Jennifer P. Brown of Hopkinsville honored with James Madison Award

The Institute for Rural Journalism marks its 10th anniversary

Phil Osborne receives annual Excellence in Public Relations Award
From the Director

Continued growth leads to new faculty, and restructuring

Hello from the Grehan Building! 2013-14 was another busy year for us, dominated by two issues, possible restructuring and searching for new colleagues.

The School of Journalism and Telecommunications has grown quite a lot in terms of both number of faculty members and number of students. When I joined UK in July 2003, there were 14 faculty members in the school. As of Fall 2014, we have 28 full-time faculty members. Thirteen are associated with the Integrated Strategic Communication major, nine with Journalism and six with Media Arts and Studies.

On the student side, we welcomed 77 freshmen ISC majors, 42 freshmen in Journalism and 13 freshmen in Media Arts and Studies for Fall 2014. Our Spring 2014 enrollment was 885 students (498 in ISC, 252 in Journalism and 135 in Media Arts and Studies).

The school structure offers a number of benefits, particularly in synergies across the three programs. But it’s unwieldy in other ways. And, unlike most other programs organized under a school structure, we have no common core curriculum across our three majors. Each of the three programs has its own distinct, independent curriculum. As a result, we know that our students (and likely many of you, our graduates) identify much more with their specific major than they do with the school.

After numerous discussions, both within each of the three majors and across the school’s faculty as a whole, we voted in Spring 2014 to propose a restructuring that would make Integrated Strategic Communication its own department.

The faculty of the College of Communication and Information voted in favor of that proposal in April 2014, and the recommendation is now being reviewed by the university Senate. If approved by the Senate and then by the Board of Trustees, the change would occur in July 2015. The Journalism and Media Arts and Studies programs would remain under the school umbrella.

If the restructuring happens, ISC would be led by a department chair while the school would remain under a director structure. 2014-15 is my twelfth and final year as director; a search for the next director of the school is underway.

At the same time we were discussing restructuring, we were given permission to add new faculty members in light of enrollment growth in the ISC and MAS majors. We talked with a number of promising candidates during Spring 2014, and you can read about our five new colleagues elsewhere in this issue.

While the faculty was considering change, our students continued to thrive. Students from the school’s majors are leaders within the college and across campus. They’re active in organizations such as Student Government, the Student Activities Board and DanceBlue.

We have vibrant chapters of the American Advertising Federation, National Association of Black Journalists, Public Relations Student Society of America and Society of Professional Journalists. We also support an active Media Arts and Studies student group. And, of course, our students serve the campus through their work with the Kentucky Kernel, the Kentuckian and WRFL-FM.

We continue to depend on your financial support; it’s your donations that enable us to offer many of the extracurricular programs, speakers and other activities you’ll read about in this issue. To all of you who have made donations, whether through Phonathon or other programs, a very big thank you!

We are always happy to welcome alums back to campus to interact with current students. Please do continue to keep us updated on where you are and what you’re doing. And if you’re going to be in the Lexington area and would like to visit us in Grehan, please let me know. You can reach me at bbarnes@email.uky.edu.
President’s Notes

Alum gifts can help lead School into its next 100 years of service

Two important things happened to journalism in 1914. The New Republic magazine was founded, and the UK Journalism program was born.

During its century of publication, The New Republic has been one of the most consequential magazines in America as it has shaped ideas and many of the nation’s great debates.

During its century of existence, the UK Journalism program has been one of Kentucky’s most important journalism institutions.

Since its inception in 1914, the UK Journalism program has been a place where many of the state’s outstanding journalists have been educated by a challenging faculty and honed their craft, often at the Kentucky Kernel, one of the nation’s best student-run daily newspapers.

A hallmark of a UK journalism education has been to provide students a superior experience in the profession while grounding their work in a solid liberal arts education.

What’s also noteworthy about the history of the Journalism program has been its ability to adapt to changes within the profession.

When the school was founded, advertising, public relations and telecommunications were not yet professions much less part of the curriculum. The Kentucky Kernel, which has always been an important partner of the school, was also not a daily publication.

As the profession evolved, however, so did the program and school as new majors and programs were added in order to equip students for careers in changing times. Today, the school offers students three majors and two minors that prepare them for myriad career opportunities in a broad array of professions.

For the school to meet the challenges of the second century, it is essential that it have a vibrant and active base of alumni support. Alumni can show their support in several ways: they can recruit and mentor students; they can help students and young alumni start their careers in the profession; and they can also provide financial support to the school.

In fact, if each graduate gave a $100 to the school this year in celebration of the century of service to the profession, the UK School of Journalism & Telecommunications’ budget would increase by more than $500,000.

The money could be used to provide additional equipment for students to prepare for their careers; for faculty to expand and enhance academic offerings; or for the school to create need-based scholarships that will help ease the burden of paying for a college education.

