's capital included several well-known sites.



More than a dozen School of Communication Studies students learned about career opportunities in the nation's capital this spring, thanks to the generosity of several alumni.

"We were fortunate to have the assistance of several college alumni to make this trip possible. The students participating in the trip had an incredible networking experience," said John Haas, director of the school.

The students spent March 2 through 5 in Washington, D.C., touring the sites and meeting with alumni at their offices.

On the first day of the trip, the group toured the memorials and monuments and visited three organizations where they met with alumni and friends. Those visits included a *Washington Post* tour and meeting with 1969 alumnus Pat Butler, vice-president of the

Washington Post Company; a tour of Toyota's government relations department and a meeting with Martha Voss, national public affairs manager, Mark Johnson, national manager of government and industry, and Shannon Scott (BA/CS '04); and a meeting with Ed Ingle (BS/JEM '83), managing director of government affairs for Microsoft Corporation. The students ended the day by having dinner with Scott, Erin Byrne (BA/CS '07) of the Retail Industry Leaders Association, and Elizabeth Clement-Webb (BA/CS '03, MPA '05) of the FBI.

On the second day of the trip, the students took a tour of the FBI offices, courtesy of Clement-Webb. They also visited the Smithsonian Institution and met with Representative John J. Duncan Jr. (BS/JEM '69). Stacia Couch (MS/CCI '06) joined the group for dinner.

"The students represented the program well. I'm happy to report that as a result of the trip, two students made connections that resulted in job offers, and a third will spend fall semester in Washington in a full-time internship position. Since this trip was so successful, we plan to make a second trip in February 2009," said Haas.

Renowned science writer receives college alumni award

He has flown through the eye of a hurricane to report on cloud seeding, searched for the Loch Ness monster in Scotland, and flown with the International Ice Patrol in Newfoundland and Greenland.

Reporting on these adventures and others has made John Noble Wilford probably the best-known science reporter at *The New York Times*.

The two-time Pulitzer Prize-winner has received the 2008 Donald G. Hileman Distinguished Alumni Award, the highest alumni honor given by the College of Communication and Information.

"John Noble Wilford is a living legend who has had a remarkable journalistic career. We are very excited to present this award to him for his remarkable contributions to science journalism and in recognition of everything he has done through his work to inform the public about the scientific world," said the college's dean, Mike Wirth.

Wilford, 74, received his bachelor's degree in journalism from UT Knoxville in 1955. He has a master's degree from Syracuse University.

Wilford began his journalism career at the *Wall Street Journal*, first as a general assignment reporter and later as a medical reporter.

Following a fellowship at Columbia University in 1961 and 1962, he became a contributing science editor at *Time* magazine. Then in 1965 he became a science reporter at *The New York Times*. He also has been the paper's assistant national news editor and director of science news.

Now the *Times*' senior science writer, Wilford's beat is "the solar system," and he has been called the country's pre-eminent space reporter. He has covered most major missions of the U.S. space program for three decades, including all flights to the moon and the planets.

Wilford won a Pulitzer Prize for national reporting in 1984 for his stories about space science and planetary exploration. In 1987 he was a member of the *Times*' reporting team that won a Pulitzer Prize for national reporting for its coverage of the *Challenger* tragedy.

Wilford's many other awards have come from such organizations as the Aviation-Space Writers Association and the National Space Club. He has been a visiting professor and lecturer at Princeton, Syracuse, Duke, Yale, and UT Knoxville.

In 1986 he was a finalist in NASA's Journalist-in-Space Project to fly aboard the space shuttle, but the project has been postponed indefinitely.

The Donald G. Hileman Award is named for the first permanent dean of the College of Communications, the forerunner to the current college. The award was established in 1994 in celebration of the college's 25th anniversary. It is given to college alumni who have made outstanding contributions in the field.

—Amy Blakely

Received by June 30, 2008

1949

CHESTER CAMPBELL (BS/JEM) added a fourth book, *The Marathon Murders*, to his Greg McKenzie Mysteries series in February. The book is published in both hardcover and trade paperback by Night Shadows Press. Campbell was a member of the first class to complete Prof. Tucker's journalism curriculum.

