“Twenty-first century information and means of communication are in constant transformation. The college’s broad array of programs, paired with a faculty that has both professional experience and academic acclaim, continues to prove our strong reputation for preparing graduates for the rapidly growing and digitized information and media markets.”

Charles Bierbauer, Dean
“I was brought up to believe that the only thing worth doing was to add to the sum of accurate information in the world.”

- Margaret Mead

The College of Mass Communications and Information Studies is growing – in numbers, scope and ambition. Consisting of two schools – Journalism and Mass Communications, and Library and Information Science – the college prepares its graduates to collect, synthesize, organize, and disseminate informed communication in an increasingly digitized society.

The School of Library and Information Science provides students with undergraduate through graduate-level education that not only enables them to meet the challenges of today’s digitized society, but also simultaneously places them at the forefront of advances in the increasingly sophisticated world of information gathering, integration, and preservation.

The School of Journalism and Mass Communications strives to ensure that faculty and students are responsive to future demands in these fields, incorporating and taking advantage of constantly evolving technology to the greatest extent possible. With more than 1,400 students, a research-oriented faculty, and alumni around the world, the school makes an impact on the journalism and mass communications fields daily.
“My lectures are two-way conversations. I believe a professor needs to guide students, but the actual learning – the magic of discovery – happens when students are actively involved.”

Bonnie Drewniany, Advertising
“Knowledge is power. Information is liberating. Education is the premise of progress, in every society, in every family.”

- Kofi Annan

Bonnie Drewniany wrote the book on advertising. Literally.

Drewniany – whose personality is reflected perfectly in the fun and funky collection of iconic advertising memorabilia that lines the shelves of her office – is co-author of *Strategy in Advertising*, which is, today, among the most widely used advertising program textbooks in universities across the country.

As a former “in the trenches” copywriter for R.H. Macy Corporation, F.A.O. Schwarz, Fortunoff’s, and other major retailers, Drewniany’s expertise is not just academic.

Her innovative teaching style in classes like Creative Strategy and Advertising Campaigns – along with her Honors College seminar course on Super Bowl advertising and its coveted Cocky Award for the best Super Bowl ads each year – has been instrumental in shaping the career paths of countless students.

Drewniany is proud to have championed USC students who have been named among the American Advertising Federation’s Most Promising Minority Students every year since that program’s inception.

Carolina’s Promise is one campaign that’s sure to live up to its sales pitch. When loyal alumni and friends like you make gifts in support of faculty initiatives and development, it helps assure that they’ll continue their contributions to a “new and improved” knowledge economy in our state, our nation, and around the world.
“The School of Library and Information Science is building a creative and innovative environment. There’s a lot of buzz surrounding our school, and I am proud to be a part of such a progressive program.”

Ron Brown, Information Science
“Discovery consists of seeing what everybody has seen and thinking what nobody has thought.”

- Albert von Szent-Gyorgy

If a picture is worth a thousand words, the work Ron Brown, PhD, is doing must be worth trillions.

As an assistant professor in our widely acclaimed School of Library and Information Science, Brown primarily focuses on data research and use of online video. He is particularly interested in how instructors discover innovative sources of online video, how online video repositories disseminate online video information, and the role library media specialists have in online video resources.

Brown chose to teach at the University of South Carolina because of the college’s momentum and diverse culture.

Today, with access to vast data resources and some of the most advanced online and video technology available, he’s attracting, informing, and inspiring an array of talented, motivated students.

The programs of the College of Mass Communications and Information Studies are nationally accredited and are recognized for innovation and community impact. Because of this, we’re able to attract and retain top faculty and staff members who, in return, create strong and diverse communities through our students’ careers and our renowned research programs.
“To make good decisions about issues critical to our rapidly changing communication system, we must know the history of that system. I teach my students to ask meaningful questions about the past as they attempt to understand the information revolution of our own era.”

Kathy Roberts Forde, Journalism
“Everyone may speak truly, but to speak logically, prudently, and adequately is a talent few possess.”

- Michel de Montaigne

A noted writer and educator, Kathy Roberts Forde, PhD, had long dreamed of working for a university that offered her the chance to mold the minds of some of the nation’s future leaders.

Forde believes that college education and experience not only shape students intellectually but also provide them with important life lessons: hard work, fortitude, adversity, friendship, resiliency and more.

As a teacher, she specializes in journalism history, history of the book and print culture, First Amendment history and theory, and literary journalism. She encourages students to be engaged in the world of ideas, to be critical learners and thinkers, and to write with skill and precision.

Forde sets clear, high standards and expects that every student will achieve what she herself has set out to do: become a leader among her peers.