Great institutions like The New Republic and the UK School of Journalism & Telecommunications have endured because of visionary leaders who were able to guide it through difficult times and also develop new purposes so that it changed with the times.

They also have enjoyed a strong base of friends -- people not only willing to support its mission but also contribute to its financial well-being.

During this year of celebration of the UK Journalism program’s 100 years of service, there is no better way for the school’s thousands of alumni to show their appreciation for what the school has done and what the school promises to do than make a centennial gift. It’s the perfect way to begin a second century.

ISC Senior Whitney Harder designed the logo used in all promotional materials for the celebration the 100 years of journalism education at UK.
New members inducted into Journalism Hall of Fame

By David Schuh

The Kentucky Journalism Hall of Fame welcomed seven new members this year at its induction ceremony on April 29, 2014. Duane Bonifer, president of the UK Journalism Alumni Association, said the 2014 class represents all that the state has to offer, then and now. “You have people who worked at daily newspapers, worked in radio, worked in television, worked at community newspapers … people that have done all sorts of things in this profession,” Bonifer said. “I think it illustrates the rich diversity of journalism, not only throughout the years but even today.”

Highlighted by the late renowned Kentucky journalist Hunter S. Thompson, these journalists were inducted as the 2014 class: Elizabeth Hansen, Foundation Professor and chair of the Department of Communication at Eastern Kentucky University Mark Hebert, former political and investigative reporter with WHAS-TV, now director of media relations at the University of Louisville David E. McBride, editor of the Ohio County Times-News for more than 30 years Lee Mueller, who was Eastern Kentucky bureau reporter for the Lexington Herald-Leader for 27 years Mike Philips, former editor of The Kentucky Post and Cincinnati Post and CEO and president of the Scripps Howard Foundation Wes Strader, long-time “Voice of the Hilltoppers” as play-by-play voice for Western Kentucky University athletics Hunter S. Thompson, creator of Gonzo journalism, part of the New Journalism movement in which reporters become part of the story; author of several books, including “Hell’s Angels: The Strange and Terrible Saga of the Outlaw Motorcycle Gangs,” for which he spent a year riding and living with the cyclists. Thompson died in 2005.

The ceremony in Lexington was filled with journalists and educators, past and present. As each recipient was recognized, with the exception of the late Thompson, they said a few words about their careers and what the Hall of Fame meant to them. Typical were McBride’s comments. “I want to thank the committee for giving me this great honor,” McBride said. “It’s something I never thought would happen, but I’m very appreciative.”

Since its creation in 1981, the Hall of Fame has recognized 196. A committee representing the state’s media, the UK Journalism Alumni Association and the University of Kentucky, selects the honorees. Nominees must either be Kentucky natives or outstanding journalists who have spent the bulk of their careers in the state. A complete list of the inductees and their work is available at http://jat.gws.uky.edu/ky-journalism-hall-of-fame.html.

The nomination form is available at the same address. Deadline for nominations for consideration for the 2015 induction class is January 9, 2015.

University to recognize distinguished alums in 2015

The Hall of Distinguished Alumni of the University of Kentucky Alumni Association was established to pay tribute to those UK alumni who have distinguished themselves and their alma mater through their contribution to the welfare of the commonwealth and nation in arts, sciences, business, industry, engineering, journalism, politics, military science, religion, agriculture, labor or other fields of endeavor.

Every five years the University of Kentucky Alumni Association recognizes a select group of outstanding alumni and honors them by inducting them into the Hall of Distinguished Alumni. The next group of honorees will be inducted in 2015.


Nominations are carefully considered by a special committee composed of members of the past presidents of the association, members of the board of directors, past inductees and university representatives.


The 2015 induction ceremony is scheduled for April 17, 2015.

Information provided by the UK Alumni Association
More than $37,000 in scholarships awarded to students for 2014-15

Students who received scholarships from the school's endowments for the 2014-15 academic year are listed below. We were able to award just under $37,500 in scholarships. These scholarships make a tremendous difference to students, particularly as tuition continues to increase.

