

ALUMNI NEWSLETTER OF
THE COLLEGE OF COMMUNICATION
AND INFORMATION

FULL CIRCLE

Vol. 8, No.1
Fall 2006



THE UNIVERSITY of TENNESSEE

GET READY TO SAY FAREWELL TO "FULL CIRCLE" THE NEWSLETTER AND HELLO TO *FULL CIRCLE* MAGAZINE!

FULL CIRCLE

THE ALUMNI NEWSLETTER OF THE UNIVERSITY OF TENNESSEE
COLLEGE OF COMMUNICATION AND INFORMATION
VOL. 8, NO. 1 FALL 2006

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A new dean for the College of Communication and Information

Wirth sets goals, plans bright future

Dr. Michael O. Wirth joined the college as its new dean on August 1. He comes to UT from the University of Denver, where he served as director of the School of Communication and as professor and chair of the Department of Mass Communications and Journalism Studies.

Wirth began his career at the University of Denver in 1977 shortly after earning a Ph.D. in mass media from Michigan State University. At DU, he steadily rose through the ranks from assistant professor to director, to which he was promoted in 1994. He also served as an adjunct professor at the University of Denver School of Law.

The new dean’s experience extends well beyond the boundaries of the Denver campus. In 1997 he became the first guest professor from the U.S. to teach at the Renmin University of China School of Journalism and Communication in Beijing. Just 4 years later, in 2001, he earned the same honor at the Zhejiang University School of Journalism and Communication, in Hangzhou, China.

Wirth also served as a senior fellow of the Magness Institute at the Cable Center and was named the 2000 Frank Stanton Fellow by the International Radio and Television Society Foundation. He currently serves on the editorial boards of the *Journal of Broadcasting & Electronic Media*, *Journal of Media Economics*, and the *International Journal on Media Management*. He has served as a consultant for Time Warner Cable, the National Basketball Association, AT&T Broadband and Internet Services, DirecTV, Knight Ridder Broadcasting, *The Christian Science Monitor*, and Viacom Cable.

Wirth succeeds Dr. Gregory D. Reed, head of UT’s Department of Civil Engineering, who served as interim dean of the college. ☺

This four-color final issue of our alumni newsletter is designed to whet your appetite for the college’s new magazine, which will bring you wider, deeper coverage of the people, projects, research, and outreach of the College of Communication and Information.

FULL CIRCLE

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The name "Full Circle" was first proposed in 1994 by Michael Stankey, former advertising professor and associate dean for undergraduate studies. "Dr. Stankey's suggestion has two aspects," notes dean emeritus Dwight Teeter. "The Communications Building is located on Circle Park Drive, and when alumni return to visit with faculty or speak to classes, they've come full circle."

The University of Tennessee does not discriminate on the basis of race, sex, color, religion, national origin, age, disability, or veteran status in provision of educational programs and services or employment opportunities and benefits. This policy extends to both employment by and admission to the university.

The university does not discriminate on the basis of race, sex, or disability in its education programs and activities pursuant to the requirements of Title VI of the Civil Rights Act of 1964, Title IX of the Education Amendments of 1972, Section 504 of the Rehabilitation Act of 1973, and the Americans with Disabilities Act (ADA) of 1990.

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A JEM of a director

Dr. Peter Gross steps in as director of the School of Journalism and Electronic Media

Dr. Peter Gross, a journalism professor who specializes in international communication, began his duties as director of the School of Journalism and Electronic Media on August 1.

Gross comes to UT from the University of Oklahoma, where he served as professor and Gaylord Family Endowed Chair in International Communication at OU's Gaylord College of Journalism and Mass Communication. He also served as the director of the school's Institute for Research and Training and the head of the school's journalism area.

"Peter is an internationally known scholar and an administrator who brings a strong vision for moving the school forward into the future," said Dean Michael Wirth. Gross has led journalism workshops and lectured at schools around the world, including the UK's Oxford University, Georgetown University, and more than a dozen universities throughout Europe and the former Soviet Union.



Besides his work with colleges and universities, Gross has lectured at the U.S. Department of State and continues to lecture at its National Foreign Affairs Training Center. He has served as a consultant on East European media issues to the International Media Fund and the Freedom Forum, as well as an educational consultant for Radio Free Europe/Radio Liberty in Prague, Czech Republic.

Gross is a member the Fulbright Senior Specialists roster. He has received more than 40 fellowships and research, lecture, and training awards and grants from such institutions as the Woodrow Wilson International Center for Scholars, Harvard University's John F. Kennedy School of Government, the National Academy of Sciences, the U.S. Department of State/U.S. Information Agency Voice of America/International Broadcast Bureau, and the Rockefeller Foundation.

The new director has published dozens of articles in American and European academic and professional journals, 19 book and monograph chapters, and several books. In the Association for Education in Journalism and Mass Communication, he has held the offices of teaching standards chair, chair of the Markham International Student Paper Competition, and professional freedom and responsibility chair for the association's International Communications Division.

Gross holds a Ph.D. from the University of Iowa in 1984 and was awarded a Doctor Honoris Causa from the University of Bucharest, Romania. 🌐



From the DEAN

I am thrilled and honored to be joining the University of Tennessee as the new dean of the College of Communication and Information. Over the next decade, we will work together—CCI faculty, staff, students, alums, and friends—to build on the excellent foundation that already exists, to create a one of a kind college of communication and information.

The potential to do great things here is remarkable. The range of expertise represented within CCI provides us with an exceptional opportunity to develop leading edge graduate and undergraduate curricula, both within and across CCI's four schools—Advertising and Public Relations, Communication Studies, Information Sciences, and Journalism and Electronic Media. CCI is also very well positioned to explore and develop innovative interdisciplinary degree partnerships with other UT colleges and departments. In today's world, it is apparent that communication and information are at the center of most activities. Working with our colleagues from other disciplines to develop distinctive programmatic offerings will allow us to do a better job of preparing our students for 21st century careers and opportunities.