With your support for the College of Mass Communications and Information Studies, you’ll help preserve a sense of history as you help shape the leaders who will make it.

THE CAMPAIGN for the UNIVERSITY OF SOUTH CAROLINA
“Visual communications has undergone radical changes in the last decade due to the influence of computers and digital production processes. Anyone teaching in this field must frequently retool his methods and learn new skills.”

Van Kornegay, Visual Communications
“Of all of our inventions for mass communication, pictures still speak the most universally understood language.”

- Walt Disney

For more than 20 years, visual communications professor Van Kornegay has excelled at teaching the college’s journalism and mass communications students by thriving on the challenge of keeping up with industry trends.

“Each year, students are more savvy with the technologies and processes of graphic production,” he says. “It’s a demanding challenge to structure course work and incorporate technology that combines timely skills with timeless principles.”

Perennially up to the task, Kornegay teaches with newer media, incorporating up-to-date computer programs, and expands students’ horizons by taking them out of the classroom – in some cases, even out of the country – to engage in different environments and cultures.

He took one group of students to Trinidad and Tobago to work with the staff of the Trinidad Guardian newspaper. On a trip to Africa, Kornegay mentored a Magellan Scholar (an undergraduate research grant recipient), helping his young protégé gain professional research experience by producing a short documentary on an organization that provides assistance to orphans with AIDS.

One of our fundamental missions is to equip and acquaint students with state-of-the-art technology so that, ultimately, they graduate as knowledgeable, passionate professionals, empowered and prepared for further communication.
“I try to engage students by encouraging them to ask the questions that will motivate them to search for their own answers.”

Kendra Albright, Information Science
“I’m a great believer that any tool that enhances communication has profound effects in terms of how people can learn from each other and how they can achieve the kind of freedoms that they’re interested in.”

- Bill Gates

Recently voted one of the university faculty’s Rising Stars, Kendra Albright, PhD, prides herself as an educator who continues to challenge students by adapting innovative teaching methods and applying them in a way that is most relevant to her students’ lives.

“Linking class activities to students’ interests and course objectives creates an environment where they are more likely to be engaged,” she says. “It also creates a learning environment that can be more self-directed, more meaningful to each student and, as a result, more fun!”

Widely recognized for her research, Albright has been given the Key Researcher and Best Information Behavior Conference Paper awards by the American Society for Information Science and Technology, with primary research focusing on users and their social and cultural contexts. She is interested in understanding more thoroughly the ways in which information has contributed to behavior change.

Greater support for our current faculty and their research will help the College of Mass Communications and Information Studies attract and retain the best and brightest nationally and internationally recognized faculty.
“When I toured the USC campus, I was able to talk with some of the program’s professors for over an hour, unannounced. I don’t think that there are too many programs that would take that type of time on a moment’s notice, especially for a prospective candidate.”

Jack Karlis, Mass Communication
“Today we are beginning to notice that the new media are not just mechanical gimmicks for creating worlds of illusion, but new languages with new and unique powers of expression.”

- Marshall McLuhan

Doctoral student Jack Karlis has gained experience as a working journalist from home bases in New York, Florida, and California. But through it all, he continued to search for the right college in which to pursue his doctoral degree.

His search led him here, to the School of Journalism and Mass Communications, an institution he is convinced provides superb opportunities for growth by living up to its reputation for personal attention.

Today, as a doctoral candidate in mass communication, Karlis primarily researches media convergence, journalism curriculum, community newspapers, and literary journalism. A Charles A. Batson Fellowship recipient, he also works as a graduate assistant for Augie Grant, PhD, and Ran Wei, PhD, two of the top-tier faculty researchers in the fields of convergence and mobile media.

Support of scholarships and fellowships enables undergraduate and graduate students to achieve their dreams. Financial hardship should not prevent any qualified student from enrolling in or graduating from the College of Mass Communications and Information Studies.
“A distance graduate education teaches one to connect, network, and step out of the comfort zone in a big way. You can’t learn that in a classroom.”

Sara Mason Rosensteel, Information Science
“If our language, our programs, our creations are not strongly present in the new media, the young generation of our country will be economically and culturally marginalized.”

- Jacques Chirac

Traditional classrooms aren’t ideal for every student. Master’s student Sara Mason Rosensteel – a Virginia resident – has proven location is no barrier to earning a degree.

Over the past few years, through the pioneering School of Library and Information Science distance education program, she has developed a new level of dedication to her profession, to her peers, and to USC as a whole. A recipient of the William M. Trafton III Outstanding Student Award for Leadership, Sara is a passionate advocate of connecting distance education students with the rest of campus.

In her positions as Library and Information Science Student Association secretary and West Virginia/Virginia cohort chair, she’s planned numerous events allowing distance education students to be involved more directly with one another and the University.