Sam Abell and Dick Ware
Photojournalism Award: Tessa Lighty (JOU), Anyssa Roberts (JOU)
Adam Altman Award for Innovation in Communications: Rachel Izydorek (ISC), Melanie Stoeckle (ISC)
AT&T Kentucky Scholarship: Kirk Hanselmann (MAS)
James C. Bowling Scholarship: Nick Wilking (ISC, 2013 winner)
Maria Braden Endowed Scholarship: Emily Markanich (JOU), Allie Plata (JOU), Andrea Richard (JOU), Anyssa Roberts (JOU), Tyler Spanyer (JOU)
Lt. Col. Charles Richardson DeSpain Journalism Award: Tessa Lighty (JOU), Andrea Richard (JOU), Samantha Rogers (JOU)
David Dick “What a Great Story!” Storytelling Award: Amelia Orwick (JOU, 2014 winner)
Edith J. and Charles G. Dickerson Trust Scholarship: Emily Damron (ISC), Rachel Izydorek (ISC), Lindsay Lush (ISC), Andrea Richard (JOU)
Evans JAT General Excellence Scholarship: Emily Damron (ISC), Brittney Forte (JOU), Lester Gibbs (ISC), Kirk Hanselmann (MAS), Mariel Jackson (ISC), Sydney Lemperle (ISC), Tessa Lighty (JOU), Emily Markanich (JOU), Allie Plata (JOU), Anyssa Roberts (JOU), Melanie Stoeckle (ISC)
Guthrie Editor’s Scholarship: Morgan Eads (JOU)
L. Niel Plummer Scholarship: Andrea Richard (JOU)
Joe Quinn Prize in Journalism: Brittney Forte (JOU)
Sy Ramsey Reporting and Writing Award: Emily Markanich (JOU)
Theodore E. Schulte Memorial Scholarship: Emily Damron (ISC)
Sheehey and Associates Educational Advancement Scholarship: Lindsay Lush (ISC)
Jeremy M. Streck Memorial Scholarship: Sydney Lemperle (ISC)
Carol Sutton Scholarship: Andrea Richard (JOU), Anyssa Roberts (JOU)

In addition, awards were made from the McCauley Fund to help two students. Samantha Rogers (JOU) participated in the National Collegiate Research Conference at Harvard, with a paper looking at how the media affect youth voting. Ashley Scoby (JOU) traveled to India with a brigade from the UK Medical Center and reported on their efforts.

David Dick award honors student for her coverage of West Liberty tornado

Lalie Dick, David Dick’s widow, presented the 2014 award to Orwick.

Amelia Orwick, a senior journalism major from La Grange, Ky., was awarded the 2014 David Dick “What a Great Story!” Storytelling Award.

The award was established following Dick’s death in 2010 as a way to remember him that would also support his passion for great stories.

Orwick won for her story “Those lost in storm are not forgotten,” published in the Kentucky Kernel on Mar. 3, 2013. The story covered the one year anniversary of the EF-3 tornado that struck West Liberty, Ky.

Orwick was presented with her award by Lalie Dick, David Dick’s widow.

While at UK, Orwick interned with the Jessamine Journal in Nicholasville and was the news editor and managing editor for the Kentucky Kernel. Orwick graduated in May 2014 and is now a staff writer at the Jessamine Journal.

Kernel continues success at annual KPA awards

The Kentucky Kernel had a strong showing in the 2013 Kentucky Press Association awards.

In addition to being recognized for having the best college newspaper web site, the Kernel staff swept the category for Best Sports Special Section. The Kernel took first place for its “Postseason Preview” published on Mar. 6, 2013; second place for “Big Blue Madness Preview 2012” published on Oct. 12, 2012; and third place for “Basketball Season Preview” published on Nov. 7, 2012.

In addition, Kernel staff and writers took home the following awards:
Best editorial, third place to the team of Becca Clemons, Rachel Aretakis, Gary Hermann and Judah Taylor
Best feature story, honorable mention to David Schuh
Best sports story; second place to Les Johns
Best sports feature story, honorable mention to Alex Forkner
Best investigative story or series, first place to Taylor Moak; third place to Morgan Eads
Best on-going, extended coverage story, third place to Taylor Moak
Best headline, second place to Becca Clemons
Best spot news picture, third place to Eleanor Hasken
Best general news picture, third place to Adam Pennavaria
Best feature picture, honorable mention to Genevieve Adams
Best picture essay, second place to James Holt
Best sports picture, third place to Genevieve Adams
Best sports picture essay, third place to Tessa Lighty
Best special section, third place to the Kernel Staff

In the overall general excellence category, the Kernel placed third behind WKU’s twice-weekly College Heights Herald and Murray State’s weekly Murray State News.
Jennifer P. Brown named 8th recipient of Madison Award

The Scripps Howard First Amendment Center continues to promote the liberty of the press and freedom of speech.

Frank LoMonte, executive director of the Student Press Law Center, delivered the annual State of the First Amendment Address, focusing on the struggles high school and college journalists encounter in publishing and broadcasting news on their campuses.

As part of the celebration, the center awarded its eighth James Madison Award for service to the First Amendment. The nominators wrote “The First Amendment was written for Jennifer P. Brown.”

During a career that has spanned nearly three decades, Brown has covered most every beat of the Kentucky New Era in Hopkinsville. She is currently the opinions editor.

Her nominators, publisher Tyler Hayes and editor Eli Pace, wrote: “Jennifer cherishes open government and open meetings law the way a priest cherishes the Bible. She knows these laws almost by heart and refuses to back down when it comes to challenging bad policy or holding elected officials accountable to the people who put them in power.