1958

WILLIAM E. WENTWORTH (BS/JEM) is retired from the *Florida Today* newspaper in Melbourne, Florida. His seventh book, *Historical Memoranda of Persons and Places in Old Dover, New Hampshire, Vol. 2*, was recently published by the New Hampshire Society of Genealogists.

1964

WALLENE THREADGILL LEEK (BS/JEM) has been named to the 2008 Million Dollar Round Table, an organization internationally recognized as the standard of excellence in the financial services industry. Leek is an agent and financial services professional with the Nashville general office of New York Life Insurance Company.

1973

DR. ARCHIE WORTHAM (BA/CS, MA/CS '76) presented "Save the Male: Roadmap to Success for Retaining Minority Males in Higher Education," at the Achieving the Dream 2008 Strategy Institute in Atlanta. Wortham is an assistant professor at Northeast Lakeview College in Live Oak, Texas. He released "Murder on the Pier," his first novel, earlier this year under the pen name Jere Myles.

JOHN FOSTER (BS/JEM) is one of the 25 most influential people in the meetings industry in 2007 according to *MeetingNews* magazine. After working in broadcasting and hotel sales management, John completed law school and established a law practice in Atlanta counseling companies and associations in the legal aspects of meetings, conventions, and trade shows. A legal columnist for *Convene* magazine, Foster also teaches classes on contracts and liability at the University of North Carolina—Charlotte and Kennesaw State University.

1976

RICK SPARKS (BS/JEM) recently joined the faculty of North Greenville University in Greenville, South Carolina, as professor of mass communication. His album of solo piano Christmas music released last year is available on MySpace.

1979

DIANE WALKER HAGOPIAN (BS/JEM) received a master's degree in education with a focus on moderate disabilities (K-8) in May 2008 from Lesley University in Cambridge, Massachusetts.

1983

CAROL RAY WETMORE (BS/JEM) is the single copy sales and marketing manager for the *Kitsap Sun*, a Scripps daily newspaper in Bremerton, Washington.

1986

DAVID EINSTEIN (BS/JEM) founded Celerity after spending more than 15 years in television and radio advertising sales. His company developed Efficio, a web-based dashboard for media sales, in use at more than 400 radio and television stations across North America. Einstein and his wife, Laura, have a 5-year-old daughter, Ava.

1989

ED PATTERSON (BS/JEM) joined Edelman, a full-service global public relations firm, as vice-president of the corporate communications and B2B practice in Atlanta. Patterson, an emeritus member of the college's Board of Visitors, joined Edelman after 10 years in corporate communications with BellSouth/AT&T.

1990

CHRIS SLEMP (BS/JEM) is the host of *West Virginia Outdoors*, a statewide outdoors radio show that airs on 21 radio stations across West Virginia.

1992

MELISSA CARTER (BS/JEM) is the co-host of *The Bert Show* on Q100 Radio in Atlanta and a co-host of the syndicated radio show *Twist*.

ROSITA GONZALEZ (MS/CCI) is an assistant professor at Piedmont Virginia Community College in Charlottesville, Virginia, where she teaches communications design. She is the faculty advisor for the American Institute of Graphic Arts student group, which held a student promo show for the design communities of Charlottesville and Richmond.

JERRI NAVE LYONS (BS/JEM) is the director of federal projects and testing for Carter County Schools in Elizabethton, Tennessee. Lyons earned a master's degree and a Ph.D. from East Tennessee State University. She has a 10-year-old son, Jake.

1994

DAVID LEE KING (MS/SIS), Topeka and Shawnee County Public Library's digital branch and services manager, is one of *Library Journal's* "50 Movers & Shakers for 2008." The 50 honorees, selected by the journal's editors, are emerging leaders from across the United States and Canada.

1995

DREW CONKLIN (BS/ADVPR) is now an associate media director-buyer/planner at the Tombras Group in Knoxville, Tennessee.

1997

MARK ARABIS (ADVPR) is a senior technical recruiter for the Atlanta office of YOH, a technology staffing firm. He and his wife, Katherine (BS/Business Administration '95), have one son.