From a research perspective, CCI is poised for recognition as one of the leading colleges of communication and information. Building on the long history of sponsored research programs in the School of Information Sciences, interdisciplinary faculty research teams will aggressively pursue government and foundation grants and contracts. Likewise, CCI faculty members from all disciplines will build on past successes to become increasingly recognized for their research and creative excellence through traditional academic and creative publication. Our academic reputation will be further enhanced by CCI's newly revised interdisciplinary Ph.D. program, coupled with development efforts that will lead to the establishment of one or more academic chairs in each school over the coming decade.

I am also very excited about what CCI is doing internationally. A number of CCI schools and individual faculty members already have significant international partnerships, instructional programs, and research programs in place, and the potential for developing and expanding the college's international outreach is remarkable. As we go forward, CCI will aggressively

pursue a broad range of opportunities to give our students and faculty first class international experiences, including

- joint research projects with universities from other countries,
- faculty research exchanges,
- sponsored international research projects,
- joint master's degree programs,
- increased study abroad opportunities for students,
- faculty led international courses,
- international internships,
- an international mentors program, and
- an international engagement program that will bring together the skills of our faculty with those of working professionals from around the world.

Besides these initiatives, we will establish a college wide diversity program that will include a diversity mentors program, a diversity visiting scholars program, and a diversity recruitment program. We will also expand our professional and community engagement efforts. We will do this ¹ by working with key Tennessee professional and nonprofit associations to develop workshops, certificate programs, and other types of programs useful to communication and information professionals and community organizations; and ² by developing additional strategies for reaching out to communication and information industry practitioners to strengthen our ties with the professionals who have graduated from CCI and with the organizations and industries that employ our graduates.

Over the coming months and years, I hope to have the opportunity to meet with many of you, individually and in groups, to hear your ideas, to share what's going on in the college, and to ask for your support as we take CCI to the next level of excellence. For those of you with whom I am not able to meet directly, I hope that this newsletter, and other types of communication vehicles currently under development, will allow you to stay connected with the college. Exciting things are happening in the College of Communication and Information. Thanks for your interest and support!

Michael O. Wirth, Dean

“Living On”

Rob Heller’s photographs feature Holocaust survivors in Tennessee

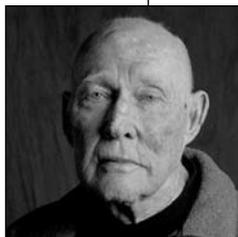
If you have not had a chance to see “Living On,” an exhibit of black and white portraits that features Tennesseans who survived the Holocaust in Europe or served in the U.S. armed forces at the time of liberation of the Nazi concentration camps, you still have time.

The exhibit opened at the East Tennessee History Center in Knoxville in July and will run through October 22. If you cannot make it to Knoxville, the collection will be on display at Lambuth University in Jackson, Tennessee, November 7 through November 9. The exhibit will open in 2007 at the Renaissance Center in Dickson, Tennessee, where it will be on display from January 25 until April 29.

Professor Rob Heller served as photographer for the project. Dawn Weiss Montgomery, a writer based in Nashville, conducted the interviews and created a synopsis of each survivor’s experiences during the Holocaust. Will Pedigo College Scholars ’02, a former student of Heller’s, produced a documentary about the project for Nashville Public Television. Pedigo received a Mid South Regional Emmy for his work.

The display is sponsored by the Tennessee Holocaust Commission. It has been featured at the Frist Center for the Visual Arts in Nashville; UT Chattanooga; the Customs House Museum and Cultural Center in Clarksville, Tennessee; Western Kentucky University; and the National Civil Rights Museum, in Memphis.

For more information, visit www.wnpt.net/livingon.



90.3 “The Rock” rocks Knoxville

WUTK-FM named local favorite; earns place on *mtvU.com*

The student run radio station 90.3 “The Rock” WUTK FM has something to celebrate: the station tied Knoxville based WIVK FM for radio station of the year in the *Metro Pulse* annual “Best of Knoxville” reader poll.

Not only did WUTK FM tie one of the biggest country stations in the United States, it also beat out several area radio stations favored by the 18 to 24 age group. “There have been a lot of positive changes at WUTK in the last year and a half, thanks to Dr. Sam Swan and the students working hard to make WUTK a better radio station,” said WUTK FM general manager Benny Smith JEM ’87.

Many alumni will remember the *Metro Pulse*, the alternative weekly that hits Knoxville area stands every Thursday. This is the 13th year the publication has

“THE ROCK”...CONTINUED ON PAGE 6



WUTK assistant music directors Paula Hutchens and Wade Porter join station manager Benny Smith, center, as he proudly displays the station’s *Metro Pulse* award.

Time magazine senior science writer presents annual Hill Lecture

Time magazine senior science writer Michael Lemonick spoke about how he separates the “cranks” from the geniuses at the 14th annual Alfred and Julia Hill Lecture on April 4.

Lemonick’s topic, “Crank or Genius: How Does a Science Writer Tell the Difference?” was derived from something he does frequently. “I get e-mails and letters constantly from people who claim they’ve discovered something revolutionary—a way to produce cheap, limitless energy or why Einstein’s General Theory of Relativity is wrong,” Lemonick said. “Usually it’s easy to tell that the writer is an utter crank.



Dr. Andrew Kramer, head of UT’s anthropology department, Michael Lemonick, Tom Hill, and Dr. Mark Littmann (left to right) pause for a photograph after the annual lecture.

