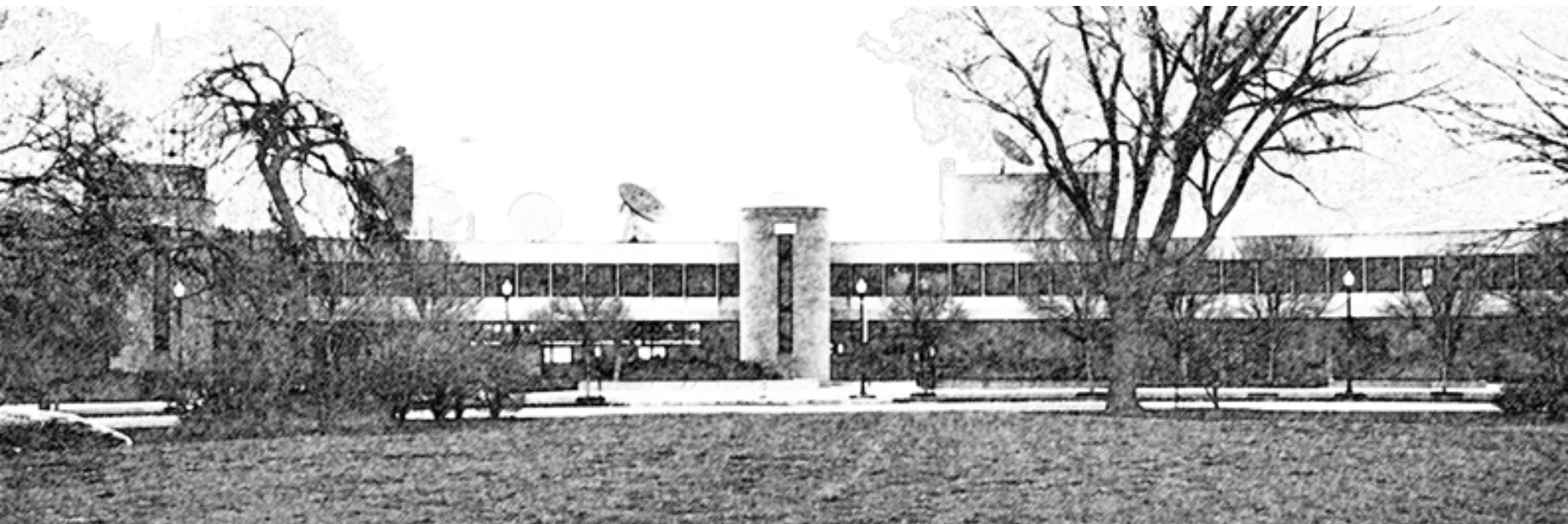


College of Communication & Information

2017 Annual Report



THE UNIVERSITY OF
TENNESSEE
KNOXVILLE

A Message from Dean Mike Wirth

2017 was another banner year for CCI! This annual report chronicles some of our notable accomplishments from the past year and demonstrates the progress we're making as we strive for across the board excellence.

With award winning faculty and students coupled with the great assistance we receive from our alumni and friends, CCI has a very bright future! We have much to look forward to and to be thankful for.

The investment many of you have made in CCI has allowed us to provide the funding, infrastructure and technology updates required to give our students a world class education and exceptional experiential learning opportunities.

We greatly appreciate your support of our educational and research efforts as we strive to provide the next generation of communication and information professionals with a leading-edge education!

I hope you enjoy the annual report. Please know you have an open invitation to come back to Rocky Top to visit CCI and to share any ideas you have for helping us become more successful!

Go Vols and Go CCI!
Mike





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EXPERIENTIAL LEARNING

Real Clients, Real Experience

“Covering the World Food Championship gives our students first-hand experience in enterprising and producing feature stories on deadline in a real world setting.”
JEM Professor Rob Heller



Networking Trips

NYC & Nashville - Advertising | Atlanta - Public Relations | Washington DC & Nashville - Communication Studies
 Chicago & Cincinnati - Diversity Student Leaders Society

“Students come back energized and more focused on their studies. They gain a clearer vision of their career goals by getting into boardrooms and interacting with industry professionals.”
ADPR Associate Professor Courtney Childers



Study Abroad



“Many of our students come from small towns and have never traveled internationally. Study abroad experiences expand our students’ horizons and give them a significant advantage with employers.”
CCI Director of Internationalization & Outreach Professor Sam Swan

Diversity & Inclusion

“We strive to inspire our students to become more open and accepting. Leaders like Reverend Dr. Harold Middlebrook provide remarkable examples of courage and determination to follow as they work to make the world a better place.”
CCI Diversity Student Leaders Society Director Alice Wirth

Dr. Tom Kim (2015) welcomes Rev. Dr. Harold Middlebrook (2017) to the CCI Diversity Award circle.