“Jennifer is tough, and she doesn’t hesitate to publicly thrash anyone who either cannot or will not operate under open meetings and open records law. Her passion for open government is unparalleled. She also enjoys having the tough debates, advocating for change and applauding progress, and she has sown a culture of watchdog journalism at the Kentucky New Era that will survive long after she is gone.”

Hayes said Brown’s aggressive use of public records under the Open Records Law of Kentucky and the federal Freedom of Information Act costs the newspaper plenty of money, but she never seems to be on the wrong side of the First Amendment.

The Scripps Howard First Amendment Center also helped the university observe Constitution Day. Professor Buck Ryan, director of the Citizen Kentucky Project, and his freshman Honors Program presented “Ballot Bomb: Exploring the Young Voter Explosion” on the north lawn of the Main Building on Sept. 17.

The center again cosponsored the high school essay contest the Secretary of State’s Office conducts annually. The center contributes prize money, helps shape the subject of the essay contest, and judges the entries.

And for the second year, the Scripps Center will celebrate its 25th anniversary in 2014-15. UK alum James Duff, chief executive officer of the Newseum in Washington, will deliver the State of the First Amendment Address in Spring 2015.

Citizen Kentucky Project focused on young voters in 2013

By Leland “Buck” Ryan

UK observed Constitution Day 2013 in a program led by Honors Program freshmen in conjunction with the Citizen Kentucky Project of the Scripps Howard First Amendment Center. The theme was “Ballot Bomb: Exploring the Young Voter Explosion.”

The Citizen Kentucky Project is designed to engage young people in civic life. In 2012, Ryan’s Honors class focused on the U.S. presidential race, and one of his students, Samantha Rogers, presented her class research results at the National Conference on Undergraduate Research (NCUR) in La Crosse, Wisconsin.

These middle school students were among those participating in Constitution Day 2014 roundtable discussions.

Ryan’s class coined the idea of a Young Voter’s Agenda last year in the Obama-Romney matchup. The Pew Research Center said young voters swung the presidential election in Ohio and Florida. Now, do you think young voters in Kentucky can determine the U.S. Senate race? That’s a research question for Ryan’s 2014 Honors class.

The 2013 Constitution Day event included faculty, public officials, campaign experts, journalists, student civic groups, and college, high school and middle school students for roundtable discussions to begin setting a Young Voter’s Agenda.

Special guests included Chicago Tribune Foreign Editor Kerry Luft discussing Syria coverage and German Fulbright students in a four-week “Discover USA” program at UK.
Speaker urges students to fight for press rights

By Rachel Aretakis

Students today are terrified because they believe they don’t have rights to free speech. This lack of freedom in student media was the topic of Frank LoMonte’s discussion on October 29, 2013 at the eighth annual State of the First Amendment Address. LoMonte, the executive director of the Student Press Law Center, said this problem could turn future journalists from the profession.

“If we lose journalists, we are going to lose something really important,” LoMonte said.

LoMonte spoke at the William T. Young Library auditorium as a part of the annual First Amendment Celebration, sponsored by the Scripps Howard First Amendment Center.

He said students and educators are afraid to fight for free speech, but encouraged the audience to stand up.

LoMonte said the Student Press Law Center doesn't see as many student media court cases as it used to. The organization, based in Arlington, Va., provides legal assistance to students and educators in high school and college about their First Amendment rights.

LoMonte urged the audience to champion free speech by discussing various cases where students' freedoms of speech and press were violated. He also showed snapshots of the First Amendment in action today, which included a video of dogs killing one another, a video game showing murder and rape, a protest by the Westboro Baptist Church and an editorial in a newspaper.

He discussed the Hazelwood v. Kuhlmeier case, in which the Supreme Court ruled that public school student newspapers are subject to a lower level protection of the First Amendment than other media. He said the case created a sense that passionate discussion in school is negative, rather than something that should be encouraged.

“I think the legacy of self-censorship has been the legacy of Hazelwood,” he said.

“Hazelwood is a cancer to good education.”

LoMonte also discussed other forms of censorship he has seen recently.

“There is another kind of censorship that is going on out there now on college campuses that worries me more … and that is information shutdown, information censorship,” he said.

He described a “clump down” on information from universities' public relations departments, where every request for an interview or quote has to be filtered through a public relations professional. It is not censorship in the traditional way, he said, but it is “certainly indirect.”

“People live in fear of that press credential around their neck,” he said.

Rachel Aretakis is a 2014 Journalism graduate from Harrodsburg

Simulation places students in “real-world” of crisis reporting

By Kakie Urch

Each February for the last seven years, JAT students in upper division courses have participated in a 24-hour, real-time, multimedia, multi-platform collaborative simulation of a complex international crisis as they “play” the press corps to the Patterson School of Diplomacy and International Business students' State Department, Army, foreign nations, NGOs, terrorist groups and business conglomerates.