“Yet history is full of examples where the scientific establishment actively ridiculed ideas—like continental drift, prions, the bacterial basis of ulcers, black holes, dark matter in the universe—all of which proved to be legitimate.” During his lecture, Lemonick led the audience through several cases in which he separated fact from fiction, either by speaking with the source directly, with colleagues or with respected scientists.

Besides delivering the annual lecture, Lemonick took time out of his schedule to teach a master class for students interested in science writing. Lemonick’s published works include more than 40 cover stories for *Time* on science, medicine, and the environment. Before joining the magazine in 1988, he served as a senior editor and writer at *Science Digest* and ads executive editor of *Discover* magazine. Lemonick’s stories also have appeared in *Audubon* and *People* magazines and the *Washington Post*.

In addition to his work in magazines, Lemonick is also the author of three books, *The Light at the Edge of the Universe*, *Other Worlds*, and *Echo of the Big Bang*. His professional honors include two American Association for the Advancement of Science Westinghouse awards for distinguished magazine writing. Lemonick holds a master’s degree in journalism from Columbia University and a bachelor’s degree in economics from Harvard. He teaches science writing and astronomy at Princeton University.

The Alfred and Julia Hill Lecture series brings distinguished science communicators from around the world to campus to share their thoughts on science, society, and the mass media. The lectures are possible thanks to a Journalism and Electronic Media endowment created by Tom Hill and Mary Frances Hill Holton in honor of their parents, Alfred and Julia Hill. Alfred and Julia Hill founded *The Oak Ridger*, which covers community news in Oak Ridge, Tennessee. ☺

“THE ROCK” — CONTINUED FROM PAGE 5

sponsored its “Best of Knoxville” reader poll.

“This has been a great year for us,” said Smith. “In addition to this award, we were also featured on mtvU’s college radio Web site.” Few college radio stations are chosen for placement on the *mtvU.com* site. Visitors to the site can listen to “The Rock,” view its playlist, and



learn more about the station.

WUTK FM is an independent,

educational, noncommercial college radio station owned by UT and operated by the School of Journalism and Electronic Media. All music, news, and sports shows are student produced. The 1,000 watt station has been on air since 1982 and has a broadcast range of about 30 miles. WUTK FM can also be heard on the Web at www.wutkradio.com.

WUTK FM is fully self supporting from donations and underwriting acquired by students in broadcast sales and media management classes. For more information about making a tax deductible gift to support the station, contact the development office at 865 974 7073. For underwriting information, contact Benny Smith at bsmith60@utk.edu or 865 974 2228.



Remembering JEM's Leon Daniel

Former JEM student Leon Daniel captured some of the biggest events in news for the world. Lecturer Ed Miller remembers his friend and colleague, who passed away this spring

BY EDGAR MILLER

As U.S. forces launched a massive invasion on February 24, 1991, to drive Iraq's forces from Kuwait, chief correspondent Leon Daniel, the linchpin of UPI's small cadre there, vanished from the U.S. staging area in Dhahran, Saudi Arabia.

Three days later, as U.S. forces claimed a swift victory, the telephone on my desk at UPI's world headquarters in Washington, D.C., rang.

"Ed, it's Leon," said the familiar gravelly voice on the other end.

"Leon, where in the hell are you? We've been worried sick."
"I'm in Kuwait City."

Leon, never content to sit on the sidelines when a big story was breaking, had hitched a ride on the lead tank in the Big Red One division, becoming an "embedded reporter" more than a decade before the U.S. military would adopt the term.

His spur of the moment decision to plunge himself into a dangerous situation to get a story was not surprising. Throughout his nearly 40 years with UPI, Leon was the reporter's reporter, a dedicated professional respected by peers and sources alike. For Leon, reporting was akin to a religious calling.

When Saigon fell in 1973, Leon was one of a small contingent of diehard reporters who refused to leave until the Communists kicked them out. When vacationing with his family in Knoxville in June 1977, Leon phoned in the story of the escape of James Earl Ray, Martin Luther King's assassin, from Brushy Mountain State Prison, and spent the next 3 days covering the manhunt for him.

Born in Etowah, Tennessee, and raised in Knoxville, Leon, the son of a railroad dispatcher and a schoolteacher, joined the Marine Corps after high school and fought in Korea. I met Leon in 1955 when we were UT journalism students working at *The Knoxville Journal*. The next year Leon quit school to join United Press in Nashville and,

until his retirement in 1993, he covered the world for UPI, from the civil rights movement in the South to the war in Vietnam and the strife in the Middle East and just about every major story in between.



Leon Daniel and his companion, University of Maryland journalism professor Judith Paterson, both at right, join Ed Miller and his wife, Ghislaine, for dinner in Charlottesville, Virginia, last year.

When he died March 19 at the age of 74, Leon embodied the highest qualities of his calling: integrity, honesty, courage, and objectivity. Personally he was an easy going, witty, intelligent, soft spoken man. He had a deep humility, rarely talking about his own exploits but always praising his colleagues. Although he was nominated twice for the Pulitzer Prize, the only title he really coveted was the one he had earned the hard way at UPI: chief correspondent.

Leon never forgot his East Tennessee roots. He stayed in close touch over the years with journalism professor Paul Ashdown and other members of the faculty of the School of Journalism and Electronic Media.

Edgar Miller is a part time lecturer in the School of Journalism and Electronic Media, and was the assistant managing editor for news at UPI in 1991.

Information Sciences ranks in top 20

The School of Information Sciences has moved up in the national rankings according to *U.S. News & World Report*. The school improved its standing from 20th in the nation to 16th, just below UCLA and Maryland. "The improved ranking is a reflection of the dedication and hard work of the faculty and staff," said Ed Cortez, director of the school.



