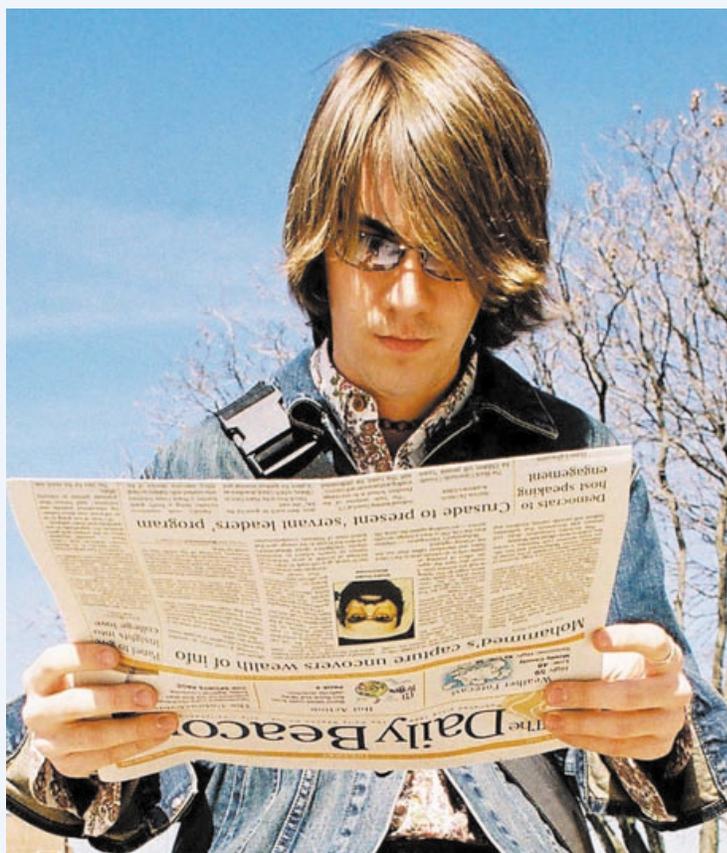
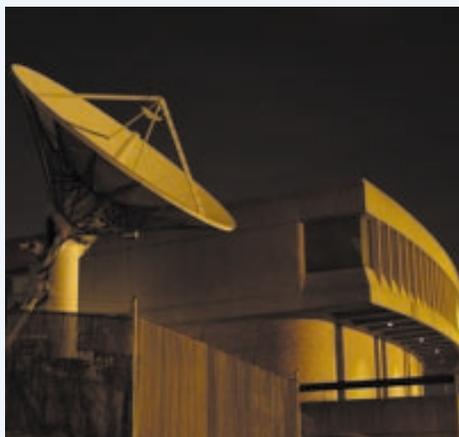


Full Circle

The Alumni Newsletter of
The University of Tennessee
College of Communication and Information

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- Carol Tenopir wins Provost's Honors Award
- Advertising students hit the Big Apple
- *UT Today* hits the airwaves

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2002 Honor Roll of Donors

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Interim Dean
 Dr. Faye D. Julian

Editor
 Janet Tate

Design and Layout
 Claire Johnson, Joel Southern

Contributing Student Writers
 Christy Banks, Alexia Campbell, Melissa Elkins, Trevor Higgins, Scott Ivey, Kristi Maxwell, Holly Miller, Rachel Parker, Josh Pate, Abbey Smith, Laura Winn, Chloe White

Contributing Student Photographers
 Alicia Carroll, Chris Kirk, Michael Matassa, Andrew Witt

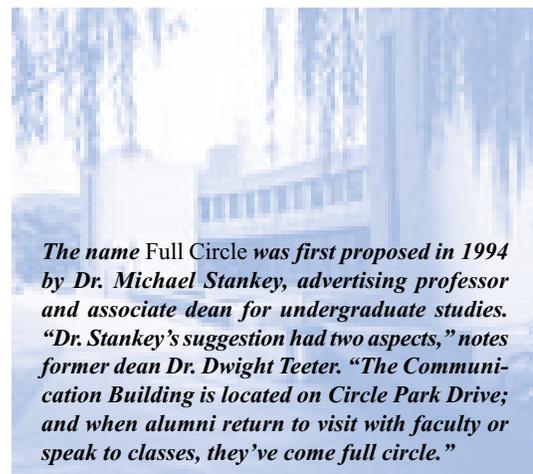
Director of Development
 Joe Brandenburg

Support Staff
 Judy Dockery, Deborah Douglas, Janine Jennings, Diana King, Sherry McNair

On the Cover
 Scenes from Circle Park, March 2003. *Clockwise, from upper left:* Nighttime shot of satellite dish atop the Communication & Extension Building; photo by Andrew Witt. Videography student, photo by Alicia Carroll. Trey Sarten (Jr./Broadcasting) catches up on the latest news from the *Daily Beacon*; photo by Michael Matassa.

UPCOMING EVENTS

- PRSSA Spring Gala and Silent Auction
 Club LeConte, Knoxville May 3
- Spring Commencement May 10
- AEJMC annual convention,
 Kansas City, Mo. July 30–Aug. 2



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

Dean's Message



Dr. Faye D. Julian
Interim Dean

In November 2002, our faculty adopted a new name: the College of Communication and Information. After three months of deliberations and discussions, and in consultation with faculty, staff, and our Board of Visitors, the College's Strategic Planning Committee proposed various reconfigurations of our existing units. This past December, the faculty voted for a college structure consisting of four schools: Advertising and Public Relations, Information Sciences, Journalism and Electronic Media (incorporating Broadcasting), and Communication Studies (incorporating Speech Communication and possible affiliates).

Additionally, the Strategic Planning Committee outlined a distribution of responsibilities for governance, research, undergraduate and graduate education, service and outreach, and technology. By the beginning of the new fiscal year, the College will have new bylaws, curricular changes, and reallocations of budgets, graduate assistantships, and faculty lines.

The first and easily most important objective for next year is transition into new, cohesive units that will prepare our students for careers in the communication and information professions and help them pursue future

academic study and research. The School of Advertising and Public Relations has already identified mutual interests in research and teaching that will enhance student preparation. The combining of the School of Journalism and the Department of Broadcasting into a new School of Journalism and Electronic Media will expand, strengthen, and upgrade concentrations for its majors and potential minors. The School of Information Sciences, while primarily devoted to graduate education, expects to become more actively involved in offerings for undergraduates. The School of Communication Studies, with its humanities/social sciences focus, will include skills and services necessary for student success.

A second objective is more engagement with external constituencies. In this regard, we plan to institute summer programs for high school students in Journalism and Broadcasting. We plan to partner with the Office of Informa-

“The first and most important objective . . . is transition into new units that will prepare our students for careers in the communication and information professions.”

tion Engineering Services to increase our connection with public schools in the state with a Web presence. This will offer the potential for dual degree programs for high school and college credit and provide an exceptional recruiting device as well. The School of Communication Studies is developing plans for various types of experiential learning, including a cooperative education program for graduate students, certificate programs for such programs as business and professional communications, and expanded internship opportunities.

Even with the dismal budget forecast for next year, we plan to continue the momentum we have started. Though not as many as we had hoped, we expect to add new faculty lines in

the fall and initiate new programs and projects.

While we look forward, we also reflect on an unusual and eventful year:

- The School of Information Sciences marked its 30th anniversary in September.

- Also in September, Lou Thompson, president and CEO of the National Investor Relations Institute, spoke this year at the inaugural Ackermann Lecture on Public Relations Day, an annual event that offers professional development opportunity for practitioners and a chance for students to gain a better understanding of the field.

- The Advertising Law Conference, held in October and co-sponsored with the UT College of Law, drew twice as many participants as expected, including 23 practicing attorneys who received continuing legal education credit.

- In March John Rennie, editor in chief of *Scientific American*, delivered the most successful Alfred and Julia

Hill Lecture ever to a capacity crowd at the University Center.

- In April Information Sciences professor Dr. Carol Tenopir was awarded a 2003 Research and Creative Achievement

award at the annual Provost's Honors Banquet. Designed to honor accomplished researchers in their fields, this award recognizes Dr. Tenopir for her advances in teaching, research, and service at the University.

- Finally, we are pleased to learn that Dr. Paul Ashdown, professor of Journalism, has been selected as the university's Macebearer for next year. This is the highest award given to a faculty member at the University of Tennessee, and Dr. Ashdown will be the College's first Macebearer.

We have much to celebrate, and to anticipate, as the College continues to move forward with its vision of innovation and goal of excellence. ●

PRSSA News

The 2003 PRSSA National Assembly met this past March in Miami, Fla. Representing UT were delegate Gina Robeson, president of UT's chapter of the student organization, as well as several other PRSSA members.