Professors Kakie Urch and Scoobie Ryan coordinate and run the exercise.

The 2014 simulation -- of a potential pandemic outbreak in the tightly packed refugee camps along the Syrian border -- involved reporting on the complex fighting in Syria and the context of nations’ interests in the Middle East as well as worldwide health organization response.

Also covered in this simulation were battles in Syria involving ISIL/ISIS and the fear that, “if they gain more ground, they could enter Iraq.” Seven colonels from the Army War College prepped the diplomat students and professors. Prof. Kakie Urch arranged for the Army colonels to also be made Kentucky colonels for their “service to the Commonwealth.”

More than 60 journalism, integrated strategic communication and media arts and studies students enrolled in courses in Web Publishing and Design, Multimedia Storytelling, and Broadcast News Decision Making covered the action for two separate multimedia websites, employing their sound, video, text, data and map journalism production skills.
Institute marks 10th anniversary with fundraising efforts

The Institute for Rural Journalism and Community Issues is celebrating its 10th anniversary by redoubling its efforts to strengthen its financial base for the future.

The centerpiece of these efforts was an Awards and Anniversary Dinner in Lexington on Nov. 13, at which we presented the Tom and Pat Gish Award for courage, integrity and tenacity in rural Journalism and the Al Smith Award for public service through community journalism by a Kentuckian.

The latter award is named for, and was first given to, Albert P. Smith Jr., the famed Kentucky journalist who was the founding host of KET’s “Comment on Kentucky” for 33 years and co-founded the institute with UK. He was among the speakers at the dinner.

Proceeds from the event went to the institute’s endowment – an essential source of support for our future. Because we raised most of our money when the stock market was high, the endowment suffered from the market downturn, and still doesn’t produce enough funding for a second full-time position that is badly needed.

To help us with fundraising, the institute’s national Advisory Board has a new chair: Lois Mateus, a former executive with Brown-Forman Corp. who lives in Mercer County and writes a column for The Harrodsburg Herald. Al Smith, who will be 88 in January, remains active on the board as chairman emeritus.

The board is a national one, as is our group of academic partners at 25 universities in 17 states. Together, we have helped create an identity for rural journalism, and a sense across rural America that its communities share common problems but can also share solutions.

The institute’s mission is to help rural journalists define the public agenda in their communities through strong, fair reporting and commentary, especially on broad issues that have a local impact but few reliable local sources. Here’s a look at some of the ways we do that.

Information and inspiration: Our main outreach is The Rural Blog, a daily digest of events, trends, issues, ideas and journalism from and about rural America. The blog provides story ideas, sources and approaches for rural news media to expand their coverage of issues affecting their communities. It’s mainly information, with a good dose of inspiration. Its web address is http://irjci.blogspot.com.

Appalachian Kentucky: If the Institute were a newspaper, its “section page” would be about Central Appalachia, because the needs of the region are so great, with emphasis on Kentucky because UK is a land-grant institution. We are giving news media in the region detailed, independent coverage of Shaping Our Appalachian Region, the bipartisan initiative to diversify and improve the region’s economy. Read some examples at http://irjci.blogspot.com/p/blog-page.html.

Energy and environment: Extractive industries do most of their extracting in rural areas, but reliable sources of information on those industries’ often complex, technical issues are often not readily available to journalists in those areas, so the Institute provides explanatory, evenhanded coverage of issues such as surface mining, natural-gas drilling and hydraulic fracturing. Some examples of our coverage in Eastern Kentucky and Central Appalachia are at http://irjci.blogspot.com/p/appalachian-coal.html.

Kentucky’s health: The Institute publishes Kentucky Health News, which has provided hundreds of stories that have appeared in scores of Kentucky newspapers, raising the profile of health concerns in a state that suffers from poor health. These included stories that explained the Patient Protection and Affordable Care Act and closely followed its implementation in Kentucky. This project is supported by the Foundation for a Healthy Kentucky, and can be read at http://kyhealthnews.blogspot.com. I’m an active member of the Friedell Committee, which is working with Kentucky health departments and other organizations and community leaders on a statewide plan for community-based campaigns for better health.

Economic development: The nature of rural economic development has changed greatly in the last couple of decades, and we have made many presentations about that to journalism and civic groups. For the Delta Regional Authority, the Institute produced a publication, Covering and Guiding Economic Development, and distributed it to newspapers in the DRA region, which includes most of Western Kentucky. For details, go to www.uky.edu/CommInfoStudies/IRJCI/economicdevelopment.htm.