Student Documentaries

“Our journalism and electronic media students created three short documentaries, *Defenders of the Dream*, about local Vietnam veterans. East Tennessee PBS aired them in conjunction with the broadcast of Ken Burns’ epic documentary, *The Vietnam War*. The students had life-changing experiences interviewing and interacting with the veterans to tell their stories.”
JEM Associate Professor & Director of Land Grant Films Nick Geidner



EXPERIENTIAL LEARNING

Internships, Practicums & Fellowships

International Radio & Television Society | News21 | Smithsonian Institution | Y & R ESPN | St. Jude Children’s Hospital | East Tennessee Historical Society | Jewelry TV Information International Associates | WATE-TV | VFL Films + many more!



Bliss Zechman

Nick Lewandowski

Ashlea Green

“I was struck by the power of language in cultural identity and came away with a greater understanding of the importance of preserving and making archival material accessible and discoverable.”
Information Sciences Master’s student Ashlea Green

ALUMNI ACHIEVEMENT

Four notable CCI alumni received **2017 UTK Alumni Board of Directors' awards**



Manning Williams Tombras Wallen
Peyton Manning (BA/CS '97), Sharrie Williams (BS/JEM '01), Charlie Tombras (BS/AD '64), and Martha "Missy" Wallen (BA/CS '74)

Martha Rogers (PhD '83)
2017 Donald G. Hilman Alumni Award



Six CCI alumni among *Tennessee Alumnus* magazine's list of UT's **Top 100 Alumni**

- John Cullum (BA '53)
- Jim Herbert (BS '62)
- Sharon Price John (BS '86)
- Peyton Manning (BA '97)
- Larry Patrick (MS '73)
- Alan Wilson (BS '80)



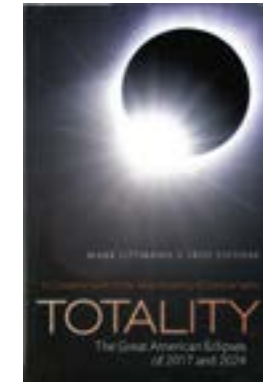
CCI School Alumni of the Year

- Advertising**
Erin Hauck ('07)
- Communication Studies**
Amy Harp Donahue ('09)
(not pictured)
- Information Sciences**
Kendra Albright (MS '85; PhD '02)
- Journalism & Electronic Media**
Steve Dean ('74)
- Public Relations**
Kellie Davie ('11)

FACULTY ACHIEVEMENT

Faculty Leadership

CCI faculty continue to demonstrate leadership in their professions offering CCI students shining examples to follow.



Hill Chair of Excellence in Science Writing and CCI Board of Visitors **Professor Mark Littmann** published *Totality: The Great American Eclipses of 2017 and 2024*, in time for the summer's total solar eclipse and shared his vast knowledge and enthusiasm for upcoming eclipses at many talks and appearances.



Information Sciences **Professor Dania Bilal** received the 2017 Outstanding Contribution to Information Behavior Research Award from the Association for Information Science and Technology (ASIS&T).



Carol Tenopir, Chancellor's Professor and Board of Visitors Professor, spent the 2016-17 academic year in Helsinki, Finland serving as the Fulbright-Nokia Distinguished Chair in Information and Communications Technologies.



CCI Faculty of the Year

- Teaching:** SIS Associate Professor Rachel Fleming-May
- Research:** ADPR Associate Professor Beth Foster
- Service/Outreach:** ADPR Professor Candace White
- Lecturer Teaching:** IS Lecturer Stephen Bales
- Bud Minkel International/Intercultural:** JEM Professor Mark Harmon
- Innovative Technology Teaching:** ADPR Associate Professor Courtney Childers

DONOR IMPACT

Named Professorship



Hoy



Jackson

Advertising & Public Relations Professor Mariea Hoy was named the inaugural **DeForrest Jackson Professor**. The professorship was made possible by a generous gift from Suzanne S. Masters (BS/AD '89), on behalf of the Board of Trustees of The Spring Foundation, Inc. Masters established the scholarship to honor her favorite professor, DeForrest Jackson (MS/C&I '82).