PRSSA students were also invited to attend the lobbying effort on behalf of TennCare cancer patients by the American Cancer Society in Nashville on February 12.

NEW ON THE 'NET

Broadcasting students now have a new research tool: A Web site that presents general rating comparisons between radio and television and explores techniques used by professionals in the field to attract consumers.

Known as "Measuring Audiences," the site is being funded by a grant from UT's Innovative Technologies Center. It is intended to help instruct Broadcasting undergraduates about ratings and "other techniques for calculating who is watching or listening," says associate professor Mark D. Harmon, who is serving as lead faculty member on the project.

"Measuring Audiences" will be the third instructional Web site created by Harmon. The first, "Media Ethics," was produced three years ago and is still being used at UT and other universities. "Thinking Visually," the second site, contains basic information about shooting and editing video and audio material. This site has earned praise for its comprehensiveness and ease of use. The sites are designed specifically for broadcasting students and for employees being trained in media-related businesses.

Harmon will be speaking about each of the sites at the Broadcasting Education Association conference this April in Las Vegas.

ERIC HALEY HEADS UP AAA PANEL

Dr. Eric Haley presented a special topics panel titled "Ensuring the Longevity of Advertising Education in U.S. Universities" at the annual meeting of the American Academy of Advertising this past March in Broomfield, Colo. Members of Haley's panel included faculty from the University of Georgia, Marquette, and the University of Florida, as well as UT School of Advertising colleagues Dr. Ronald E. Taylor, department head; Dr. Roxanne Hovland; Dr. Michael Hoefges, and Dr. Mariea G. Hoy.

"UT has always had a very strong presence at this conference annually," Haley says. "Our visibility helps us maintain our solid national reputation for research and scholarship."

MICHAEL W. SINGLETARY TO RETIRE

After 31 years of teaching, researching, and writing about Journalism, Dr. Michael W. Singletary will retire as professor of journalism this July 31st. He will continue teaching his quantitative research methods and news writing classes this fall on a post-retirement, part-time basis.

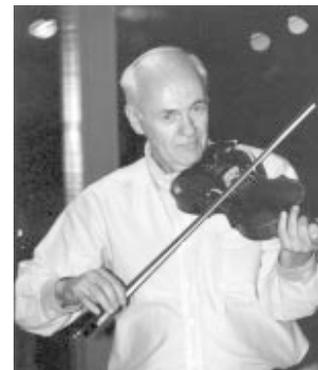
Singletary spent most of his early years at UT conducting research for journalism publications. From 1980 to 1986 he was one of the top ten article writers in journalism internationally.

In April 1989 he received the College Award for Distinguished Research in Mass Communication from UT's College of Communications. Singletary also served as associate dean of the Graduate School of the University of Tennessee for nine years, from 1992 through 2001.

Two of his textbooks—*Mass Communication Research: Contemporary Methods and Applications* (1994) and *Clarifying Communication Theories: A Hands-On Approach* (1999)—have become staples in college communications classrooms nationwide.

Singletary says he's looking forward to retirement, since it will afford him more time to pursue other interests, such as bluegrass fiddling and spending more time with his new granddaughter, Lauren.

More time for fiddlin' around: Dr. Singletary at his daughter's wedding, October 2001.



● **ADVERTISING FACULTY RANKED FIFTH
IN THE NATION** ●

A new Michigan State University study shows that the University of Tennessee's advertising faculty are among the most productive in the nation. The study results, which rank Tennessee's program fifth nationally, were presented at the American Academy of Advertising conference in March in Broomfield, Colo.

"Contributing to the body of knowledge about advertising, and sharing that knowledge with our students, is an important part of what we do," says School of Advertising head Dr. Ron Taylor. "It's gratifying to have the validation that our program is one of the most productive in the nation, but it's something we've known all along.

"Recognition like this helps us attract the very best faculty members and top doctoral students, because research productivity is such an important part of academic reputation."

The study examined research conducted by 927 individuals from 324 different universities from 1983 to 2002. Taylor was listed as the nation's seventh most productive advertising faculty researcher, and associate professor Dr. Eric Haley was ranked 17th.

● **ON THE AIR** ●

UT Today, the student-produced TV news-magazine program that has been a spring perennial for the last 10 years, is back on the air this semester.

Produced and reported by Broadcasting seniors as their capstone project, the weekly program gives the students "real-world experience" (and three hours' classroom credit) as they localize national and state news by providing a UT tie-in to the stories, explains Broadcasting professor/executive producer Sam Swan. The war in Iraq, for example, has provided two perspectives: the point of view of campus ROTC students, and that of the impact of racial profiling on UT students of Middle-eastern descent.

Additionally, Swan points out, students in advertising sales get to sell ad time for the program, which brings in money for the university.

UT Today can be seen every Saturday at 1:00 p.m. on WBIR-TV's Channel 10 in Knoxville, through May 17.

● **M. MARK MILLER MOVES ON** ●



Journalism professor Dr. M. Mark Miller is leaving the university after 21 years as a faculty member. Miller and his wife, Tamara, who has accepted the position of associate dean of libraries at Montana State University in Bozeman, will be moving to Montana this spring.

Miller plans to stay busy writing, consulting, and re-engineering his content-analysis computer program, VBPro, which is used by scholars around the world for studying media issue-framing. "In the rapidly evolving world of computer programming, it has become a bit quaint," he says. He plans to reconfigure the program and package it for sale with a book that describes methods developed by Miller and his students for "studying media coverage of contentious policy issues." Additionally, Miller and

SIS's Dr. Doug Raber have a contract to co-author a book on the convergence of communication and information sciences.

Miller says that of all his activities at UT, he is most proud of his students' achievements, particularly the successful careers his numerous doctoral dissertation students and Ph.D. advisees have gone on to establish. "I'm also proud of the role I have had in building the College of Communication and Information," he says. He cites particularly the strengths that the Speech Communication Department and the School of Information Sciences bring in terms of "providing enormous opportunities for the college to move forward in the world of converging technologies and businesses."

Miller also hopes to pursue a lifelong desire to write fiction. He wants to complete *The Magic Bandanna*, a novel he's had on hold for nearly a decade, and to explore other fiction-writing possibilities as well.

WANG HAO HEADS HOME

Wang Hao, editor of *China Daily*, the largest English-language newspaper in China, has returned to Beijing after a six-month stay in the United States. While here Wang studied news flow and presentation styles with local newspaper editors, as well as with UT journalism faculty members Dr. Dorothy Bowles, Dr. Rob Heller, and Dr. Jim Crook.

Under their tutelage, Wang picked up pointers on page design, photojournalism, communications graphics, and media management to take back home to share with his international-news department staff. Wang also got to tour the newsrooms of the *Knoxville News Sentinel* and the *Savannah (Ga.) Morning Post*.

**COMING SOON:
COMMUNICATION STUDIES**

In connection with the College's ongoing departmental reorganization, the Speech Communication program will soon become known as the School of Communication Studies. Dr. John Haas, head of the Speech Communication department, notes that the school is not just gearing up for the changes ahead but is already actively embracing them.

To integrate technology into classroom instructional methods, Speech Communication faculty members have been busy on a number of fronts, such as working with Cinemarr Entertainment, a national multimedia production company based in Sevierville, Tenn., to create a CD-ROM for public-speaking classes. The CD will offer students hands-on technological advancement in the classroom, and its cost, which is less than that of the textbook that is currently being used, translates into a direct benefit for the student.

The department is also creating recruitment software and using Cinemarr's expertise to help update and add more flourish to its Web site. Curriculum choices are being streamlined as well so that students will have more opportunities to tailor their interests to the school's various career tracks.