1998

ATILLA YETEROGLU (BS/ADVPR) runs her own advertising agency, Happymondays, in Istanbul, Turkey.

1999

BRAD HUBBARD (BS/JEM) is the manager of content development for new media at Zuffa in Las Vegas. He oversees video content on the company's web properties and other new media efforts for Zuffa, which owns the Ultimate Fighting Championship. Hubbard previously worked in promotions for several television stations.

TARA OWENS (BS/JEM) serves as a glaucoma specialty representative in the Knoxville, Tennessee, area for Alcon Labs Inc.

2001

DR. RODNEY MARSHALL (CCI/PhD) received tenure and promotion to associate professor at Eastern Illinois University at the beginning of the fall 2008 semester.

2002

SEANNALYN BRANDMEIR (BS/JEM) is a grass-roots coordinator for Cover Tennessee in Nashville.

2003

GINA GARBER (MS/SIS) received the 2007-08 Socrates Award for Excellence in Teaching from Austin Peay State University in Clarksville, Tennessee. The award recognizes tenure-track faculty members judged by their students and peers as outstanding teachers.

Published January–June 2008

KRISTIN LUNA (BS/JEM) relocated from New York City to San Francisco last spring and is writing from home full time. Luna is a frequent contributor to *Newsweek*, *Forbes Traveler*, and the Travel Channel, and her work has appeared in *Real Simple*, *InStyle*, *Glamour*, *Entertainment Weekly*, and many other print and online publications.

2005

TRAVIS GREAVES (BA/CS) recently graduated from South Texas College of Law in Houston. He is now working toward a master's degree in law with a concentration in taxation at Georgetown University Law Center in Washington, D.C.

ASHLEY WOLFE PLAUCHE (BS/ADVPR) is the membership and public relations director for the Tennessee Association for Home Care in Knoxville, Tennessee. She married UT alumnus Josh Plauché (BS/Arts & Sciences, '05) last fall.

2007

WAYNE BEGARLY (BS/JEM) is a morning production assistant at the FOX affiliate in Nashville.

CHRISTY CHASSEREAU (BS/JEM) works for *Her Nashville*, a women's magazine owned by SouthComm Communications, a new media venture in Nashville.

DARREN HEADRICK (BS/JEM) finished his second season of calling the play-by-play for Morristown West High School athletics. He was named the new number-two announcer for the Tennessee Smokies professional baseball team earlier this year.

ERIN KENDALL MITCHELL (BS/JEM) is a reporter and producer for the NashvilleEdge.com through NewsChannel 5. The site covers the entertainment scene in and around Nashville.

RUTH "RUTHIE" POWERS NAPIER (BS/JEM) works in copyediting and design at *The Miami Herald*.

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Books

Rob Heller's book, *Living On: Portraits of Tennessee Survivors and Liberators*, has been printed by the UT Press. The book is the result of 5 years' work by Heller and the Tennessee Holocaust Commission.

Refereed Journal Articles

The article "The Influence of Advertising Context on Perceptions of Offensiveness," by CCI doctoral program alumnus **Tim Christy** and Professor **Eric Haley**, has been accepted for publication in the *Journal of Marketing Communications*.

CCI Ph.D. student **Justin Davis's** paper, "Blaming Victims and Survivors: An Analysis of Post-Katrina News Coverage," has been published in a special issue on hurricanes and crisis in the *Southern Communication Journal*.

Marica Hoy's article "Online Privacy and Security Practices of the 100 Largest U.S. Nonprofit Organizations," coauthored with Joe Phelps, University of Alabama, has been published in the *International Journal of Nonprofit and Voluntary Sector Marketing*. Another paper by Hoy, "An International Perspective of Online Disclosure Presentation: A Comparison of Banner Ad Disclosures from United States, United Kingdom and Singapore," has been published in the *Journal of Consumer Policy*. Hoy coauthored the paper with May Lwin, Nanyang Technological University, Singapore.

Rob Heller's creative project, "The Art of the Ampersand," has been published in *Visual Communication Quarterly*.

A paper by **Bharat Mehra** and doctoral candidate **Cheryl Ann Lambert**, School of Advertising and Public Relations, entitled "Priority Information Needs of African American Graduate Women: A Pilot Study" has been published in the second edition of *Communication and Social Change*.