Named Classrooms & Labs



The **Adam Brown Social Media Command Center** continues to pay big dividends. When Hurricane Harvey wreaked havoc in Houston, the center followed the social media mentions and analyzed the chatter as one of many events researched by CCI faculty and students.



JEM Director Catherine Luther presents Brianne Williams with the Janet Breazeale Memorial Scholarship

Over **\$172k**

in private scholarships awarded to

over **161** students

DONOR IMPACT

WHO GIVES?

38% of 2017 Graduating Seniors

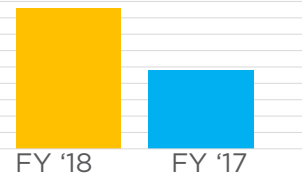
66% of Faculty Give Back

over **975** Alumni Gave Back to CCI



CCI Lobby Panels Provide Annual & Lifetime Recognition of Donors

RESOURCES



\$4.1M in FY'18 (as of 4/18)
\$2.6M in FY'17

\$15M
Join the Journey
campaign goal exceeded.

\$16M and counting!

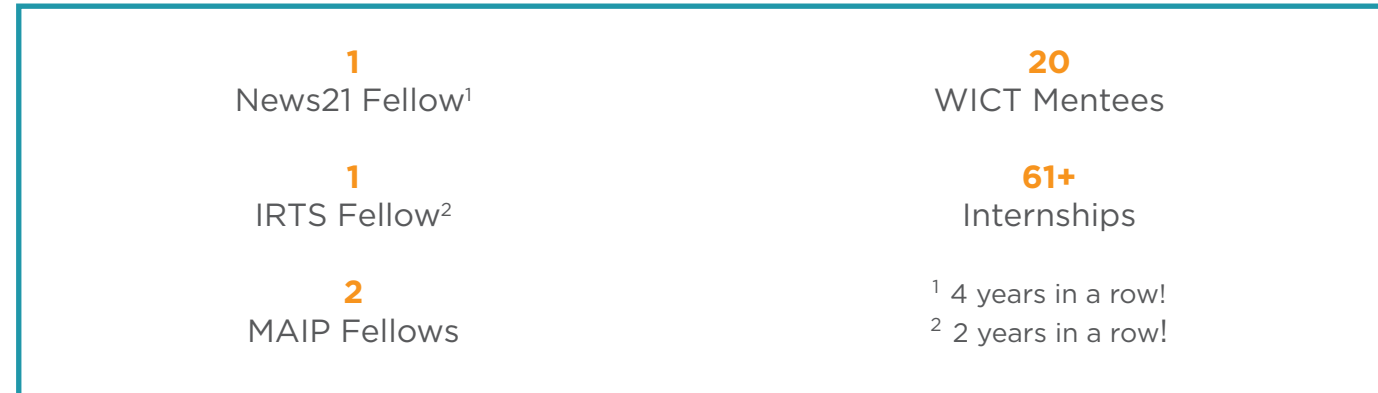
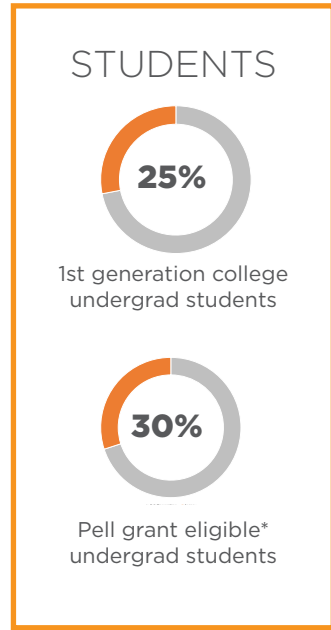