**INFORMATION, PLEASE:
SIS NEWS & UPDATE**

- Dr. Dania Bilal, SIS associate professor, will present a paper titled "Children's Knowledge Structure of Categorization and the Design of Taxonomic Categories in Web Search Engines" at the international Libraries in the Digital Ages conference in Croatia this May. Bilal is an active researcher of user studies and children's information-seeking behavior on the Web.
- SIS professor Dr. Mike Pemberton will present the keynote paper at the Records Management Society's annual conference in England this April. A recent paper of Pemberton's concerning the corporate role of Chief Privacy Officer was cited by conference planners as "interesting and stimulating, and reflect[ing] a theme that we are hoping to build on during the first day of the conference."
- SIS associate professor Dr. Doug Raber's new book *The Problem of Information: An Introduction to Information Sciences* (Scarecrow Press) is due out this May. Raber's research focuses on information policy and politics, information society and culture, and public libraries, as well as First Amendment issues, Internet filtering, and the "digital divide." Dr. Raber will present a paper on the Patriot Act at the April meeting of the Tennessee Library Association in Chattanooga, Tenn.
- SIS associate professors Peiling Wang and Richard Pollard are collaborating with SIS professor Dr. Carol Tenopir on a National Science Foundation grant to work with the National Digital Library program. Wang is studying information-seeking behavior; Pollard's expertise is in information technology. He is establishing a usability laboratory for researchers in the College to examine Web use by students. Dr. Wang also recently presented two papers: one in Finland, on user behavior resources, and one in Denmark, at the Royal School of Library and Information Science.
- Jinx Watson, SIS associate professor, was a panelist to the keynote speaker at the recent Family and Child Education (FACE) conference in Minneapolis. Watson presented research on families who are recipients of the Dollywood Imagination Library. More than 185 communities nationwide participate in this program, which provides books free of charge to more than 30,000 children under the age of five. For more information go to <http://dollywoodfoundation.com/>.

● **PAUL ASHDOWN NAMED MACEBEARER** ●

The College of Communication and Information has its first Macebearer. Journalism professor Dr. Paul Ashdown will carry the staff-like mace, a symbol of faculty commitment to students and society, at all commencement ceremonies for the next year.

The designation of Macebearer is the highest award that can be given to a UT faculty member.

● **DOROTHY BOWLES STEERS AN OPEN COURSE** ●

Journalism professor Dr. Dorothy Bowles has been selected to serve on the steering committee to organize the Tennessee Coalition for Open Government. The goal of the coalition is to create an alliance of media, citizen, civic, and professional groups to work to improve access to public information and government proceedings in the state. The coalition is convening a national meeting May 16-17 in Nashville to assess how other states are handling this issue and to discuss ways to promote more openness in Tennessee government. Bowles's book *Media Law in Tennessee*, now in its third edition, includes some of her research in this area. She plans to help organize and conduct a statewide public records audit through the coalition.

● **AD STUDENTS HIT THE BIG APPLE**

Twenty-six juniors, seniors, and master's students visited New York City this past January with Dr. Eric Haley, associate professor of advertising, to learn about the industry and to see what life is like in the advertising capital of the world.

The group toured such businesses as Ogilvy and Mather, Young and Rubicam, Blue Worldwide, and *Glamour* magazine, and met with management recruiters, publicists, and others in the industry. "The students learned that [UT's] ad program has a great reputation, even in New York City," says Haley. "The department benefits from heightened visibility within the major market for advertising."

Students paid their own way to take the trip, which was sponsored by the UT Ad Club. "It gave me really good contacts," notes Brad Wormer, Ad Club president. "I got to meet advertisers on a personal level." Wormer says the agencies gave students valuable tips about not only the business, but also about making the move to New York and finding a place to live. "It helped me know what I'll have to adjust to," he says. "It made me want to move up there."

Left to right: Advertising students

Samayyah Bailey, Josh Hayes, Christi Mertens, Devi Mehta, Rebecca Burnos, and Mike Loftus, New York City, January 2003.



● **BROADCASTING ABROAD** ●

As he has done every year for the past eight years, Broadcasting professor Dr. Sam Swan plans to spend three to four months during 2003 teaching media workshops overseas. Swan, who conducts international media training classes for the Voice of America (VOA), World Learning, IREX, the U.S. State Department, CNN, and other organizations, says he finds it extremely rewarding to "try to help develop free press in countries where they don't have it." Swan sees his work as an extension of the State Department's mission to help develop free-market economies abroad; "a free press goes hand-in-hand with a free economy," he says.

Since this past January Swan has worked in Ghana, helping to establish private TV news broadcasting operations; in Namibia, training radio talk-show hosts; and in Slovakia, conducting training sessions in TV journalism

and sales. In May he plans to travel to Trinidad and Nigeria. During 2002 he taught journalism workshops in Bulgaria, Bosnia, Croatia, Uzbekistan, and Indonesia.

Also rewarding is the classroom reception Swan typically receives from his international students. "My students here [at UT] usually can't wait to leave when class is over," he observes with a wry smile, "while in Indonesia

I get a standing ovation before I even start class."



Dr. Sam Swan (second from left) with Pakistani TV journalists, August 2001.

Reporting for Duty

David Smith takes over as director of the School of Journalism and Electronic Media.



The year 2003 has already brought sweeping changes to the university, and CCI has not been neglected in that regard. In addition to ongoing state revenue shortfalls and their consequent impact on higher education, the college last year redefined itself as the College of Communication and Information, and current reorganizational plans for the college's infrastructure call for a further overhaul. With these changes, inevitably, will come program realignment and curriculum modifications as well.

One of the schools that lists the most toward a dramatic sea change is the current School of Journalism and Public Relations. This past January **David Smith** took over as director of the school from acting director Dr. Paul Ashdown, who had served as interim head since the retirement of Professor Emeritus James A. Crook in 2001.

Smith has admittedly taken the circuitous route to academia. The son of an attorney and the great-grandson of an immigrant Scotsman who founded a still-in-existence newspaper in Pawtucket, Rhode Island, Smith grew up on the East Coast and in Florida before leaving for Denton, Texas, to play football at the University of North Texas. He was a junior, majoring in economics, when he switched to journalism; once he started writing for the student newspaper, he was hooked.

After graduating from North Texas in 1968, Smith went to work as a corporate trader on Wall Street. By 1970 he was ready to leave New York and decided to head back down south, to the University of Tennessee, Knoxville, where he ultimately earned his M.S. in journalism in 1976.

In addition to acquiring a second master's degree—in economics, from San Francisco State University—in 1980, Smith has worked in public relations for oil and gas companies and as a securities analyst. (“I always had two things going on,” says Smith. “I was a communicator, and I had a love of finance—an unusual combination.”) Smith cites his love of teaching, which he did at UT in the School of Journalism from 1982 to 1984, as a lifelong constant that's now brought him back to Knoxville. His current Ph.D. dissertation work at the University of Texas at Dallas continues his

journalism master's thesis study of the writings of Ernest Hemingway during the Spanish Civil War.

Smith has spent the last six years analyzing media companies, from small providers of interactive technologies to Comcast and AOL-Time Warner. As leadership experience for a newly-reorganized communication and information college that's about to undergo even more departmental rearrangement and innovation, he feels he has the background that makes him the right person in the right place at the right time.

Q.

FC: Let's talk first about the proposed realignment of the college's programs—specifically, of Journalism and Broadcasting becoming the School of Journalism and Electronic Media. Why is this a good idea?

A.

DS: It's a good idea because it will mirror what's going on in the outside world. In the past, media ownership laws have been fairly restrictive with regard to keeping newspapers and broadcasters essentially apart in the same market. Those laws are about to be liberalized, so most of this country's daily newspapers are looking around for ways to work with broadcasters. Likewise, here in this College there are things we can do to make such a combination even more effective than it would be otherwise. For one thing, as an expansion of broadcasting, a cable institute here should work very well. There are not only these organizations out there coming together, but the media are converging as well, so it makes a lot of sense. And in the process it will benefit the students immensely.

Q. So there would be a cable department in the school?

A. It wouldn't be a department of study so much as a unit within Journalism and Electronic Media. It would include research in the cable industry, training cable people, and cable certification sessions involving people from the industry. The cable industries collectively have got into all kinds of things since the Telecommunications Act of 1996, and around 1998 they began to

get really serious about including a broadband plan, such that most of their systems were upgraded and acquired two-way capabilities, with greater interactivity on the horizon.

Additionally, we've got the Scripps networks located here, doing interesting things on the programming/content side. Most people in this country have cable, and now we may have 200 channels to choose from, but how many times can you watch "I Love Lucy"? This area of content and programming is of immense interest. So the concentration of our cable institute may very well be in the content area.

Q. How will students benefit from the revamped program?

A. For one thing, they'll have one major and several tracks. How many people do you know who have in their careers gone back and forth between, say, newspaper reporting and radio or television broadcasting? One thing that's going on now is specialized concentrations, like the sports communications program, which is still in its early stages, but there's a lot of enthusiasm about it. And when I talk to people at the *New York Times*, and they say, "We're not happy generally with the degree of knowledge of our business writers"—if that's true at the *New York Times*, then it's likely to be true of newspapers around the country. So why not have a specialized program for business and economics journalism?