The School of Information Sciences has Tennessee's only master's degree program accredited by the American Library Association. It offers a wide variety of courses to prepare students to enter professional positions in librarianship and other information occupations.

Beginning this fall, the school will offer a minor in Information Sciences and Technology in addition to its master's program. Students can also earn a Ph.D. with an emphasis in information sciences through the college's doctoral program.

The school joined the College of Communications in 2002 to form the College of Communication and Information.

“When many were wondering *What is public relations?* Dr. Morrow made sure you knew it, and what your education and experience could bring as you built your career.”

— Ed Patterson

Dr. Jerry Morrow retires

For the first time in more than 20 years, Dr. Jerry Morrow wasn't teaching a course when fall semester classes began. The longtime associate professor officially retired last spring, leaving stacks of books for his colleagues and fond memories for students, alumni, faculty, and staff.

“When many were wondering *What is public relations?* Dr. Morrow made sure you knew it, and what your education and experience could bring as you built your career,” said Ed Patterson JEM '89 .

Morrow earned a master's in journalism from the Columbia University School of Journalism and a Ph.D. in higher education administration from the University of Toledo. Before joining the faculty at UT, he was a radio TV newsman with the Storer Broadcasting Company, president of J & J Plating Company, and vice president of Morrow Plating Company, all of which were in Toledo. He was also director of university relations for 11 years at the University of Toledo and taught at the school for 16 years.

Morrow began his career at UT in 1984. He received the college's "Outstanding Faculty Member Award" for 1984-85 and 1993-94. "He got cranky from time to time, but that made him that much more interesting," said Patterson. "I wish him well during his retirement and hope he always remembers those days in the mid to late '80s when he gave his students much to learn and quite a bit to laugh at, as well." 🍷

Silliman Evans papers donated to UT Library

Amon Carter Evans, son of Tennessee newspaper publishing legend Silliman Evans, has donated his father's papers to the UT Knoxville Library. The papers are a treasure trove for historians and scholars interested in a significant era in Tennessee journalism.

The elder Evans, a member of the Tennessee Press Association Hall of Fame, purchased the ailing *Tennessean* in Nashville in 1937 and quickly made it one of the most powerful newspapers in the state. Evans fought the influence of the Ku Klux Klan in his native Texas before taking on the Crump political machine in Memphis. He was influential in the establishment of the Tennessee Valley Authority and pioneered the concept of joint operating agreements between competing newspapers in the same city.

In 1941 Evans helped Marshall Field found the *Chicago Sun* to compete with the *Tribune*. Silliman Evans Jr. took over the newspaper upon his father's death in 1955, and when Evans Jr. himself died in 1961, his younger brother, Amon, succeeded him. "My father laid the groundwork for reason and rational thinking" in the newspaper business, Amon Carter Evans said. "I hope my brother and I carried that on."

Evans, a former member of the UT Board of Trustees, said he thought that UT Knoxville was an appropriate repository for his father's papers since it is also home to the Tennessee Press Association Hall of Fame. Evans said he hopes to gather photographs from his father's effects, as well as his own papers and those of his brother, for a future gift to the library.

Susan Barnes



FACULTY BRIEFS

New Books

- Dr. John Haas and Laura Arnett Smith have published the textbook *Public Speaking in the Information Age*. The manuscript was published by Kendall/Hunt.
- Dr. Barbara Moore's newest book, *Prime Time Television: A Concise History*, is now available. The book is published by Praeger. Moore coauthored the book with Dr. Marvin Bensman of the University of Memphis and UT alumnus Dr. Jim Van Dyke of Marian College.

Publications

- Dania Bilal's and Peiling Wang's article "Children's conceptual structure of science concepts and the design of Web directories" was published in *Journal of the American Society for Information Science and Technology*.
- Eric Haley's and Robyn Blakeman's paper "Tales of Portfolio Schools and Universities: Working Creatives' Views on Preparing Students for Entry Level Jobs as Advertising Creatives" was published in the fall 2005 edition of the *Journal of Advertising Education*.
- Roxanne Hovland's paper "Gender Role Portrayals in American and Korean Advertisements" was published in the December 2005 print and online versions of the *Journal of Sex Roles*.
- Dr. Catherine Luther and doctoral candidate Xiang Zhou had their article "Within the Boundaries of Politics: News Framing of SARS in China and the United States" published in the *Journalism and Mass Communication Quarterly*.
- "Coming of Age in the E Generation: A Qualitative Exploration of How the Internet has Become an Integral Part of Young People's Lives," an article by Sally McMillan and Margie Morrison, was published in the February 2006 volume of *New Media & Society*.
- Margie Morrison's and Dan Haygood's article "Inhaling and Accelerating: Tobacco Motor Sports Sponsorship in Televised Automobile Races, 2002-2002" was published in the March 2006 issue of *Sports Marketing Quarterly*.
- "Database Marketplace 2005: Shopping for Information," by Carol Tenopir, William Robinson, and Gayle Baker UT Libraries, was published in *Library Journal*.

NEWS from the SCHOOLS

JOURNALISM AND ELECTRONIC MEDIA

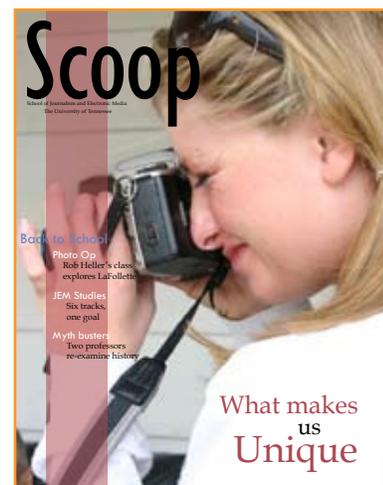
Journalism and Electronic Media Alumni Get the Scoop

The first edition of *Scoop*, a new magazine for Journalism and Electronic Media alumni, students, faculty, and friends, debuted in spring 2006, with another issue due out in the fall.