*One Gift, Any Size,
Every Year*

*It Adds Up &
Makes a Difference!*

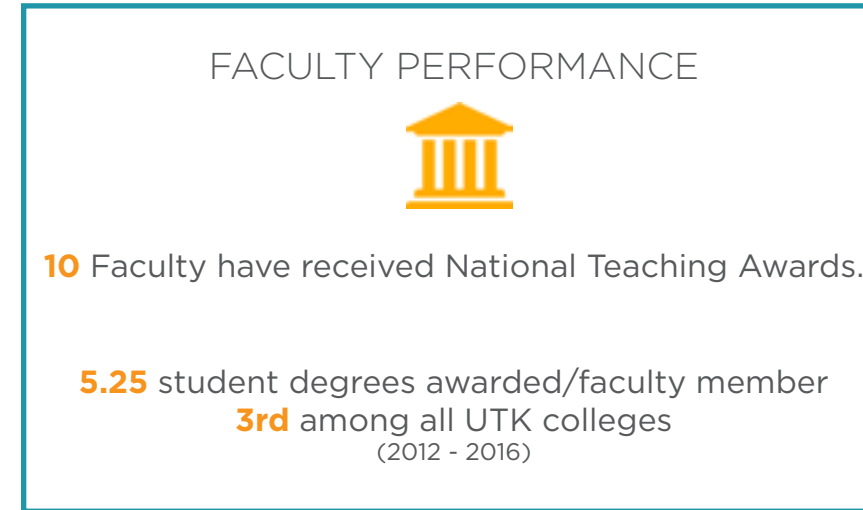
CCI 2017 @ A GLANCE

- 1** College
- 4** Schools
- 4** UG Majors
- 3** UG Minors
- 2** Master's degrees
- 1** Doctoral degree



* UTK has the highest percentage of students receiving Pell Grant assistance compared to its Southern peer set, making affordability a pronounced challenge.

CCI 2017 @ A GLANCE



- 1969**
College of Communications formed
- 1971**
Advertising and Broadcasting Departments Established
- 1997**
Department of Speech Communication added
- 2003**
School of Information Sciences added to School of Advertising & Public Relations, School of Communication Studies, and School of Journalism and Electronic Media to form the
College of Communication & Information



DONORS

Circle Park Society

\$100K + Lifetime Giving (as of June 30, 2017)

Cathy Ackermann
Frank Ahlgren
BB&T
Karl A. Bickel Charitable Trust
Tom and Diane Ballard
Nashville Banner
Dr. Ben Bates
Karl & Madira Bickel
David & Linda Bohan
Kenneth & Francis Bomar
Tutt & Elizabeth Bradford
Adam Brown
Bonnie Carroll & Roy Cooper
Jacqueline & Steven Cavnar
Myron & Josephine Chambers
Frank & Betsy Costa
Dialog Corporation
Elsevier

Judy Flanagan
Drs. John & Cynthia Haas
Kenneth & Dianne Hamrick
Tom & Julia Hill
Mary & Raymond Holton
Dr. Herb Howard
Hugh Hefner Foundation
Iavo Research and Scientific
Ed & Arezu Ingle
Barbara Goddard Johnstone
Chuck & Aprill Jones
Drs. Faye & WJ Julian
Stephen & Nancy Land
Leslie Linebaugh
Peyton Manning
Suzanne Masters
Edward Meeman
Hilda & Lee Murray

Richard & Suzanne Ott
Dr. Larry & Susan Patrick
Carol Poston
Jane & Richard Ray
Janis & Dr. Bruce Robinson
Salesforce Foundation
Scripps Howard Foundation
Alfred P. Sloan Foundation
Dwayne Summar
Tennessee Press Association
Foundation
Drs. Carol Tenopir & Gerald Lundeen
Missy & Joe Wallen
Whittle Communications
John & Patty Williams
Alan & Wendy Wilson
WIVK AM-FM
Deb Woolley

Bickel Society

\$25K - \$99K Lifetime Giving (as of June 30, 2017)

Dr. Neil Adamson
James Armistead
Susan & John Barnes
Anne Holt & Kenny Blackburn
William & Martha Boals
Karen & Fred Buchsbaum
Alan Carmichael & Cynthia Moxley
Melissa Carter
Coca-Cola Foundation
Jeff & Lissa Copeskey
Kay Dempsey
Educational Media Group
Dr. Mickie Edwardson
Ethics & Excellence Journalism Fdn.
ExxonMobil Foundation
Dr. Mark & Sherry Finchum
Freedom Forum
Chris & Jennifer Grabenstein
Alan & Joy Greenberg
Roger Harb
Alisa Harrison
Tonya & Charles Holmes
Information Access Company
Sharon Price John
Kellogg Company

Don King & Dr. Jose-Marie Griffiths
Knoxville Ad Federation
Knoxville News Sentinel
Austin Whitfield Lee III
Wallene & Thomas Leek
Paul Lyle
Karen Maier
McCormick Foundation
Shelley McCoy
Wanda McMahan
Drs. Sally McMillan & James Fields
Mark & Janis McNeely
Memphis Commercial Appeal
Microsoft Corporation
Edward Parker
Travis Parman
Patrick Communications
Ed Patterson
Sandra Plant
Alexia & Charley Poe
Phenise Poole
Eva Posner
Sammie Lynn & Eugene Puett
Betty & John Randt
Claude & Mary Reeder