You know, if you look at our program, we could legitimately call ourselves the "School of Newspaper Journalism and Electronic Media." I think we lose an awful lot of potential students who are interested in magazines and don't necessarily want to work for a daily newspaper. For some that's just not the kind of journalism they want to do, so they might decide to go major in English, for instance. And so I think we'd benefit ourselves and our students by beefing up our magazine-related course offerings.

Another thing I'd like to see is a co-op program, where a student works for a publisher or a broadcasting facility for a semester, then comes back for a semester of academic study. I don't think there's a field that's more appropriate for that than journalism and electronic media. Students who do this are so much further ahead than those who simply do a single internship. It may take an extra semester or two to graduate, but they're earning money during the semesters that they're working, and when they get out they've really got solid credentials.

Q. New technology and electronic-media classroom upgrades will be expensive, won't they? How will we pay for them?

A. We're going to have to be entrepreneurial. I think we need to dream a little bit. I really believe that there is a lot of funding that this college can avail itself of, if we think creatively and are willing to ask for it, which in the past we haven't been eager to do. We have sat far too long in this college, waiting to figure out what Nashville is going to do for us. It's obvious that the answer is: not very much.

I have a certain amount of confidence that we can get some

help from the cable industry. That's one way to raise money and move ourselves to the forefront of journalism and broadcasting education in this country. Then there's the whole issue of ownership, and how that's causing broadcasting and publishing to figure out how to work together. We can get involved in that through funded research or through roundtable sessions that benefit our professional peers, and maybe get them to write us a check occasionally.

Q. What other expansion or recruiting initiatives would you like to see happen that would directly benefit the students we attract to the school?

A. Several things. For one, I am determined that we start doing some things with regard to high school programs in the summertime. For too long we've waited for our majors to come and find us. In the past, if someone wanted to become a UT student and major in journalism and had the GPA, we were happy to have them. Well, there are a lot of young people out there who want to become college journalism majors. If we get them in the summer, ideally before they become seniors, it becomes less a matter of happenstance that they end up majoring in journalism and electronic media at UT. We need to do a lot more pro-active recruitment. And we need to target that to minority students, too.

Q. What do you see as the school's main strengths?

A. We have a terrific faculty. We have a truly wonderful group of students. We're in a fabulous part of the country with very solid media

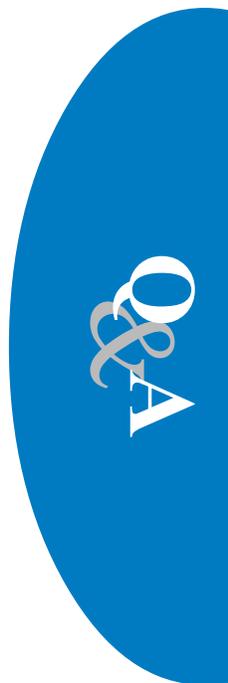
operations around us to work with and who are willing to help us. We've got supportive people around the state, and we can benefit from all of this. Maybe it's one of our strengths that Nashville continues to turn out the lights on us, because we've got to do something different for ourselves.

Q. Other than asking for money, how else can the school can take better advantage of community and alumni support?

A. One thing we need to do is get more of our recent graduates involved with our current programs. I have a son-in-law in New York who graduated from here in advertising. He probably wasn't exactly a shining light while he was here, but he's one of those who got out of here and clicked and is now doing very, very well. We need to have graduates of that type come in and talk to students about what different careers can be like once they have graduated. Implicit in all this, I suppose, is the need to think about what we can do to make the University of Tennessee's School of Journalism and Electronic Media a highly-recognized program. We may not be the absolute best, but we ought to be recognized as one of the best. There's no reason we can't be. ●

—Interview by Janet Tate

“Maybe it's one of our strengths that Nashville continues to turn out the lights on us, because we've got to do something different for ourselves.”



ADVERTISING LAW CONFERENCE/OCT. 18, 2002

Nearly 100 registered attendees participated last October 18 in the university's first-ever Advertising Law Conference, co-sponsored by UT's School of Advertising and the College of Law. The goal of the conference—to create a forum for advertising students, scholars, lawyers, and regulators in which they could explore and examine issues that affect advertising and marketing—was met with great success, says Michael Hoefges, J.D., Ph.D., assistant professor of advertising and a conference co-chair.

Panelists for the conference included lawyers from the firms of Arent Fox Kintner Plotkin & Kahn of Washington, D.C., and Hall Dickler Kent Goldstein & Wood of Chicago, Ill., as well as representatives from the Food and Drug Administration (FDA) and the

Federal Trade Commission (FTC).

The importance of involving legal input early in the advertising production process was conveyed by panelist Charulata B. Pagar, former FTC lawyer and a partner with the Hall Dickler Kent firm. She noted that communication between advertising creators and their lawyers can help reduce the legal risks associated with disseminating potentially deceptive or unsubstantiated advertising.

Other panel discussions focused on the First Amendment and controversial product advertising, the impact of privacy issues on the advertising industry, and direct-to-consumer pharmaceutical advertising.

Conference organizers worked closely with the law school to get the program approved for continuing legal education (CLE) credits for lawyers attending from Tennessee as well as from other states. "Offering CLE credit was very helpful in attracting lawyers to the

conference, as most do not want to attend conferences for which such credit is not available," notes Hoefges.

Moderators, panelists, and discussants for the conference included CCI interim dean Dr. Faye Julian, Journalism professor Dr. Dorothy Bowles, and Advertising professors Dr. Eric Haley, Dr. Mariea Hoy, Dr. Michael Hoefges, Dr. Roxanne Hovland, Dr. Sally J. McMillan, Dr. Margaret Morrison, and department head Dr. Ron Taylor. Representing UT's College of Law were Dean Thomas C. Galligan Jr., Professor Otis H. Stephens, and Adjunct Professor Carol Mutter.

Because of the conference's great success, Ron Taylor, head of UT's department of Advertising and a conference co-chair, said he would like to see another, similar conference in the near future. Intellectual property is among the possible topics for a future conference.

—Kristi Maxwell

ALFRED AND JULIA HILL LECTURE/MARCH 4, 2003

A standing-room-only crowd packed the University Center's Shiloh Room on March 4 to hear John Rennie, editor in chief of *Scientific American* magazine, speak about "Naysaying the Nincompoops: On Being a Maven in a Misinformed Era." It was the most successful speech ever given in the 11-year history of the Alfred and Julia Hill Lecture on Science, Society, and the Mass Media series.

Rennie began his address by discussing the obstacles to accuracy that are often encountered in science reporting. He then spoke at length about the increasing necessity of weeding out the illegitimate scientific news that's often found in the popular media.

As an example, he noted that one of the more outlandish theories given recent attention by the media is the notion that the moon landing was nothing

but a hoax. "Polls suggest that between six and 10 percent of the American public have doubts about whether the moon landing actually occurred," he observed, "and this wacky point of view was given an hour of prime time by Fox [News Channel]."

Throughout his lecture Rennie provided numerous illustrations of how mainstream media knowingly report biased information to their audiences. He also emphasized the danger of Americans' giving unquestioning credibility to such conventional sources of information. "Whatever happened to the 'we report, you decide' mentality?" he asked.

Rennie, one of the youngest editors ever of the 157-year-old *Scientific American*, has been widely celebrated for his ability to revitalize the magazine during his tenure as its editor in



Scientific American's John Rennie wows the crowd.

chief. His lecture on the UT campus was punctuated with frequent outbursts of laughter and thunderous applause from the appreciative crowd. Afterward most attendees remained for the question-and-answer session—a sure sign that Rennie left his audience wanting more.

—Alexia Campbell



Dr. Ed Caudill congratulates Ph.D. division winner Catherine Crawley.

On February 28 the College of Communication and Information hosted the 25th annual Research Symposium for current research being done by graduate students as well as faculty members. This year the competition attracted submissions from not only UT but also from as far away as Southern Illinois University and the University of Alabama.

Ten UT students—nine CCI graduate students and one student from the College of Education — participated in the symposium. During her lunchtime address, keynote speaker Dr. Brenda Dervin of Ohio State University spoke on the subject of sense-making information in the communications industry.

Afterward, UT alumni Susan DeBonis (*BS/Brd.*, '78; *PhD.*, '86) of Clear Channel Communications in Atlanta, Reggie Murphy (*MS* '94; *PhD.*, '98) of *USA Today* in McLean, Virginia, and Ashleigh Sawdon (*BS/Adv.*, '72), president of the APG Group Inc. in Nashville, presented a panel discussion on applied research in communications. The trio counseled the audience on new technological applications and new opportunities being offered to professionals in the communications fields.