The magazine is in production thanks to Dr. Lyn Lepre's Journalism and Electronic Media 415 class. It gives JEM alumni the scoop on all the events, changes, and news in the School of Journalism and Electronic Media. Features include research, international study and experiences, student media, alumni, and trade tips.

Scoop is more than a just a one or two issue project. An editorial calendar is already filled through spring 2008. The twice yearly publication is on its way to becoming self supporting, thanks to the students' selling advertising space for each issue. They also sell T shirts to support the magazine.

"The students are amazing," Lepre said of her class. "They've taken this magazine far beyond what I ever thought it could be."



ADVERTISING AND PUBLIC RELATIONS

Ad team advances to the finals of national student advertising competition

A team of advertising students traveled to San Francisco to compete June 11 and 12 in the final round of the National Student Advertising Competition of the American Advertising Federation AAF. Student teams from more than 150 colleges and universities around the country vied for the honor. Only 17 advanced to the final round.

This is the fourth time in 6 years a UT team has advanced to the finals. "Our students' success in the competition

A&PR NEWS...CONTINUED ON PAGE 10



Members of the UT Advertising Team. The team took ninth place in the national competition.

A&PR NEWS...CONTINUED FROM PAGE 9

reflects the high quality of instruction they receive in the advertising program,” said Ron Taylor, director of the School of Advertising and Public Relations. “Some programs devote an entire year to the competition and have thirty students working on a single campaign. We give our students eight weeks and keep the team size to seven or eight students.”

The seven members of the UT team, “BluPrint Advertising,” were Laura Bowles, Chattanooga; Lorrie Brooks, Antioch; Erica Collier, Brentwood; Charles French, Loudon; Lori Hicks, Knoxville; Carrie Hogan, Chantilly, Virginia; and Christie Rutherford, Germantown, Tennessee. Brooks, French, Hicks, Hogan, and Rutherford composed the presentation team. Six of the team members received Bachelor of Science degrees in communications at UT’s spring commencement. The seventh, Hicks, graduated last summer.

The annual AAF National Student Advertising Competition focuses on a product case study submitted by a corporate sponsor. This year’s corporate sponsor was Postal Vault® Systems Inc., which manufactures, sells, and distributes secure mailboxes designed to thwart identity theft.

“Our client presented a unique challenge because it was an unknown brand in an unknown product category,” said advertising professor Mariea Hoy, who served as the team’s faculty advisor. “The students did a fantastic job addressing both the marketing and advertising complexities of the case.”

Students work in teams to create an advertising campaign, which they pitch to a panel of faculty judges at their school. The winning school team progresses to a district competition. Usually, only one team in each district earns the right to advance to the national competition.

The UT team won out over eight other colleges and universities to take the 7th District title in a competition

held April 20 and 21 in Macon, Georgia. The district includes schools in Tennessee, Georgia, Alabama, Mississippi, and Louisiana, including the University of Alabama, the University of Memphis, Louisiana State University, and the University of Georgia.

COMMUNICATION STUDIES

Communication Studies Club helps students prepare for careers

This year marks the first for the Communication Studies Club at the University of Tennessee. The club, which has approximately 30 members, meets once a month and is advised by Dr. John Haas.

The mission of the organization is to allow students interested in communication to connect with one another. The club emphasizes career preparation, scholarship, and community service. Workshops focused on resumes, cover letters, and interviews are among many events held by the club.

INFORMATION SCIENCES

School of Information Sciences and University of Puerto Rico collaborate

In March 2006 Dr. Ed Cortez, professor and director of the School of Information Sciences, initiated a cross cultural collaboration between the University of Puerto



Dr. Bharat Mehra (second from left) was one of several SIS faculty members who visited the University of Puerto Rico last spring.

Rico Graduate School of Library and Information Science and the UT School of Information Sciences. Drs. Carol Tenopir, Bharat Mehra, and Cortez traveled to the Rio Piedras campus to draft a memorandum of understanding MOU, identify research affinities, and explore student and faculty exchanges.



Faculty members from SIS and the University of Puerto Rico gathered last spring to explore opportunities for research and faculty and student exchanges.

The two faculties have established agreements for the cross cultural leadership program for library and information studies now under development and are writing a grant proposal to the National Endowment for the

Humanities for its funding. A symposium this fall will bring UPR faculty members and students together at SIS to further develop a student exchange program with scholarship support and a funded faculty exchange program, as well as to lay the groundwork for a symposium next summer at UPR.

Mirroring the goals of UT's Ready for the World initiative which is designed to engage students in different cultures here and around the globe members of the SIS faculty are engaging in international policy discussions and developing shared research agendas to expand their own expertise and enrich learning opportunities for SIS students. SIS and UPR faculty members have already paired up by common research interests to write journal articles and secure grants to fund research.

Because UT's Office of Outreach and Continuing Education is closely involved with SIS's distance education courses, George Hoemann SIS '95, assistant dean of University Outreach and Continuing Education, plans a trip to the Puerto Rico campus with Cortez to discuss infrastructure issues and sign the MOU. When the agreement is in place, both student cohorts may take course work at either school.

SIS faculty members are collaborating with scholars and institutions in Finland, India, Mexico, Uganda, Lebanon, and Australia. They support a culturally diverse and engaged student body and faculty and are preparing others to become international leaders in information science.