Rex & Theresa Repass
Scripps Financial Service Ctr.
Scripps Networks Interactive
Tim & Carrie Sellers
Gloria & Dave Sharrar
Susan & Paul Siler
Steve Slagle
Laura Arnett & Jeffrey Smith
Society of Professional Journalists
Avron & Daisy Spiro
Steve & Shelley Spiro
Ed & Donna Spray
Sylvia & Col. Harvey Sproul
Patalia Tate
Drs. Maureen Taylor & Michael Kent
Charlie Tombras
Willis Tucker
Melissa VanWert
Georgiana Vines
WBIR-TV
Mary Beth & Charles West
Jerry and Sandra Whitener
John Noble Wilford
Dr. Mike & Alice Wirth
Christopher Wohlwend

DONORS

DONORS

Dean's Circle Annual Giving

Frank Ahlgren Society

\$5K + (July 1, 2016 to June 30, 2017)

David & Linda Bohan
Alan Carmichael & Cynthia Moxley
Jeff & Lissa Copeskey
Kay Dempsey
Elsevier
ExxonMobil Foundation
James Fitzwater
Alan & Joy Greenberg
Drs. John & Cynthia Haas
Alisa Harrison
Shirley Hileman

Tonya & Charles Holmes
Ed & Arezu Ingle
Karen Maier
Suzanne Masters
Drs. Sally McMillan & James Fields
Lessie Miller
Hilda & Lee Murray
Travis Parman
Dr. Larry & Susan Patrick
Ed Patterson
Alexia & Charley Poe

Salesforce Foundation
Tim & Carrie Sellers
Southern Company
Dwayne Summar
Drs. Maureen Taylor & Michael Kent
Drs. Carol Tenopir & Gerald Lundeen
Missy & Joe Wallen
Mary Beth & Charles West
John & Patty Williams
Dr. Mike & Alice Wirth

1969 Society

\$2.5K - \$4.9K (July 1, 2016 to June 30, 2017)

Dr. Neil Adamson
BOHAN
City Parking
Frank & Betsy Costa
Jerry & Karen Ehrlich
Chris & Jennifer Grabenstein
Hearst Foundation
Dr. Rhonda Gibson Hester
Linda & Richard Higgins
inferno

Karen Cromer Isaac
Chuck & Aprill Jones
Austin Whitfield Lee III
Wallene & Thomas Leek
Mark & Janis McNeely
Mary Beth West Communications
Moxley Carmichael
MP&F Public Relations
Microsoft Corporation
Randy & Glenda Neely

Pinnacle Financial Partners
Patrick Communications
Phenise Poole
Joe & Kris Scholz
Gloria & Dave Sharrar
Suzanne Shelton
Sylvia & Col. Harvey Sproul
The Brand Squad
TPC Printing/Packaging
Deb Woolley

Dean's Circle Annual Giving

CCI Leadership Society

\$1K - \$2.4K (July 1, 2016 to June 30, 2017)

Cathy Ackermann
William & Martha Boals
Melissa Carter
Diana Condon
Bonnie Carroll & Roy Cooper
Dominion Foundation
Robert Donovan
Stephanie Frazier
Dr. Peter & Vera Gross
Sharon Price John

Kelly Leiter's Estate
Mark Littmann
G.M. & Lee Lumpkin
Ryan & Erica McGee
Mike McCloud
Dr. Barbara Moore
New York Life Fdn.
Danuta Nitecki
Nissan North America, Inc.
James & Wandena Norvelle

Carol Poston
Cecelia Prewett
Julia & Michael Rafter
Jimmy Rayburn
Tennessee Association of Broadcasters
Amanda Tumblin
Marcellus Turner
Walt Disney Co. Fdn.
Martha Wilcox
Dr. Pat Wirth

DONORS

UT College of Communication & Information
Suite 302 Communications Bldg.
1345 Circle Park Dr.
Knoxville, TN 37996-0332
Tel: 865.974.3211

www.cci.utk.edu
Email: ccidevelopment@utk.edu



CCI student leaders interact with CCI BOV members



2017 Fall CCI Board of Visitors (BOV) Meeting