Throughout the day sessions were held to review all submitted papers,

and the awards were then announced and presented. UT's Kathleen Kinser won the master's division with her paper titled "Assessing Membership Relations Programs: A National Investigation of Communications, Education, and Feedback Techniques at Zoological Parks and Aquariums." The Ph.D. division winner was doctoral candidate Catherine Crawley for her paper "Communicating the Threat of Smallpox: Inoculating Against Panic," which examines post-September 11 media coverage of the smallpox threat.

The symposium provides graduate students with an excellent opportunity to not only showcase their research, but also to gain experience in presenting academic papers, Crawley says: "The forum gave me a chance to synthesize my thoughts about my topic and then present it in only twelve minutes. It's a good exercise in making sure you've captured the main ideas."

Crawley also found speaking about her research useful. "Writing the paper is itself a learning process," she notes, "and when you teach it or present it, you seem to learn even more."

—Scott Ivey



Keynote speaker Brenda Dervin (left) takes a break during the Research Symposium with SIS professor Kendra Albright.



*Joe Brandenburg
Director of Development*

A Capital Idea

A shaky stock market is driving many investors to consider real estate as a more solid investment option. As a result, real estate is appreciating in value, causing some people to have a substantial capital-gains tax burden when they sell. One alternative to a sizeable capital-gains tax is to make a charitable gift of the appreciated property. By doing so, you avoid the tax and at the same time receive a charitable deduction for the full fair-market value of the property.

It's also possible to make a gift of your home, vacation house, or farm, receive a current income-tax deduction, and still retain the right to continue using it for your lifetime.

Example: Mr. and Mrs. Torchbearer own a beach condo that they still want to use on occasion. The condo's fair market value is \$100,000. By contributing the home to UT now but retaining the exclusive right to use it for the rest of their lives, the Torchbearers are able to achieve a current income-tax charitable contribution deduction of approximately \$25,000. (The exact amount depends on the donor's age, the useful life of the house, and other factors.)

Vacation time-shares can also be used as the basis for a charitable gift. If there is a ready market for your time-share, you can either donate it as an outright gift or sell it yourself and donate the proceeds to charity. If your time-share sells at a loss, you can deduct the loss and take a charitable contribution deduction for your gift of the proceeds.

For more information on making gifts of real estate to The University of Tennessee College of Communication and Information, contact the Development Office at (865) 974-7074.

Note: The above information is not intended as tax advice. Anyone considering a donation should consult his or her financial or tax advisor.

NATHAN BEDFORD FORREST: A MAN FOR ALL REASONS

Nathan Bedford Forrest is an honorable military genius—or a murderous racist, depending upon whom you ask. Tales about the Tennessee native and Confederate Civil War general have long been the stuff of legend, and continuing interest in Forrest is now driving the latest collaborative effort of two UT journalism professors, associate dean Dr. Edward Caudill and Dr. Paul Ashdown.

Disparate opinions about Forrest spring from the complex nature of the man himself, says Caudill. “The historian Shelby Foote calls Forrest one of the two geniuses of the era, the other being Abraham Lincoln, and he does so to the exclusion of such people as Ulysses S. Grant and Robert E. Lee,” he says. “Forrest is one of those figures whose

legend, I think, you can mold to suit your own purposes.”

Ashdown observes that through the research they are conducting, he and Caudill have gained new insights about the Civil War era and the media’s influence on public perception as well. “I think we both have a greater appreciation for the complexity of the period,” he says, “particularly in terms of its continuing relevance, and the role of mass media in shaping the way we remember the past.” Adds Caudill: “I think it’s a good case study in the fact that history is not something we employ for its own sake; we employ it for our own purposes.”

Caudill and Ashdown have spent several years sifting through newspapers, magazines, videos, and historical documents, some dating to the 1850s, that they have obtained

A LOOK AT SOME CURRENT FACULTY RESEARCH AND PUBLICATIONS .



Dr. Paul Ashdown (left) and Dr. Edward Caudill.

from UT’s Hodges Library, Nashville’s public library system, and Michigan State’s special collections library. The division of labor calls for Caudill to focus on press and myth history, while Ashdown examines military and biographical history, literature, and popular culture. They share writing duties and hope to finish their manuscript early this summer for submission to their publisher, Scholarly Resources of Wilmington, Delaware.

Caudill and Ashdown’s previous historical sleuthing produced a portrait of John S. Mosby, the Confederate colonel known as the “Gray Ghost,” in *The Mosby Myth: A Confederate Hero in Life and Legend* (2002). The book was a selection of the History Book Club.

—Trevor Higgins

Electronic Housecalls?



Dr. Sally J. McMillan

Assistant professor of Advertising Sally J. McMillan recently received a \$2,500 grant from the American Academy of Advertising to study senior citizens’ use of the Internet to obtain health information. “The amount of good information out there is phenomenal,” she says, “yet so is the amount of bad information. I want to find out how well senior citizens can differentiate between the two.”

The study will start this summer, using focus groups consisting of Internet users aged 55 and above. “Doctors can only see their patients for a limited amount of time, so questions are often left unanswered when a patient leaves the office,” McMillan observes. “Also, many senior citizens have problems remembering what their doctors said, so the Internet is a good tool for them.”

She also wants to find out how the use of the Internet in tracking down health information affects patients’ relationships with their doctors—particularly, whether doctors find the patients’ use of the Internet to find supplemental health

information valuable, or threatening. Part of the study will focus on doctor-patient communication through e-mail—an aspect of Internet use McMillan would like to scrutinize more fully in a later study.

“I would much rather use the Internet to communicate with my doctor if I have a question, instead of calling the office,” says McMillan. “When I call the office, I have to speak to the receptionist, who speaks to the nurse, who speaks to the doctor. Then the doctor responds to the nurse, who tells the receptionist, who calls me back. Even then, my questions may not be answered. But using e-mail shortens the communication distance and allows me to fully explain my problem to the doctor.”

McMillan plans to finish the study in about a year. Although the primary goal of the study is to find out how senior citizens already are using the Web, she said she hopes the study will help Web-site creators design their sites in ways to better serve senior citizens. While she wants to eventually publish her findings, she says publishing is not the most important thing. “That’s only part of it,” she says. “The research itself is exciting, especially when you’ve made somebody’s life better in the process.”

—Chloe White

CHASING THE GHOSTS OF FLEET STREET



St. Bride's Church on Fleet Street, London, England.

This past fall Dwight Teeter, former dean of the College of Communications, spent time in the St. Bride's Printing Library on legendary Fleet Street in London, England. Following a life-long interest in the historical aspects of freedom of expression, Teeter is conducting research for a new book on the subject.

"I hope to explore and tell about the bravery of writers and printers who defied authority in England more than a century before the Declaration of Independence," says Teeter. "The ancient enemies of freedom confronting those printers, including the law, seditious libel, and contempt of court and legislature, are still around in the United States in the twenty-first century, if in altered or attenuated form."

Teeter cites cases where printers who attempted to pursue their trade without membership in the royally chartered Stationers Company could be hunted down, their homes searched under general warrants, and tried in secret by the Court of the Star Chamber, with no defense allowed.

"I am interested in learning more about these outrages against printers and authors in seventeenth-century England as preludes to provisions in the Bill of Rights of the United States," Teeter notes. "Americans who value their freedoms owe a debt to British printers and journalists of long ago."

It's PHOTO TIME IN TENNESSEE!

From the sidelines of Neyland Stadium, a Tennessee football game takes on more meaning than just the clash of two teams. The game may be the climax of what 107,000 people have centered their day around, but it's what surrounds that climax that has caught the attention of Rob Heller, a veteran photographer and UT associate professor of Journalism.

More Than the Game: The Tennessee Football Experience (Sports Publishing Inc.) is a 160-page compilation of Heller's up-close and personal view of the tradition that is Tennessee football. More than 100 color photographs capture the experience of fall Saturdays at Neyland Stadium. Heller shows the stadium's mystique in contrasting photos: one portrays the mammoth arena hidden in the shadows of an overcast day; another displays fans leaning over the upper-deck railing, gazing into an orange-tinted sunlight.

It has been more than a year since the book debuted, yet Heller still can't hide his smile when talking about it. "Oh, it's just great," he says. "Any photographer, any journalist, any writer – when you get to put down your work permanently and have the public view it, it's very exciting. I've always dreamed of putting my work into a book."

Heller says that when he goes to a Tennessee football



Dr. Carol Tenopir

DIFFERENT STROKES

Since 1977 Dr. Carol Tenopir, professor of Information Sciences, and Dr. Donald W. King, research professor at the University of Pittsburgh's School of Information Sciences, have been helping publishers design better electronic journals for scientists and students.