Joel Southern



Congressman receives Donald G. Hileman Distinguished Alumni Award



U.S Representative John J. Duncan Jr. (JEM '69) recently received a high honor from his alma mater. The College of Communication and Information presented Duncan with the Donald G. Hileman Distinguished Alumni Award at its spring commencement ceremony. The award is the highest honor an alumnus or alumna can receive from the college.

The congressman served as the featured speaker at the May 12 commencement. More than 200 graduates participated in the event.

Duncan is the 2nd District representative in the U.S. House of Representatives and chairman of the House Committee on Transportation and Infrastructure's Water Resources and Environment Subcommittee. He holds seats on the House Committee on Resources, which retains jurisdiction over national parks and natural resources, and the House Committee on Government Reform.

Before his 1988 election to Congress, Duncan was a lawyer, and later, a judge. He and his wife, Lynn, live in Knoxville. They have four children and two grandchildren.

The Donald G. Hileman Award is named for the first permanent dean of the College of Communication and Information. The award was established in 1994. It is given to college alumni who have made notable contributions to the field of communication and information. 🌟

HILEMAN AWARD RECIPIENTS

2006	John J. Duncan Jr.
2005	Karen Brown Dunlap
2004	H. Wayne Hudson
2002	Monica J. Langley
2001	Thomas B. Ballard
2000	Susan G. Barnes
1999	Richard Marius
1998	Gill Duff
1997	Gordon A. Glover, Robert E. Selwyn, M. J. Wyatt
1996	Danny Wendell, Steven A. Holland, Stephen D. Reese
1995	Sarah Booth Conroy, W. Lawrence Patrick
1994	Anne Holt, Dwayne Summar, Bruce Vanden Bergh

Summar receives PRSA's Patrick Jackson Award for Distinguished Service

Dwayne Summar (JEM '61), APR and PRSA fellow, was recently presented with one of the highest individual honors the Public Relations Society of America can bestow on a member.

In February Summar received the Patrick Jackson Award for Distinguished Service. The annual award recognizes a PRSA member who has significantly contributed to advancing the society at all levels and inspired fellow practitioners both professionally and personally. The society's national president and CEO, Cheryl Procter Rogers, APR and PRSA fellow, presented the Jackson award at "Real World PR 2006," the Georgia PRSA chapter's annual collegiate conference. Procter Rogers is the corporate affairs director of Home Box Office. The ceremony took place in front of an audience of 300, including 175 students, at the Loudermilk Center in downtown Atlanta.

Summar, a journalism alumnus, is the fifth recipient of the award named in honor of the late Patrick Jackson, APR and PRSA fellow. Jackson was a widely known and respected public relations practitioner who made outstanding contributions to the growth of PRSA.

Summar is the principal of Dwayne Summar Public Relations in Albany, Georgia. His professional public relations experience includes 16 years at the Atlanta based Southern Company and its divisions. Summar's career also includes work as a senior vice president of Hill & Knowlton's Southeast region, an executive vice president at Atkinson Public Relations in Nashville,



PRSA president and CEO Cheryl Procter-Rogers, center, presented Dwayne Summar, right, with the Patrick Jackson Award at the PRSA "Real World PR 2006" conference earlier this year.

and a senior communications officer of Heritage Bank in Albany, Georgia. He earned his accreditation in public relations, or APR, in 1973. He holds 12 presidential citations from PRSA and was in the first class elected to membership in PRSA's College of Fellows, the society's highest honor. Summar was elected national president of PRSA in 1988. He has also served as president of the Georgia and Nashville chapters and as a board member of the Miami chapter.

In 1994 Summar received the College of Communication and Information's first Donald G. Hileman Distinguished Alumni Award. A decade later, the college established a scholarship program in his honor, the "Dwayne Summar Essay Contest," a writing competition that is part of UT's biennial "PR Day."

PRSA is based in New York City and is the world's largest organization for public relations professionals. ☀

THIS ADVERTISING GRAD MEANS BUSINESS

Leslie Osborne A&PR '97 is one of Orlando's "Women Who Mean Business," according to the *Orlando Business Journal*. The advertising grad, who serves as partner and media director of the Watauga Group, an Orlando based marketing and media firm, was named one of four finalists in the "Up and Comers" category of the awards.

The award was Osborne's first industry honor and came as a complete surprise: "My team made the nomination unbeknownst to me," said Osborne. "I am deeply honored to receive this recognition from the business community and my peers."

Osborne manages media planning and buying for the Watauga Group's clients and oversees all broadcast, print, online, and out of home rate negotiations. In the past 2 years she has helped grow the company into a significant Central Florida business, so significant that the group reached its 5 year annual sales objectives in less than 2 years.

Osborne was recognized for the award this spring in a feature in the *Orlando Business Journal*. Watauga Group LLC was formed in 2004. Current Watauga Group clients include Rosen Hotels and Resorts, PGA National Resort and Spa, the Breakers Palm Beach, and Core Research. ☺

In DEVELOPMENT

Scholarship funds support education for the next generation of students

The College of Communication and Information and its predecessors have produced outstanding graduates, taught and mentored by a dedicated faculty. Many of those students and faculty members, along with friends of the college, have been honored or memorialized with scholarship funds in their names.

This past spring the college awarded about 115,000 from more than 70 named scholarship funds; many of these scholarships are endowed, ensuring that they will be awarded in perpetuity.

Those funds that were established or endowed during the past year bear mentioning. You can help build these scholarship funds by making a tax deductible gift. Please be sure to specify the fund in the subject line of your check, made payable to *The University of Tennessee* and sent to Development, 302 Communications Building, Knoxville, TN 37996.