Through technology and social media, Sara believes it’s wholly possible to be at a distance but not disconnected.

Our graduates are dedicated to making communication and information science their life’s work by combining their talents, their desires, and their community’s needs to engage audiences in ways where technology can mean the most for them.
“Receiving the Post and Courier-Jasiri Whipper Scholarship is perhaps my most cherished accomplishment in college. It has allowed me to excel as a student and as a journalist.”

Jade McDuffie, Mass Communications
“Stranger, if you, passing, meet me, and desire to speak to me, why should you not speak to me? And why should I not speak to you?”

- Walt Whitman

Jade McDuffie’s first writing position was for the Post and Courier in Charleston, South Carolina. That, and the accompanying Post and Courier-Jasiri Whipper Scholarship, gives Jade a huge advantage in today’s competitive job market – professional experience.

“I get to work with talented writers and editors in the newspaper industry every summer,” she says. “That definitely gives me an edge.”

Taking full advantage of opportunities at USC, McDuffie has also joined several student organizations. She is a university ambassador and secretary of the Diversity and Inclusion in Student Government organization, a founding member of the University’s chapter of Zeta Sigma Chi multicultural sorority, and also working to launch a minority pre-law association.

Our students take pride in their knowledge of how to use and take advantage of advanced technology and programs. While immersing themselves in new digitized media, they become prepared for purposeful careers.
“Thanks to Mr. Thomas, I realized the idea of becoming a librarian was one that I should have been fostering all along! The program is excellent and there are so many wonderful people in Davis College that entice anyone having second thoughts.”

Caitlin Creel, Information Science
“As a child, my number one best friend was the librarian in my grade school. I actually believed all those books belonged to her.”

- Erma Bombeck

Caitlin Creel admits she was unsure about her career aspirations when she enrolled at Carolina. But after a visit with Andy Thomas, a School of Library and Information Science undergraduate advisor, she realized there was a career that could encompass her wide range of interests.

That meeting led Creel to discover the college’s newest undergraduate program – Information Science – where she, like many other information-oriented students, found a home for her curiosity, her enthusiasm, and her passion.

She credits a caring faculty and a nationally recognized program – and, of course, that timely encounter with Mr. Thomas – for leading her to what she quickly recognized as the right decision for her. And she’s grateful that as a Kathryn Linwood Scholarship recipient, she didn’t feel financially pressured to choose a program she wasn’t passionate about.

Support for the college helps assure the continued creation of programs like Information Science, which expand the range of opportunities available to students like Caitlin Creel. Support also helps fund scholarships to assure those students have the opportunity to find careers in which they can thrive.
“As a journalism student at the University of South Carolina, I always – always – felt there were opportunities waiting to benefit me if I applied myself.”

Larry Thomas, Public Relations
For journalism alumnus Larry Thomas, ’83, a retired Navy captain, the quality of his experience at USC is a major inspiration in life.

So is the desire to honor his parents, who worked through the barriers of segregation in the south to make sure that he and his three siblings received collegiate opportunities.

Thomas, BP America Inc.’s general manager of government and public affairs, has endowed two scholarships for under-represented students in the School of Journalism and Mass Communications. One is named in honor of his parents, Janie Mae and Lafayette Thomas Sr. The other is named for Thomas and his wife, Marie.

Thomas traces the roots of his wide-ranging personal career successes directly to his parents’ determination, and he credits his time as a student at USC for giving him the tools to succeed. Looking back, he says that while he was “officially” studying journalism, he was actually learning to confront challenges, overcome obstacles, and seize the opportunities that would keep him moving toward his goals.

Every gift of support to the College of Mass Communications and Information Studies is a personal vote in favor of liberty, equality, and opportunity. Make that your legacy.
“No group of individuals has more impact on a university’s future ambitions than do its alumni. Carolina alumni are forever deeply involved in their alma mater.”

Lee Bussell, Public Relations
“The two words ‘information’ and ‘communication’ are often used interchangeably, but they signify quite different things. Information is giving out; communication is getting through.”

- Sydney J. Harris

Lee Bussell graduated from the School of Journalism and Mass Communications in 1982 and, as evidenced by his selection as a 2003 distinguished alumnus of the school, he’s remained a true part of the Carolina culture ever since.

In addition to his “day job” – Chairman and CEO of Chernoff Newman, one of the Southeast’s leading advertising and public relations firms – Bussell stays heavily involved with his community and his alma mater.