Using survey information that dates to the 1970s, Tenopir and King are studying how reading and publishing patterns have changed over time. "With the widespread availability of electronic journals that started in the 1990s, we are now able to see how these patterns have changed in a world of electronic and print resources," she says.

Tenopir observes there is still a variation among the different fields of science in terms of how much is read, how much time is spent per article, and where the articles are obtained. "For example, clinical physicians read many more articles per year than they used to, but they spend little reading time per article," she explains. "On the other hand, engineers tend to read fewer articles per year, but they spend more time on the articles they do read. They need many details."

Tenopir has written four books, most recently, *Towards Electronic Journals: Realities for Scientists, Librarians and Publishers* (Special Libraries Association, 2000).

—Holly Miller



Dr. Rob Heller

game, "it's as if everything is there for me to photograph. It led me to the idea of my book and the title, because there's so much more going on."

Heller captures the game-day excitement of the fans, players, cheerleaders, musicians, and others by zeroing in on the details that often go unnoticed. And since his publisher gave him control in designing the book, Heller used his graphic design experience to turn pages into individual visual short stories. There are theme pages portraying painted faces and people yelling and shading their eyes that make a set of three shots almost appear as one. The cover shot, a blurred view from behind the players as they run onto the field, gives the feeling of movement, as if the viewer were also running through the "T."

Although sorting through more than 5,000 photos spanning 15 years was no easy process, the results have been gratifying, says Heller: "Having people tell me that they really enjoyed my book, and they like this picture or that picture—it's so great to hear that."

—Josh Pate

SOME OF OUR BRIGHTEST LIGHTS , PAST AND PRESENT .

FROM RUSSIA, WITH LOVE

Russia in January: Now, there's a travel concept! Perhaps Napoleon and Hitler had it wrong, thought Tom Adkinson (*BS/Journ. '72*) when he was first invited to preview a major art exhibition in Moscow in 2001. However, Adkinson could consider the trip because he was out of the regular work force, having been laid off from Nashville's Gaylord Entertainment Company the previous fall.

"This was the first time I wasn't earning a regular paycheck in 30 years, and it was surprisingly enjoyable. Going to Moscow reopened a door to some serious freelance writing," he says. During his six days in Moscow, Adkinson filled a notebook with observations about the rapidly changing city, which in turn yielded stories that

subsequently ran in publications across the U.S.

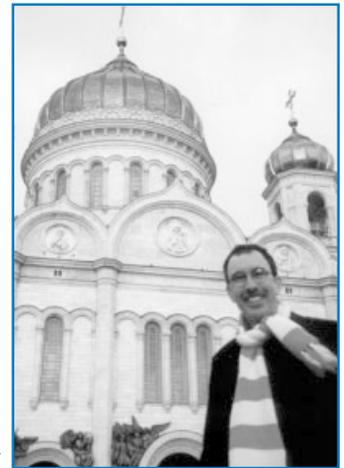
Adkinson recalls that a "vibrant atmosphere and a feeling of openness and excitement struck my group just as hard as the frigid temperatures" when they first arrived in Moscow. "We had expected a drab, dull and oppressive city—the stereotype of the Soviet Union days—but we found instead an emerging city struggling to become something new."

Western-style commerce, Internet cafes, current clothing fashions, and an array of restaurant choices greeted the arts group. "One scene on the first day there told the story," says Adkinson. "As I approached the Kremlin, there stood a group of young Russian soldiers in full winter garb—one of whom, only about 20 years old, was carrying a Calvin Klein shopping bag."

The group was organized by Wonders, a Memphis arts organization that was promoting a five-month show of Russian art related to the Romanov czars. Adkinson was the only freelance writer in the media group that otherwise consisted of newspaper staff writers, television and radio reporters, and a magazine editor.

The group spent considerable time inside the Kremlin at the Armoury Museum, the repository of the czars' treasures. One of Adkinson's most vivid memories is of watching a museum curator lay foam pad inside a glass display case, and then gingerly climb inside the case to retrieve two Faberge eggs. "I couldn't believe there wasn't an easier, more sophisticated way to get those eggs," he says. "The case was full of priceless Faberge items, and it would have been a disaster had the curator stumbled."

Back in the U.S., Adkinson sold several of his photos and two stories (one about Moscow, and one about the Memphis art exhibition) to newspapers and magazines in Florida, Alabama, Tennessee, Louisiana, Arkansas, Texas, and Oregon. He has since rejoined the regular workforce as vice president and director of communications at BOHAN, an advertising, marketing, and PR agency in Nashville.



Tom Adkinson in Moscow, January 2001.



Karen Brown Dunlap

LEVELING THE PLAYING FIELD

Karen Brown Dunlap—UT alumna, reporter, editor, Pulitzer Prize jurist, professor, publisher, speaker, and author—has added another entry to her resume. This past December she was named to the board of directors of the Times Publishing Company, which owns the *St. Petersburg Times* in Florida, *Congressional Quarterly*, and other publications. Her ap-

pointment is the first ever of an African-American in the company's 118-year history.

The selection of Dunlap begins to address a long-standing desire from many quarters for diversity on the newspaper's board. Noting that there was "an initial press nine years ago from the community and employees" to appoint a black member to the all-white board, Dunlap says she's "looking forward to serving in this capacity, and to having a greater voice in helping an already great paper."

Dunlap has served since 1994 as dean of the faculty at the nationally-recognized Poynter Institute in St. Petersburg,

a non-profit school for journalists and journalism instructors. She will officially become its president in August 2003 when the current president retires.

After graduating from UT in 1982 with a Ph.D. in mass communications, Dunlap worked as a reporter for the *Nashville Banner* and for the *Macon News* in Macon, Ga. She taught reporting and editing at Tennessee State University, where she earned her master's degree, from 1975 to 1985 before leaving to teach public-affairs reporting at the University of South Florida. "I had a choice of two jobs: one at Texas A&M, and one at South Florida," she recalls. "One reason I chose South Florida was to be near this paper I respected so much. I never dreamed that one day I would be on its board."

Preaching what she practices, Dunlap offers future journalists and public servants these words of advice: "Get into a job that you love. If you don't love it, it will wear you out quickly," she says. "Remember the mission: to serve the democracy. You won't see the rewards day-to-day, but you will look up one day and see how far you've progressed."

—Laura Winn

Prized Fighters and Heavy Hitters



John Netherland Heiskell

The day after he graduated from UT in 1893, Rogersville, Tennessee native **John Netherland Heiskell** (1872-1972) clocked in at the *Knoxville Tribune* and started to work on what was to become a long and stellar newspaper career.

Heiskell worked for the Associated Press in Chicago and eventually became its bureau chief in Louisville, Kentucky. In 1902 he, his father, his brother, and another partner

bought the *Arkansas Gazette* in Little Rock, Arkansas; Heiskell was named president of the Gazette Publishing Company and served as editor of the newspaper for more than 65 years.

His newspaper career was briefly interrupted in 1913, when he was called upon to serve as a U.S. Senator for 23 days, filling the vacancy created by the death of Democrat Jeff Davis until a successor could be elected. Heiskell subsequently declined to run for the Senate seat.

But as fate would have it, Heiskell's political career wasn't quite over. Leaving Washington, DC, behind, he resumed editing the *Gazette*. It was his leadership and firm editorial stand during Little Rock's infamous school-integration crisis that won the Pulitzer Prize for the newspaper in 1958—one of two Pulitzers awarded the paper under Heiskell's editorship.



T. Nash Buckingham

T. Nash Buckingham (1880-1971) may have trained as a young man at Harvard under the guidance of heavyweight boxing champion James J. Corbett—but who knew then that his considerable pugilistic skills would soon pale in comparison to his knockout writing?

A Memphis native, Buckingham was captain of UT's football team in 1902. In 1910

he won the Southern AAU heavyweight boxing championship. After graduating from UT he briefly covered sports for the *Memphis Commercial Appeal* and was associate editor of *Field and Stream* magazine from 1917-25. In 1934 Buckingham helped kick off an event known as the National Field Championship, and he went on to judge many field trial and retriever events nationwide. In 1964 he was elected to the Field Trial Hall of Fame.

A renowned master of dialect, Buckingham authored or co-authored nine books during his lifetime, seven of which were collections of well-told tales and poetry. He wrote hundreds of articles about the outdoors and conservation as well. Buckingham helped found the Outdoor Writers Association in 1927 and received its highest award, the J. Hammond Brown award, in 1960. In 1970 the UT alumnus was elected to the Tennessee Sports Hall of Fame.