Sally McMillan's article, "The Return of The House Call: The Role of Internet-Based Interactivity in Bringing Health Information Home to Older Adults," has been published in *Health Communication*. McMillan coauthored the study with W. Macias. McMillan's "Evaluation of Internet Advertising Research: A Bibliometric Analysis of Citations from Key Sources" has been published in the *Journal of Advertising*. The article was coauthored by **Juran Kim** (CCI/Ph.D. '06). In addition, "Gearing Up for Mobile Advertising: A Cross-Cultural Examination of Key Factors That Drive Mobile Messages Home to Consumers," by Y.K. Choi, **Jang-Sun Hwang**, and McMillan was recently published in *Psychology and Marketing*.

Margaret Morrison's coauthored article "Under the Radar: Smokeless Tobacco Advertising in Magazines with Substantial Youth Readership" has been

published in the March 2008 print edition of the *American Journal of Public Health*. Her coauthors were Dean Krugman and Pumsoon Park.

"Does Consumers' Product-Related Involvement Matter When It Comes to Corporate Ads?" by CCI doctoral program candidate **Sora Kim**, **Eric Haley**, and doctoral candidate **Yoon-Joo Lee** has been published in *The Journal of Current Issues and Research in Advertising*.

Bharat Mehra's article "Library and Information Science Professionals as Community Action Researchers in an Academic Setting: Top Ten Directions to Further Institutional Change for People of Diverse Sexual Orientations and Gender Identities" has been published in the fall 2007 edition of *Library Trends*. Mehra coauthored the article with D. Braquet.

Michael J. Palenchar's research paper "Risk Communication and Community Right to Know: A Public Relations Obligation to Inform" has been published in *Public Relations Journal*.

Lu Tang's article "An Integral Model of Collective Action in Organizations and Beyond" has been published in the *Journal of Business Ethics*.

Carol Tenopir's article "Local Citation Analysis, Publishing and Reading Patterns: Using Multiple Methods to Evaluate Faculty Use of an Academic Library's Research Collection" has been published in the *Journal of the American Society for Information Science and Technology (JASIST)*. Tenopir coauthored the article with Concepcion Wilson, University of New South Wales, Australia. Tenopir also served as a coauthor with **Robert Sandusky** and **Margaret Casado** on "Finding and Using Journal Article Components: Impacts of Disaggregation on Teaching and Research Practice," published in the April 2008 edition of the *Journal of the American Society for Information Science & Technology*.

Presentations

Bob Ambler presented "The State of Theory in Family Communication" at the 78th annual meeting of the Southern States Communication Association in Savannah.

Ben Bates presented four papers at four conferences this spring:

- "Chasing Externalities in the Digital Network Economy: In Search of Nonmarket, Alternative, and Ancillary Value in Information and Media Products, Markets, and Policies," February 2008 Exploring New Media Worlds: Changing Technologies, Industries, Cultures, and Audiences in Global and Historical Context Conference, College Station, Texas.
- "Value in a Converged Marketplace: Competition, Substitutes, and Added-Value,"

March 2008 AEJMC Midwinter Conference, Pittsburgh.

- “Public Opinion on Public Interest: Radio Audience Perceptions of Localism & Diversity,” May 2008 American Association for Public Opinion Research conference in New Orleans. Coauthors included **Mark Harmon**, CCI doctoral student **Glenn Hubbard**, and CCI doctoral program alumni **Steven McClung** and **L. Todd Chambers**.
- “Framing Media Economic Policy: A Social Economics Approach,” 8th World Media Economics Conference, May in Lisbon, Portugal.

Naemah Clark presented “Tell Me a Story: Using Blogs to Hear the Voice of the ‘Other’” at the 2008 Broadcast Education Association Conference in Las Vegas. She also presented “Reading, Writing, and the Remote Control: An Analysis of Academically Oriented Programming Found on Broadcast and Cable Television” at the annual meeting of the Southern States Communication Association in Savannah. Clark and professors from the University of North Florida and Louisiana State University also participated in the panel “Strangers in Strange Lands: Becoming the Outsider” at the annual meeting of the Society for the Interdisciplinary Study of Social Imagery in Colorado Springs. Clark discussed “Crossing the Mason-Dixon Line: Southerners as Outsiders” as part of the panel.