Extension journalism: When I came to UK in 2004 after 26 years at The Courier-Journal, I soon began saying that my short job description was “extension agent for rural journalists.” As such, I provide one-on-one and group consultation to journalists in Kentucky and across the nation, and often speak at industry meetings. I’m a tenured associate professor in the Extension title series, meaning most of my work is directed off campus, but I teach at least one class per semester, about community journalism.

Real-world experience: For almost seven years, students in my classes have been covering the town of Midway, and their stories have been published online and in print in the Midway Messenger, a publication of the Institute. All their stories are online at http://midwayky.blogspot.com, and stories of lasting interest, including videos, are at www.MidwayMessenger.org. From time to time, I use my experience as Courier-Journal political writer and columnist to teach classes in covering certain elections. This fall students are covering Kentucky’s U.S. Senate race, which is the title of our blog at http://kysevenate.blogspot.com.

International: I’ve been to Zambia and Botswana in the program of the School of Journalism and Telecommunications that helps rural journalists cover HIV and AIDS, and to further professionalize news media and promote open government. I’m an active member of the International Society of Weekly Newspaper Editors; co-host the ISWNE Hotline, a popular discussion board for members; and co-hosted with Eastern Kentucky University the society’s annual...
Job hunt can be approached like an ISC campaign

By Anna Harris

“You've got to differentiate yourself from the rest of the pack because it's very competitive out there. Treat it like an advertising campaign, where the employer is your target audience and figure out how you’re going to best get through to them.”

This is advice given to students by Kate Beebe, a former Integrated Strategic Communication student at the University of Kentucky who participated in the annual ISC Alumni Symposium.

The ISC program invites alumni from a different city each year to share career advice with current students and talk about how their experience at the University of Kentucky prepared them for the real world. This year, students heard from speakers who currently work in the Cincinnati area.

Although they are no longer students, these alumni are still using the valuable skill set they honed through the ISC program.

“The fundamentals are there; I’ve always been a writer. But it’s when I was forced to take the classes outside of my path that I found that I use those skills the most to this day,” said Beebe, who works as a social media specialist at Cornerstone Brands, Inc.

Other speakers credited the curriculum for teaching them to think outside the box by allowing students to take courses across the spectrum of integrated communication, not just those which pertained to their desired path.

“When I bring examples with me of new things that I’ve put into place without being asked, those are the things that have seemed to really impress the people who are interviewing me,” said Missy Mando, merchandising specialist at Designs Direct Creative Group.

In addition to coursework, experience in the field can also prepare students for their profession. Although the ISC major requires all students to complete an internship, panelists encouraged students to do multiple internships while they are in college.

“It’s a good way to get a taste of what you like,” said Mando.

“Try to keep it relevant to what field you want to go into,” said Nicole Britenriker, adding that only relevant internships are going to help students when they’re applying for a job in integrated marketing.

However, that was difficult for a student like Beebe, who says she is just now figuring out exactly what she wants to do with her degree.

“What I think is important to do is to try and find your niche early… and continue on that path. It will help you climb the ladder quickly.”

As many students in the audience were preparing to graduate in May and enter the job market, advice on landing a job is what students really craved. All three panelists agreed that networking is still the key.

“Find out who you know and who they know and go from there. Your net worth is only as good as your network,” said Britenriker, who is entering her fourth season as a premium seating account executive with the Cincinnati Bengals.

But not all networking has to take place in a professional setting. Mando has made many connections through her involvement in annual fundraisers for Redwood School, and Beebe is also involved in the Public Relations Society of America organization and the Ronald McDonald House.

In addition to networking, the speakers encouraged students to work on self-branding to differentiate themselves. Beebe developed her very own logo, slogan and Powerpoint presentation to send to potential employers when she was searching for a job.

“I have found that tenacity is everything. I’ve tried my best to cut through the clutter the way you would cut through the clutter with advertising,” said Beebe.

Beebe’s comparison sparked students’ interest. If they can market to a client assigned by one of their professors, why not use the strategies they are learning to market themselves to a potential employer?

Panelists said that the bottom line for students is to become as marketable as possible, whether it’s through an internship or being involved in activities that will boost your resume. Based on insight from these alumni, ISC students can feel confident that the Integrated Strategic Communication program is preparing them to be successful in their future careers.

Anna Harris is a 2014 ISC graduate from Lewisburg

Uplifting great work: To honor the courage, integrity and tenacity that are so often necessary in rural journalism, the Institute presents the national award named for Tom and Pat Gish, the late publishers of The Mountain Eagle in Whitesburg, Ky. The Al Smith Award is presented in cooperation with the Bluegrass Chapter of the Society of Professional Journalists; this year’s award was given Nov 13 to Bill Bishop and Julie Ardery, Lexington and Louisville natives respectively, who were successful weekly newspaper editors and publishers in Texas and recently retired as co-editors of the Daily Yonder, a news site that covers rural issues, topics and people and has created a greater sense of community among rural Americans.