THAI SCHOOL

Bob Kochersberger (*PhD*, '86) spent several weeks in Bangkok, Thailand, last year as a journalism curriculum consultant at the Thammasat University College of Journalism and Mass Communication.

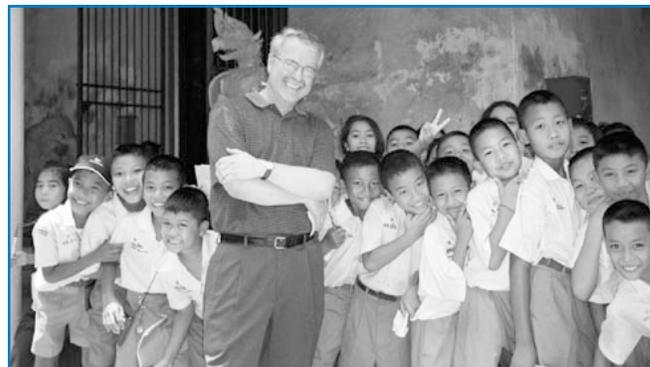
"I was in Bangkok from the middle of May to the first week of June as a Fulbright senior specialist," he says. "This is a U.S. State Department-sponsored program that places American academics in foreign settings for periods of two to six weeks." These short-term visits are made in response to requests from the foreign institution, usually a college or university.

"I was at Thammasat University, one of Thailand's top schools, to respond to their request for someone to help with the revision of their journalism curriculum," Kochersberger says. "I worked in the Faculty of Journalism and Mass Communication, which is like one of our colleges, doing individual consultations with faculty members and a number of seminars for the professors, many of whom have degrees from American schools."

Kochersberger says he was impressed with the rigor of the school's existing curriculum, "which is very much like one in a university here." He says that they wanted advice on making the curriculum more contemporary, including more cross-training and technology. "These senior special-

ist programs also aim at fostering mutual understanding and contact. So I also was able to see many of the impressive sights in and around Bangkok, mostly in the company of my new faculty friends there."

This past January, Kochersberger began a five-month appointment at the University of Ljubljana in Slovenia as a Fulbright professor for the Faculty of Social Sciences.



Bob Kochersberger, Bangkok, Thailand, June 2002: "This photo was taken at the National Museum of Thailand. I was visiting it with one of my colleagues from Thammasat University when this gaggle of kids came by. I asked my friend to take a photo of me with them, and this was the result."

1954

Hal Ernest (BS/Journ.) handles advertising, marketing, and public relations for such clients as Schutt Sports, which manufactures the football helmets used by the UT Vols and other teams.

1955

Gary L. Daugherty (BS/Journ.) is senior vice president and executive search consultant at Baker-Parker Associates, an Atlanta-based executive search firm.

1969

Patricia Leslie Pomeroy (BS/Journ.; MS/Lib. Sci. '74) recently received her MBA from Middle Tennessee State University. Pomeroy now sells commercial real estate in Nashville, Tenn.

1970

David Bohan (BS/Comm.) has been named to the national board of directors of the American Association of Advertising Agencies. Bohan is founder and chairman of the BOHAN agency in Nashville, Tenn.

Allen W. Henegar (BS/Journ.) is a communications specialist and information-technology task manager at Science Applications International Corporation in Knoxville, Tenn.

1971

Larry S. Clifton (PhD, Speech & Theatre) is a professor at Walters State Community College in Morristown, Tenn., and works in filmmaking for Cinemarr Entertainment. Dr. Clifton is also the author of four books.

1976

Ben Harbin (BS/Journ. & PR) is director of advertising and promotion for Life Way Christian Resources in Nashville, Tenn.

Roger King (BS/Comm.) now handles internal and external communications, as well as strategic communications development, for General Motors' Lansing Craft Center assembly plant in Lansing, Mich.

William Scott Shelton (BS/Brd.) is coordinator of communications for Cumberland Electric Membership Corporation in Clarksville, Tenn.

Rick Sparks (BS/Brd.), who received his Ph.D. from the University of Missouri in 2001, has been appointed associate professor of telecommunications at Lee University in Cleveland, Tenn.

1977

Grady Thomas (Tom) Hobbs (BS/Brd.) teaches math and computer programming at Smith Station High School in Auburn, Ala. He is currently putting together a radio station and starting a media class for the school.

Julie VanMetre Tate (MS/Lib.Sci.), library media specialist at Atlee High School in Hanover County, Va., has been named

Virginia's School Library Media Specialist of the Year for 2002.

Nancy J. Weeks (BS/Journ.) is currently completing her master's degree at the University of Minnesota's Carlson School of Management in Burnsville, Minn.

1978

Charles Sells (BS/Brd.) is director of sales for Citadel Broadcasting in Knoxville, Tenn.

1979

Steve Staley (BS/Brd.) is the owner of Steve Staley Television and Film/Kentucky Grip and Lighting in Simpsonville, Ky. Staley works as a gaffer for movies and national network news programs, as well as for PBS TV series.

1982

Alan Owen (BS/Journ.) is marketing manager for Mayfield Dairy in Athens, Tenn. In this capacity Owen is responsible for all advertising, new product development, and packaging.

1984

Michael J. Musso (BS/Adv.) is president of the key accounts division for School Specialty in Duluth, Ga.

Robert Pettway (BS/Brd.) is vice president of marketing for the Chattanooga, Tenn.-area Convention and Tourists Bureau.

1986

Monte Martin (BS/Comm.) has been appointed public affairs officer for the city of Ocala, Fla. Martin formerly was a magazine sales manager and editor.

Bridget Moser Pellerin (BS/Journ.) is a market research analyst for Frank N. Magid Associates in Lithia, Fla.

Andrew C. Young (BS/Adv.) has been promoted to national sales director for Teva Neuroscience, a pharmaceutical company.

1987

Mike Baxter (BS/Brd.) is a producer with WB20 (WBXX) TV in Knoxville, Tenn.

Albert Dale (BS/Brd.) of Brentwood, Tenn., is affiliate relations manager and works in media sales for the Shop at Home network.

1988

Harry Murley (BS/Adv.) has been promoted to director of business development for Slazenger Apparel and Maxfli Golf in Phoenix, Ariz.

1989

David E. Sumner (PhD/Comm.), Episcopalian lay minister and professor of journalism at Ball State University in Muncie, Ind., has recently had his sermon "Finding Roots in a Rootless World" published in a collection titled *Keeping Faith: Best Indiana Sermons* (Guild Press).

1991

Gary Gambill (BS/Adv.) is director of labor economics for CSX Transportation Company in Jacksonville, Fla. Gambill is also a graduate of the MBA program at Jacksonville University.

1992

Robert Douglas ("Doug") Alder Jr. (BS/Brd.) is a television news producer at KING, the NBC affiliate in Seattle, Wash. Alder recently won an Emmy for Best News Special for his documentary about the arrest of a suspect in the "Green River Murders," a string of 49 serial killings in the Seattle area during the 1980s.

Gina Greene (BS/Brd.) is health editor at CNN.com in Atlanta, Ga.

Robert Turner (BS/Brd.) is an account executive at Petry Television in Los Angeles. In this capacity Turner works with the ad agencies of such clients as Sony Pictures, Disney, and Miramax.

1993

John J. Wood (BS/Brd.) has been promoted to director of talent at E! Entertainment Television in Los Angeles. Wood has been with E! Television since 1996.

1994

Amy Biter (BS/Journ.) is a writer, and editorial and production coordinator, for the *Nashville Post*, a business-news monthly magazine in Nashville, Tenn.

David Blinn (BS/Adv.) is marketing supervisor at the firm of Allen & Gerritsen in Watertown, Mass.

Ruth Brake Edlund (BS/Brd.) is community promotions director at WBIR-TV in Knoxville, Tenn.

Holly Capps Lawson (BS/Adv.) is a homemaker in Knoxville, Tenn.

Elizabeth S. Noble Moser (BS/PR) is working as a freelance art director and designer in Charlotte, N.C.

Trish Nevin Reid (BS/Journ. & PR), after six years of working in public relations, is now an at-home mom for Hunter, age 2, and his new baby sister, Taylor.

1995

Duone L. Byars (BS/Adv.) is the advertising manager for division services at Safeway Inc., in Pleasanton, Calif.

D. Jackson Maxwell (PhD/Lib. & Info.Sci.), library and media specialist and educational consultant for the Memphis, Tenn., city schools, was recently elected to a four-year term as a national representative to the American Library Association's governing council.

Dan Naden (MS/Comm.) is product manager for News, Services, and People at Hoover's Online, a provider of company, industry, and people information for sales, marketing, and business development professionals.