He serves as a member of the University of South Carolina Board of Trustees and is president of the Alumni Association, chair-elect of the Columbia Chamber of Commerce, and a past-chair of the University Associates. Among the honors attesting to the breadth of his involvement are New Carolinian of the Year, Public Relations Practitioner of the Year, distinguished alumnus and alumni service awards from the School of Journalism and Mass Communications, Columbia Chamber of Commerce 2007 Ambassador of the Year, and SC Chamber of Commerce Business Leader of the Year 2007.

Our alumni offer valuable support to the college in many ways. They create internship experiences for our students and recruit graduates for employment opportunities. They open doors. Private philanthropy is but one way alumni may support the College of Mass Communications and Information Studies.
“The purpose of my gift is to show my true appreciation for Gayle and what she did for the school as well as for me.”

Fred W. Roper, Information Science
Fred Roper, PhD, Distinguished Dean Emeritus, and Gayle Douglas Johnson, now the College’s associate dean, pioneered distance education with the faculty and staff of the School of Library and Information Science in the late 1980s and 1990s.

The concept expanded educational opportunities for students around the country.

Because many students couldn’t physically come to USC, the school took USC to them, making the same high quality education equally available to students in Augusta, Georgia or Augusta, Maine... or on Augusta Street in West Columbia.

“We made presentations to other schools inviting them to join us,” says Roper. “But we were just a little ahead of our time. They weren’t ready to do what we were doing 15 or 20 years ago. Now, distance education is highly prevalent at most schools.”

Roper has created a bequest to establish an endowed fund in the School of Library and Information Science. The fund will be named in honor of his long-time colleague and friend, Gayle Douglas Johnson.

“Gayle made a real difference. She was absolutely invaluable to me and the school. We worked together as a team,” says Roper, “and a month after I arrived we were finishing each other’s sentences. That’s how close we became.”

Technology has changed the face of education. Support of the latest technological advancements strengthens our ability to meet the needs of students both in class on campus and through distributed learning wherever they may be.
Michelle Martin, Augusta Baker Chair in Childhood Literacy

“Many literacy initiatives already exist at USC and in the public and school libraries throughout South Carolina ... It is my goal to create an umbrella that will serve as a clearinghouse for those initiatives so we can enhance, not duplicate, our literacy efforts.”
“The more you read, the more things you will know. The more that you learn, the more places you’ll go.”

- Dr. Seuss (Theodor Geisel)

Oh, the places we’ve gone! And like a Dr. Seuss tale, it gets better with each telling.

The Children, Libraries and Literacy Initiative with its Cocky’s Reading Express™ continues its excursions to schools across the state, bringing the ebullient mascot’s message of literacy and tens of thousands of books to the children whose futures depend on reaching third grade capable of reading and understanding.

Now, the promise of a literacy leader has been filled. Michelle Martin, PhD – scholar, researcher, author and great storyteller – joined the School of Library and Information Science faculty in August of 2011 as the inaugural Augusta Baker Endowed Chair in Childhood Literacy.

“It’s an honor being the first Augusta Baker Endowed Chair,” she says. “Mrs. Baker’s retirement home was a block from my home. I heard all her stories, and I’ve used her academic work extensively in gaining expertise in African-American children’s literature.”

Today, Martin is expanding her literacy research, exploring other initiatives including: a Campus Literacy Pledge (freshmen commit to read with children or adults with literacy challenges) and Camp Read-a-Rama, making children’s literature a springboard for hands-on and outdoor education.

“Walls define spaces, provide parameters, shape behaviors and activities. They serve as backdrops, bulletin boards, and frames for our perspectives. Some we construct. Some we confront. Some we need to tear down. The journalism school will be moving back within the historic wall surrounding USC’s Horseshoe. That’s one wall we’re not touching.”

Charles Bierbauer, Dean
We’re building the facilities that best prepare our students and graduates.

The School of Journalism and Mass Communications is in an aggressive campaign to outfit its future home at the corner of Sumter and Greene streets, adjacent to USC’s historic Horseshoe.

This state-of-the-art facility will serve students and faculty as an innovative, three-level learning and working environment. Classrooms will support individual or group study and offer flexibility to adapt to teaching styles and future needs. The 54,000-square-foot design includes a 145-seat auditorium, 13 classrooms and computer labs, conference and reading rooms, dedicated sequence areas, virtual technology broadcast studio, converged newsroom, supporting areas for student services, graduate education, the Dean’s and Director’s suites, 62 faculty and administrative offices, and much more.

Construction for the renovation and expansion is scheduled to begin in late 2013. The finished facility will apply for LEED certification as an environmentally “green” building.

To lend your support, please contact:
Director of Development, Mass Communications & Information Studies
www.sc.edu/cmcis or (803) 777-6898
University of South Carolina, Columbia, South Carolina 29208 USA
to the college of mass communications & information studies

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