CCI doctoral student **Justin Davis** presented “Art, Hate Speech, or Incitement? A Legal Analysis of Prussian Blue Lyrics” at the annual meeting of the Southern States Communication Association in Savannah.

CCI doctoral student **Sheri Edwards** presented “The Influence of Course Availability on the Career Choices of Students Enrolled in a Library and Information Science Graduate Program” at the 2008 Association for Library and Information Science Education (ALISE) conference in Philadelphia.

Lisa Fall presented “Using Public Relations Segmentation for Audience Analysis: Differentiating Travel Behaviors among Generational Cohorts” at the 2008 Southeastern Travel and Tourism Research Association’s Annual Conference in Asheville, North Carolina.

Michelle Garland and **John Haas** presented “Assessing the Impact of the Interpersonal Communication Course” at the 58th annual meeting of the International Communication Association in Montreal.

CCI doctoral candidate **Charlie Gee** and coauthor Jeanine Kabrich presented “How the Embedded Media Are Perceived by Combat Troops Preparing to Deploy for the Iraq War” at the annual Broadcast Education Association Conference in Las Vegas. The research was named top paper, debut category, news division.

Eric Haley, **Ron Taylor**, and **Margaret Morrison** presented the results of their study, “How

Advertising Creatives Define Effective Account Planning,” at the annual conference of the American Academy of Advertising in San Mateo, California. **Taylor** also presented the study results to advertising creatives at Saatchi and Saatchi Health Care in New York City.

Mark Harmon presented “Public Opinion about Broadcasting’s Public Interest Obligations: Diversity, Localism & Ownership” to the American Association for Public Opinion Research, May 16 in New Orleans. The paper was coauthored with CCI doctoral candidate **Glenn Hubbard**; **Ben Bates**; CCI doctoral program alumni **Todd Chambers**, Texas Tech; and **Steve McClung**, Florida State.

Barb Kaye presented the coauthored work “Rating Offensive Words in Three Television Program Contexts” at the annual Broadcast Education Association Conference in Las Vegas. Kaye coauthored the presentation with Barry Sapolsky and Dan Shafter. It won second place in the BEA research division.

Michael Kotowski presented two coauthored papers at the Kentucky Conference on Health Communication at the University of Kentucky: “Action Tendency Emotions Associated with Memorable Breast Cancer Messages and Prevention and Detection Behaviors” and “Increasing Intentions to Use Hearing Protection in Auto Repair Workers Using the Extended Parallel Process Mode.” Kotowski also presented “Measuring Cancer Clinical Trial Understanding” and “Types and Sources of Memorable Breast Cancer Messages: Their Impact on Prevention and Detection Behaviors” at the 58th annual meeting of the International Communication Association in Montreal. Kotowski and Gildásio M. dos Santos presented their paper, “The Role of the Connector in Bridging Borders through Virtual Communities,” at the Communication Across Borders Conference at the Interdisciplinary Center in Herzliya, Israel.

Virginia Kupritz presented two papers at the International Environmental Design Research Association conference in Veracruz, Mexico: “The Impact of Environmental Features on Performance, Stress and Informal Learning” and “Measuring the Impact of Workplace Design on Training Transfer Relative to Other Organizational Communication Factors.”

CCI doctoral candidate **Cheryl Ann Lambert** presented “Mediated Medicine: Websites and African American Healthcare” at the annual Broadcast Education Association Conference in Las Vegas.

School of CCI doctoral candidates **Yoon-Joo Lee** and **Sora Kim**, along with **Eric Haley**, presented “Media Framing in Corporate Social Responsibility: A Korea US Comparative Study” to the PR division of the International Communication Association at its May conference in Montreal.

Ken Levine, **Dan Haygood**, and **Naemah Clark** presented “Turn the Radio On? An Exploratory Study of College Students and Their Listening Behaviors,” at the Southern States Communication

Association conference in Savannah. Levine also presented “Communicating Charisma: Developing the Charismatic Leadership Communication Scale” at the 58th annual meeting of the International Communication Association Meeting in Montreal.