Keeping up: Besides the web addresses above, you can also keep up with the institute’s work at www.RuralJournalism.org and on Facebook and on Twitter, @RuralJournalism and @ruralj.
Tinker tells story of fighting for First Amendment rights

By Melissa Patrick

Mary Beth Tinker, First Amendment rights activist, encouraged a roomful of students to make their voices heard on the matters of importance to them.

Over the years, when Tinker wasn’t working as a registered nurse, she would occasionally travel around the country telling the story of her involvement with a landmark 1969 Supreme Court case regarding the First Amendment rights of students.

In 2013, she decided to resign her nursing job and devote her time to travel the country on the “Tinker Tour,” sharing her story and reminding youth that they can make a difference in the world. The Tinker Tour stopped at UK in October 2013.

Tinker gets her authority to speak on this subject because when she was 13, in 1965, she was part of a small group of students in Des Moines, Iowa, who wore black armbands to school to support President Kennedy’s call for a Vietnam War Christmas truce. She and the others were suspended as a result of wearing the armbands.

The Iowa Civil Liberties Union found out about the case and provided a lawyer for Tinker, her brother John, Christopher Eckhardt, the organizer of the event, and their fathers. They filed suit against the school district, contending the school violated their freedom of speech and asked for disciplinary actions to be removed.

The district court decided in favor the school board had called an emergency meeting to state that students wearing armbands to school would be suspended, Mary Beth Tinker decided to take the risk and wore it.

“If you stand up with the little bit of courage you have, you can make a difference,” Tinker said.

Mike Hiestand, who worked on student press rights as a staff lawyer for the Student Press Law Center, then told the audience about his experience as a child affected by the Vietnam War. He discussed how his mother’s brother was killed after only being in Vietnam for two weeks and how three years later, Mike said goodbye to his father as he went to Vietnam while watching his mother sob. His father did make it home.

He talked about the knowledge of children, how they know that things are not OK, even when all of the adults in their life tell them it is.

Hiestand talked about how important the Tinker v. Des Moines case is to youth, stating it had been cited in at least 6,000 student cases and is included in most history and civics textbooks.

Mary Beth Tinker wrapped up the talk in reflection of the day she learned that the Supreme Court had decided in her favor. She was in the 11th grade, in a new school, and there was a lot of press involved.

The Supreme Court ruled 7-2, declaring students wearing armbands the school board had called an emergency meeting to state that students wearing armbands to school would be suspended, Mary Beth Tinker decided to take the risk and wore it.

“The small group decided to wear the armbands the school board had called an emergency meeting to state that students wearing armbands to school would be suspended, Mary Beth Tinker decided to take the risk and wore it. If you stand up with the little bit of courage you have, you can make a difference,” Tinker said.

Mike Hiestand, who worked on student press rights as a staff lawyer for the Student Press Law Center, then told the audience about his experience as a child affected by the Vietnam War. He discussed how his mother’s brother was killed after only being in Vietnam for two weeks and how three years later, Mike said goodbye to his father as he went to Vietnam while watching his mother sob. His father did make it home.

He talked about the knowledge of children, how they know that things are not OK, even when all of the adults in their life tell them it is.

Hiestand talked about how important the Tinker v. Des Moines case is to youth, stating it had been cited in at least 6,000 student cases and is included in most history and civics textbooks.

Mary Beth Tinker wrapped up the talk in reflection of the day she learned that the Supreme Court had decided in her favor. She was in the 11th grade, in a new school, and there was a lot of press involved.

The Supreme Court ruled 7-2, declaring that students retain their First Amendment rights in school as long as the expression of those rights does disrupt the education of others.

Among her closing remarks, Tinker said, “If you stand up with the little bit of courage you have, you can make a difference.”

Melissa Patrick is a 2014 Journalism graduate from Lexington

Internship & Career Fair

In conjunction with the Department of Communication, the School of Journalism and Telecommunications hosted the annual Internship and Career Fair.

More than 35 companies participated in the 2014 Fair. Here, ISC seniors Michael Robinson (far left) and Dan Bowman (center) meet with employment recruiters from Target.

If you would like to participate in the 2015 Fair, please contact Prof. Scoobie Ryan (scoobie@email.uky.edu).

Photo by Yang Soo Kim
Alumni discuss challenges of international journalism

International reporting was the theme of the 12th annual Richard Wilson Journalism Alumni Symposium held November 6, 2013 in connection with UK’s International Education Week.

The panel comprised two recent graduates recounting their experiences in the Middle East and Asia as well as professors detailing the work they’re doing to advance journalism in other countries.

Laura Ungar, medical reporter at the Louisville Courier-Journal and a part-time instructor, began reporting from India in 2007 with a grant from the International Center for Journalists. The center funds projects that connect local stories to international stories.