Matthew Newell (BS/Brd.) is vice president of creative services for Shelton Communications Group in Knoxville, Tenn.

1996

Regina Alvarenga (MS/Brd.) is now working as head of the School of Communications at Universidad Don Bosco at San Salvador, in El Salvador.

Stacy (Mahlendorf) Brewer (BS/PR) has been named public relations manager for the Girl Scout Council of Cumberland Valley, Nashville, Tenn. Brewer is responsible for media relations and special events, and also serves as company spokesperson for the group.

Freddy James (BS/Brd.), a TV producer for Scripps Networks in New York City, recently conducted a one-on-one interview with First Lady Laura Bush for the special "The White House Christmas," and also produced the "Rose Parade" special, both for the HGTV network.

Kevin Ryan (BS/PR) is chief copy editor in the sports department of the News-Sentinel in Knoxville, Tenn.

Charles Taylor (BS/Adv.) has added print and broadcasting responsibilities to his position as executive producer for the project management and traffic department of AKQA, an advertising agency in San Francisco. AKQA represents such clients as Nike and Visa.

Paige M. Travis (BS/Journ.) is the founder and editor of *Spark*, a biweekly newspaper that covers the area's music scene in Knoxville, Tenn. Travis is also secretary of the board of the Circle Modern Dance group in Knoxville.

1997

Lydia Cook Watts (BS/Brd.) is a ministry assistant with First Baptist Church in Nashville, Tenn.

1998

Micaela Brown (MS/Comm. & Info.Sci.) has accepted the position of project manager for Vanderbilt University School of Medicine's Women's Reproductive Health Research Center in Nashville, Tenn.

Joseph Priest (MS/Comm.) is an account executive for the Ketchum public relations firm in Atlanta, Ga. Priest's clients at the firm include IBM, Nokia, the Home Depot, Cingular Wireless, and Kodak.

1999

Rebekah Carlton (BS/Adv.) is a media assistant in Nashville, Tenn.

Jasmine Hatcher (BS/Brd.) is an account executive with WIVK Radio in Knoxville, Tenn.

John J. Lombardi (PhD/Comm.) is assistant professor of mass communications at Frostburg State University in Cumberland, Md., where he was named Mass Communication Professor of the Year in 2001.

Steven McClung (PhD/Brd.) is assistant professor of interactive media at Florida State University in Tallahassee, Fla.

Marian O'Briant (BS/Journ.) is public information officer for the Blount County Sheriff's Office in Maryville, Tenn.

Sarah J. Pollard (BS/PR) is vice president of marketing for Goodwill Industries in Knoxville, Tenn. Pollard does event planning and fundraising for the organization.

Whitney F. Polston (BS/Brd.) is a morning show producer at WBIR-TV in Knoxville, Tenn.

2000

Lorraine Mason (BS/Info.Sci.) is bibliographic instruction, reference, and public services librarian at Lincoln Memorial University in Harrogate, Tenn.

Candy Reid (BS/Brd.) is an anchor for CNN Sports in Atlanta, Ga.

2001

Michelle Delaney (BS/Brd.) is a producer and editor at WVLT ("Volunteer TV") in Knoxville, Tenn.

Holly S. Egan (MS/PR) is marketing and public relations coordinator at Methodist Medical Center in Oak Ridge, Tenn. She was recently elected secretary for the board of directors, volunteer chapter, of the Public Relations Society of America.

Emily ("Paige") Mosteller (BS/Brd.) is now in medical sales in Germantown, Tenn.

Katie O'Connell (BS/PR) has joined the Boston, Mass.-based agency Laura Tomasetti & Associates as an assistant account manager.

David Sales (BS/Brd.) has launched ECHO Media Productions in Knoxville, Tenn. The company specializes in commercial videos and Web design and includes among its clients Dollywood, the American Heart Association, and Gran Torino.

Leslie Swan (BS/Brd.) works for the production department of Scripps Networks in Knoxville, Tenn.

2002

LeeAnn Baker (BS/Brd.) is an Atlanta-based executive sales assistant for the Southeast region of Sony Pictures/Television.

Tonya Burton (BS/Brd.) is an account executive with WYIL Radio in Knoxville, Tenn.

Emily Crist (BS/Brd.) is a board operator and also does on-air work for Citadel radio stations, including WIVK and WNOX, in Knoxville, Tenn.

Frances Cruze (BS/Brd.) is an assignment editor with WBIR-TV in Knoxville, Tenn.

Ginger Hester (BS/PR) has joined Alday Communications in Brentwood, Tenn., as an account coordinator. The firm's president is fellow alum **Mike Alday (BS/Comm., '89)**.

Angelique Hobbs (BS/PR) has joined Ackermann Public Relations in Knoxville, Tenn., as an account coordinator. Hobbs worked as an intern with the firm in May 2002.

Julya Johnson (BS/Brd.) anchors the 5:30 p.m. news broadcast at Channel 12 News in Oak Ridge, Tenn.

John Lillie (BS/Brd.) is a member of the board of directors for Raycom Media, a company that owns television stations from Hawaii to Puerto Rico, as well as Raycom Sports.

Nicole Maholic (BS/Brd.) is an account manager for WJXA and WMAK radio in Nashville.

Ryan McGee (BS/Brd.) is producer of NASCAR racing for Fox Sports. He lives in North Carolina.

Raquel Mullens (BS/Brd.) is the morning producer for news at WCYB-TV in Bristol, Tenn.

Matthew Newell (BS/Brd.) is vice president of creative services for Shelton Communications Group in Knoxville, Tenn.

Brian Newman (BS/Brd.), formerly with WBIR-TV in Knoxville, Tenn., now works in network operations for Scripps Networks.

Morgan Richards (MS/Adv.) is a marketing research assistant for LHK Partners, Inc., in Philadelphia, Pa.

Callie Robertson (BS/Journ.) has been hired as a writer and editor for *Blue Ridge Family Magazine* in Roanoke, Va.

Andy Satterfield (BS/Brd.) is on the production team of CNN Headline News in Atlanta, Ga.

Tiffany Saxton (BS/Brd.) is a sales assistant with the Eagle Television Division of Katz Media Group in Atlanta, Ga.

Katie Schweinfest (BS/Journ.) is PR coordinator for the "Arabian Nights" dinner attraction in Orlando, Fla.

In Memoriam

Lynne Bonney Busby (BS/Comm. '86) died January 18, 2003, at her home in Knoxville, Tenn. Busby worked as senior services marketing coordinator at Baptist Hospital in Knoxville. Busby coordinated the first Habitat for Humanity home in the nation that was designed and constructed by senior citizens specifically for senior occupants.

Dr. Jack B. Haskins, who retired in 1986 from his position at UT as a professor in the School of Journalism, died January 26, 2003, at his home in Altamonte Springs, Fla. A founding member and the first director of the College of Communications' doctoral program, Dr. Haskins received his doctorate at the University of Minnesota. He came to UT in 1973 after having worked in marketing for the Ford Motor Company, and enjoyed a national reputation for his expertise in research methods.



2002 HONOR ROLL OF DONORS

The faculty, staff, and students of the UT College of Communication and Information gratefully acknowledge the following alumni, friends, corporations, and foundations who made gifts to the college during the 2002 calendar year. Their gifts provided funding for student scholarships and fellowships, academic lectures, research, and special programs and activities. We have diligently checked and rechecked our records, but if we have omitted your name, please contact Joe Brandenburg, Director of Development, at (865) 974-7074 or jbranden@utk.edu, so we can make any corrections. Thank you for helping us provide the best possible education for our students.

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1967

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1968

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UT alums Hamp Hampton (BS/Adv. '78), left, and Chris Grabenstein (BS/Brd. '77) catch up at the alumni reception in New York City, January 2003.



Mixing and mingling at the NYC alumni reception, January 2003 (left to right): Nancy Fosnaught (BS/Adv. '87), Teresa Turner Basler (MS/Info. Sci. '97), Charles Basler (BA/Speech Comm. '92), CCI interim dean Faye D. Julian, Lauren Hipp (Sr/Adv.), and Paul Wright (Sr/Adv.).



Homecoming in Circle Park, October 2002. Front row, left to right: Trent Thurman (BS/Adv. '88); Trey Fabacher (BS/Brd. '89), associate dean Dr. Eric Haley, Don Morgan (BS/Adv. '70), and Suzanne Morgan. Back row: Tiffany Alday (BS/Adv., '89), Mike Alday (BS/Journ., '89), and future UT alumnus John Michael Alday.



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