You may also give by Master Card, Visa, or Discover Card online at www.tennessee.edu. Click on the "Support UT" link, then on "College of Communication and Information" under "Knoxville." Click on the link that says "Click here to give to a fund not listed" and follow the instructions. Or if you want to make a recurring electronic funds transfer directly from your checking account, contact the Development Office at 865 974 3011 for more information.

AS@OSA

MICHAEL DAVIS SCHOLARSHIP IN PRINT JOURNALISM. Mike was a 1988 journalism graduate who enjoyed an outstanding newspaper career in Knoxville, Chattanooga, and Nashville. He was a business reporter with the *Virginian Pilot* in Hampton Roads at the time of his death from cancer in the summer of 2005. The scholarship has been established by classmate Karen Simsen Collins, who is now director of media relations at UT Knoxville.

AS@OSA

MICHAEL KENNETH HAMRICK SCHOLARSHIP IN COMMUNICATION STUDIES. A 1993 speech communication graduate, Mike was a member of the college's board of visitors and a sales representative for Sanofi Aventis pharmaceutical company in

DEVELOPMENT...CONTINUED ON PAGE 14



Knoxville; he was an avid Vols fan. He and his wife, Haley, had been married only 2 weeks when Mike died of a heart ailment last year. An outpouring of generosity from his family and many friends endowed a scholarship in Mike's memory; the first scholarship was awarded this spring.

GLENN E. ESTES FELLOWSHIP FOR STUDENTS IN THE SCHOOL LIBRARY INFORMATION SPECIALIST PROGRAM IN THE SCHOOL OF INFORMATION SCIENCES. Professor Estes was a nationally recognized authority on children's literature and served on the information sciences faculty for almost 20 years. On the 10th anniversary of his death from cancer in 1996, his family endowed the scholarship that had been established by memorial gifts.

FAYE D. JULIAN GRADUATE FELLOWSHIP FOR GRADUATE STUDENTS IN THE COLLEGE INTERESTED IN COLLEGE TEACHING.

Dr. Julian retired in 2005 after a 43 year career at the university, first in the Department of Speech and Theater, then in undergraduate studies, before becoming dean of the college in 2002. She earned the college's first doctoral degree in 1977. Former students, friends, and colleagues endowed the fellowship in Dr. Julian's honor. She is enjoying an active retirement, volunteering with her church and traveling with her children and grandchildren, as well as her UT legend spouse, former UT Knoxville director of bands Dr. W J Julian.

DWAYNE SUMMAR PUBLIC RELATIONS ESSAY CONTEST SCHOLARSHIP. Summar, a 1961 journalism graduate, is a giant in the public relations field, having served as national president of the Public Relations Society of America. A fellow of PRSA, he was recently honored with the Patrick Jackson Award for Distinguished Service to PRSA. Scholarships from the fund are awarded every other year based on essays written by public relations students on a topic of current importance to the public relations profession.

Susan Barnes

Classnotes

KEY:

A&PR . . . Advertising and Public Relations
JEM . . . Journalism and Electronic Media
Comm. . . Communication Studies
SIS . . . School of Information Sciences

Received since fall 2005

1967

ROBERT ROBINSON BS/JEM is a business writer for the *Johnson City Press*. He is retired from GTE Corp., Irving, Texas, after serving on the GTE Bell Atlantic merger approval team to establish Verizon Communications Inc. and completing assignments in public and government affairs in West Virginia, Virginia, and Tennessee. Robinson received the GTE "President Headquarter's Staff Silver Award" for gaining regulatory and legal approvals in all 50 states to launch GTE Long Distance in 1995. He is a charter member of the East Tennessee Chapter of the Society of Professional Journalists.

1980

DAVID MOULD BS/JEM is the assistant administrator for public affairs for NASA in Washington, D.C.

1983

EDWARD COOK MS/Comm. is the director of field communications at Medco Health Solutions in Berkeley Heights, N.J.

PATRICIA ANN OSBORNE BS/JEM is a realtor with Prudential Tropical Realty in Port Richey, Florida. She is a graduate of the Florida Real Estate Institute and is on her way to becoming a National Association of Realtors e Pro, a designation earned by only 15,000 realtors nationwide.

SYBIL MCLAIN BS/JEM recently joined Spaeth Communications as vice president and director of Midwest services.

1993

ROBERT THOMAS MS/Comm. recently became the news director at WYKT CBS in Lexington. He previously served as the assistant news director at KOB (NBC) in Albuquerque.

1984

CAROL ANDREWS BS/JEM serves as the communications director for Harold Ford Jr. for U.S. Senate in Tennessee.

STACEY KILLIAN HAGEWOOD BS/JEM is the vice president of creative services for nationally televised country music network, Great American Country, in Nashville.

1986

BILL MCCONNELL BS/JEM serves as the Washington, D.C., bureau chief for *The Deal* magazine and its sister publications. He joined *The Deal* after serving 7 years as a Washington correspondent for *Broadcasting & Cable* magazine.

1989

DAVID SUMNER Ph.D./Comm. is the co author of *Feature and Magazine Writing: Action, Angle and Anecdotes* from Blackwell Publishing.

1991

STEPHANIE FRAZIER BS/JEM is currently a national account manager for Vyvx, selling video transmission services to CNN, HBO, and Time Warner.

1992

MARY LAPOLT-WOOD BA/Comm. is a market research analyst for the Orange County Convention Center in Orlando.

JILL WINKLER BS/JEM is the group account director for Three, an Atlanta marketing and public relations firm.

1993

JENNIFER BAREFOOT BA/Comm. lives in Raleigh, North Carolina, with her husband Joe. They have three children, Anna Blake, James, and Warren.