Catherine Luther presented “Rhetoric of Terror and the Promulgation of U.S. Policies” at the Human Condition Series International Conference on Terror in Ontario, Canada, and “Observed Differences between Male and Female Student Reactions to Diversity Issues in a Classroom Setting” at the annual Broadcast Education Association Conference in Las Vegas. Luther and CCI Ph.D. program alumni and coauthors **Carolynn McMahan**, University of North Florida, and **Tiffany Shoop**, Shenandoah University, also presented two papers at international conferences:

- “Depictions of Men and Women in Advertisements Featured in American Fashion Magazines,” International Academy of Business Disciplines conference, Houston
- “Depictions of Women and Men in Advertisements Featured in Japanese Fashion Magazines,” International Communication Association conference, Montreal

Bharat Mehra presented two papers, “Integrating Socially Relevant Projects and Achieving Meaningful Community Outcomes in Required Library and Information Science Courses: From a Service Model to Community Engagement” and “Applications of Community-Based Action Research in Elective Courses: Partnering Library and Information Science Students with Underserved Populations to Meet Their Information Technology Needs,” at the Association for Library and Information Science Education (ALISE) annual conference in Philadelphia. He coauthored the second paper with **Robert Sandusky**. Mehra also served on a conference panel, where he presented “Cross-Cultural Learning Process of LIS International Doctoral Students.”

CCI doctoral candidate **Jim Miller** presented “‘Students Don’t Just Have Carte Blanche to do Whatever They Want’: A Pilot Study Investigating How Public College Administrators Balance the Constitutional Freedoms of the Campus Press and the Broader Interests of their Institutions” at the AEJMC Midwinter conference in Pittsburgh.

Michael Palenchar presented two papers at the June 2008 International Conference on Corporate Reputation, Brand, Identity and Competitiveness, in Beijing: “Community Right to Know in China and the United States: Global Implications for Brand and Reputation Management,” coauthored with doctoral student **Bernardo Motta**, and “Yahoo! Inc.’s Reputation Management in China: A Case Study of Corporate Personality and

Media Challenges,” coauthored by doctoral student **Karen Freberg**. Palenchar also presented “From Farm to Fork—U.S. Spinach Crisis: Issues Management and Crisis Communication Strategy” at the annual meeting of the Southern States Communication Association in Savannah. Undergraduate public relations students **Samantha DeMange**, **Candace Fox**, and **Rachel Gossett** coauthored the paper with Palenchar.

Public relations doctoral student **Angela Pratt** presented “Inside the Lines: A Colorful Analysis of Televised NCAA Division I Basketball Games” at the 2008 Summit for Communication and Sport at Clemson University. Eli Perkins of Dell Inc. coauthored the paper. Pratt collaborated on a second paper presented at the event, “Communication with Donors: Donor Motivations and Athletic Development Web Sites,” with CCI alumnus **Rob Hardin**, Gi-Yong Koo, and Brody Ruihley from UT’s Department of Sport Management.

Lu Tang presented “Transactional vs. Interactive Knowledge Sharing: A Theory of Interorganizational Knowledge Networks” at the 58th annual meeting of the International Communication Association in Montreal.

Scott Wells, CCI Ph.D. student, and **Michael Palenchar** presented “Issue, Risk or Crisis: Media Frames of Stakeholders’ Perceptions of Naval Sonar Use and Cetacean Stranding Events” at the Southern States Communication Association convention in Savannah.

CCI doctoral candidate **Emma Wright** presented “A Little Clarity Please: A Lackluster Commercial Speech Definition Leads to Wishy-Washy First Amendment Protection and Sporadic Legal Decisions,” as part of the “Top Three Competitive Papers in Freedom of Speech” panel at the annual meeting of the Southern States Communication Association in Savannah. Wright and doctoral candidate **Sora Kim** presented their study, “Cultural Issues in Crisis Communication: A Comparative Study of Crisis Messages Chosen by South Korean and U.S. Print Media,” at the International Communication Association Conference in Montreal.