MARK REASONER BS/JEM is the director of retail sales for Spalding, a division of Russell Athletic.

RUTH WINCHESTER WARE Ph.D./Comm. had her paper, "Thomas Wolfe's Grover Story: Journey through Grief to Resolution," published in *The Thomas Wolfe Review* 2004.

1995

JENNIFER L. BROCK BS/JEM is a communications specialist at Oak Ridge Associated Universities in Oak Ridge, Tennessee.

ALEXIA LEVISON POE BS/JEM is the director of public affairs for Gaylord Entertainment in Nashville. She was formerly the communications director for U.S. Senator Lamar Alexander in Washington, D.C.

1996

JEFF WINGER BS/A&PR is the director for research and development for the Rocky Mountain Clothing Company.

THOMAS FRASER BS/JEM is an editor for a Gannett newspaper in Vineland, New Jersey.

1997

BRIAN HURST BS/JEM is the director of development for the colleges of Pharmacy and Allied Health Sciences at the University of Cincinnati.

NICOLA RASNICK BS/A&PR is a media analyst at Goody's Family Clothing Inc.

BETHANY TAYLOR BS/JEM is the director of development at the Arizona State University Walter Cronkite School of Journalism and Mass Communication.

1998

JULIE LEONARD MS/Comm. is the director of marketing for SunGard OSSI, located in High Point, North Carolina. The company develops public safety software for law enforcement, fire, and emergency medical services in the United States.

JOSEPH PRIEST MS/Comm. is with Ketchum Public Relations in New York City.

2001

JUSTIN CLARK BS/JEM was named managing attorney of William E. Gregory P.A.'s Orlando office, an insurance defense law firm based in Miami.

MEGHAN CLOUD BS/JEM is the director of development for the Memphis Redbirds Baseball Foundation.

MARY COMPTON HAMM BS/A&PR serves as a clerk for a federal district court judge in Lexington, Kentucky. She earned a degree in law from UT in 2005.

ADAM L. TEMPLE BS/JEM serves as the deputy communications director for

the office of U.S. Senator Jim DeMint BS/A&PR '73.

2002

BRADFORD BRICKEN BS/JEM is a talent agent in the Los Angeles office of Abrams Artists Agency.

MATT EMIGH BS/JEM won a Nashville/Midsouth Regional Emmy for his work on the Renaissance Center's *Meth is Death* video. The Renaissance Center, located in Dickson, Tennessee, produced the video for the Tennessee District Attorneys General Conference's methamphetamine awareness campaign.

LINDSEY PACH MS/Comm. is an account executive for Ketchum Public Relations.

LACEY SMITHSON BS/JEM is a marketing assistant with Rarity Communities in Vonore, Tennessee.

2003

MATTHEW CATE BS/JEM covers Georgia government and politics for the *Chattanooga Times Free Press*.

AMY LAKIN DUNN BS/JEM is a marketing coordinator for Siskin Children's Institute in Chattanooga.

ERIC HAAG BS/JEM is a development associate in the Office of Stewardship at UT. He earned a master's degree in communication studies in 2004.

2004

KARA CARDEN BS/JEM is a marketing coordinator for Grant Thornton LLP, a division of Grant Thornton International, in Charlotte, North Carolina.

TYRA TUCKER HAAG BA/Comm. is the project director for the Metropolitan Drug Commission in Knoxville. She also earned a bachelor's degree in Spanish from UT in 2004.

ETHAN MAYERS MS/Comm. is a personal researcher for the host of a new show on ESPN2 called *Quite Frankly with Stephen A. Smith*.

JILL ALLENDER SCOBAY BS/JEM is a recruiting assistant at Bass, Berry & Sims in Nashville. She married Dustin Scobey in September 2005.

ZAC WRIGHT BS/JEM began January 15 as communications director for the Mike Beebe for Governor campaign in Arkansas.

TASNEEM YUSUF BS/JEM is working for WBIR TV Channel 10 in Knoxville.

2005

THERESA HARRINGTON BS/A&PR is a marketing assistant with Rarity Communities in Vonore, Tennessee.

JESSI SGARLATA BA/Comm. has joined SilverPointe Properties, a real estate firm in Nashville. She has received her e Pro designation and is currently working on her Graduate Realtor Institute accreditation.

REBECCA THEWS BS/JEM is with CMT in Nashville.

KATIE WRIGHT MS/Comm. works for the Martin Agency in Richmond, where she works on the MGD brand of the Miller beer account.

IN MEMORIAM

1976

DR. DONALD S. SCROGGINS MS/Comm.) passed away April 10, 2006. He was the director of Institutional Research and Advancement at UT and had been a part of the research staff for 26 years. He also taught a course in research methods for the college for many years. Scroggins earned a Ph.D. in communications from UT in 1982.

1982

RUTH CRABTREE BS/JEM passed away June 20, 2005, at the age of 57.

DR. STEVE PASTERNAK Ph.D./Comm. passed away in June 2004. He was a New Mexico State University journalism professor and former department head.

Have a new job? Another degree? Just have news you want to share? Let us know! Visit www.cci.utk.edu and click on "Alumni Development." Complete the "Keep in Touch" form, and we'll add your information to the next edition of "Full Circle."

Where are you now?

Whether you are and alumnus or a friend 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 Web site at www.cci.utk.edu, click the "Alumni Development" link, then click the "Keep in Touch" link and fill out the form there.

Name _____

Address _____

Phone _____

E mail _____

Place of employment _____

Position _____

Is it OK to publish your current position and employment information on the CCI Web site?

Yes No

Relationship with CCI mark all that apply :

Alumnus Year/Degree _____

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Current student

Other

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To learn more about how you can support the college, visit www.cci.utk.edu.

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