Honors and Recognitions

Ben Bates has been appointed to the editorial board of *The Open Communication Journal*, a peer-reviewed open access online journal that publishes original research articles, reviews, and short articles in all areas of communication sciences and communication studies. Bates also recently served as an external reviewer for the Social Science Research Council of Canada.

A paper written by **Ben Bates** as a response to a copyright policy proposal in New Zealand has been

made available online by the Ministry of Economic Development. The paper outlines Bates’s thoughts (as of 2003) on how to deal with the challenges of copyright with digital media. Another paper by Bates, “What Makes a Good Radio Remote: Factors Leading to Perceived Cost-Effective and Well-Received On-Site Radio Promotional Sales Events” is now available online through Entrepreneur.com. The article was originally published in the *Journal of Broadcasting & Electronic Media*.

Dania Bilal’s article “Differences and Similarities in Information Seeking: Children and Adults as Web Users” was *Information Processing and Management*’s most downloaded article in 2007. The article, which Bilal coauthored with J. Kirby, was originally published in the journal in September 2002.

Dorothy Bowles has been nominated to serve on the Tennessee governor’s new advisory committee on open government. The advisory committee and an open-government legal counsel, headquartered in the Office of the Comptroller, were authorized under amendments to the state Public Records Act. During its recently completed session, the state legislature passed major revisions to the Public Records Act for the first time in more than 25 years. Bowles also participated in the UT Knoxville Baker Center’s round-table discussion of the Second Amendment earlier this year.

Ed Cortez and doctoral student **Simon Aristeguieta-Trillos** presented a workshop, “Toolkit for Assessing Grants and Publication Productivity and Impact,” at the 2008 BOBCATSSS Conference in Zadar, Croatia. BOBCATSSS is an annual symposium under the auspices of European Association for Library and Information Education and Research (EUCLID). The workshop dealt with themes from library and information science.

Lisa Fall and her husband, Joe Fall, were keynote speakers at the annual Tennessee Association of Convention and Visitors Bureaus conference at Fall Creek Falls State Park. She discussed results from her yearlong state of Tennessee welcome-center survey and provided marketing recommendations for Tennessee destination managers.

Bharat Mehra facilitated the strategic planning board meeting of the Watauga Regional Library in Johnson City, Tennessee. The 60-year-old regional library includes 12 multi-county regions serving 211 small and medium-sized public libraries throughout the state.

Margie Morrison has been selected as a finalist for “Reviewer of the Year” for the *Journal of Advertising*. The *Journal of Advertising* is the premier journal devoted to the development of advertising theory and its relationship to practice.

Carol Tenopir presented the keynote talk at the annual user group meeting of VTLS Inc., a global company that creates library automation software. Tenopir spoke about her ongoing research effort “How E-Journals are Changing Scholarly Reading Patterns” at the event.

Peiling Wang was invited to present “Use of Internet-based Information Resources for Research” at China Normal University. She was invited by the university’s Department of Informatics, located in its School of Business.

“Long in the Shadows, a Player’s Legacy Is Restored,” by JEM lecturer **Chris Wohlwend** was published in the April 18 edition of *The New York Times*.

Mike Wirth was reappointed to the editorial boards of the *International Journal on Media Management* and the *Journal of Broadcasting and Electronic Media*.

Several CCI professors were honored at the college’s annual convocation.

CCI’s Faculty Service/Outreach Award was presented to **Lisa Fall**. **Ken Levine** received the Faculty Teaching Award. **Catherine Luther** was the winner of the Bud Minkel International/ Intercultural Award. **Michael Palenchar** received the Faculty Research Award. **Thomasena Shaw** was the winner of the Lecturer Teaching Award.

Where are you now?

Whether you are alumni or friends of the College of Communication and Information, we want to keep track of where you are and what you are doing. Please take a few minutes to complete the form below and return it to the College of Communication and Information, The University of Tennessee, 302 Communications Building, Knoxville, TN 37996-0332. Or visit our website at www.cci.utk.edu, click the "Alumni and Friends" link, then click the "Keep in Touch" link and fill out the form there.

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Position _____

Is it OK to publish your current position and employment information on the CCI web site? Yes No

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