“I wanted to research cervical cancer in India,” she said. Two of the creators of the Gardasil vaccine work at the University of Louisville. They are in the process of developing an alternative treatment in the form of a less expensive vaccine, using tobacco. The researchers are collaborating with doctors in Calcutta, where cervical cancer kills over 75,000 women per year.

“That’s how that started,” she said. While the fellowship paid for Ungar’s first trip to India, she continues to go once a year “on my own dime,” she said. During her trips, Ungar has been able to speak to women, doctors and researchers and said that it was an experience like no other.

“It requires total immersion,” she said. “It’s a different level of vigilance. You catch more detail, you notice more.” Ungar’s reporting impacted dozens, if not hundreds, of people, in at least two different countries. She taught a class on international reporting during Spring 2013.

Ashley Westerman graduated from UK in 2010. She served as an international reporting fellow with Bringing Home the World: International Reporting Fellowship Program for Minority Journalists at the International Center for Journalists. Westerman’s fellowship included travel to the Philippines to report on labor and migration issues. Two stories out of her fellowship have been aired nationally on National Public Radio.

Nick Stacy, who also graduated in 2010, see Symposium, continued on page 14

Perseverance leads to Seattle Times sports internship

By Ashley Scoby

I could have sewn together a tent with all the rejection letters I received last summer. Some days, I thought that maybe rejection-letter-tent-building should be my profession instead of journalism, since I clearly wasn’t cut out for big-time internships.

Every major newspaper in the country had turned me down, and I had accepted a summer internship with the Frankfort State-Journal. While I was excited to work, for a second time, with an editor there who I was close to, I was disappointed. It wasn’t about the newspaper, or the work I would be doing, or the people there.

It was about being a girl who had spent 21 years in the state of Kentucky and who was craving a different experience. I wanted to prove to myself that I was capable of good work outside of the state lines. Because at the point of all those rejection letters flowing in, I sincerely doubted that my work translated.

So when the Seattle Times called me in the middle of March, I had no choice but to accept their offer of an internship. I would be remiss if I didn't mention here how understanding and kind the State-Journal staff was when I told them I'd be traveling west. I'm lucky that that was the case, because I ended up having the best 10 weeks of my life in Seattle.

There were bad days, like the day I got a story that I had reported on for a month cut in half, and I spent hours re-writing just the lede. Then there was the day I got kicked out of a hydroplane racing (think: NASCAR) pit area. And the day I spent six hours at a junior league softball tournament sitting in the outfield because there was no space in the press box.

But man, the good days.

I took over the soccer beat at the Times until a new soccer writer arrived, so I got to cover the Sounders – conveniently the best team in Major League Soccer. The first time I arrived at CenturyLink Field, I knew there wasn’t a place in America I would rather be. And when I jumped on the beat, it was right when World Cup stars Clint Dempsey and DeAndre Yedlin were returning to Seattle, so interest was at its peak.

I covered the Mariners at Safeco Field. I traveled around the state of Washington to write an enterprise story about a collegiate summer baseball league on the west coast.

That wide receiver, Ricardo Lockette, who caught a touchdown pass in the Seahawks’ Week 1 game kicking off the NFL season? I interviewed him at training camp.

There were some “intern hazing” type stories, like hydroplane racing, but I’m, above all, grateful to the Times staff for giving me the chance to cover the big ones too. Handing over your Sounders beat to a 21-year-old girl straight from Kentucky had to have been nerve-wracking, but they did it anyway.

That will be the biggest thing I appreciate from this summer: A staff at a major, highly-respected news organization taking a chance on me, then continuing to do so for 10 straight weeks and helping me get better every step of the way.

Maybe now I’ll build a tent with Seattle Times clippings.

Ashley Scooby is a senior journalism major from Glasgow, Ky

Note: As of Fall 2013, all journalism majors are required to complete a for-credit internship prior to graduation. If you have a journalism internship opportunity available, please contact Prof. Scoobie Ryan (scoobie@email.uky.edu).
Osborne honored for excellence in public relations

By Erin Berger and Beth Barnes

Phil Osborne, president of Preston-Osborne, received the 2013 Excellence in Public Relations award from the UK School of Journalism and Telecommunications. Osborne was honored at a reception Oct. 22, 2013 preceding the annual James C. Bowling Executive-in-Residence lecture.

Osborne graduated from Eastern Kentucky University in 1979 and then worked in radio and television for seven years. He joined The Preston Group in 1985. In 1989, he was named vice president; in 1995, he became president and the company name was changed to Preston-Osborne. In 1997, he bought the company from its founder and his mentor, Tom Preston.

Preston-Osborne is one of the largest public relations and research firms in the state. The firm has received more than 100 awards from the American Advertising Federation at the local and district levels, four Silver Anvil Awards from the Public Relations Society of America and been named Small Business of the Year by Commerce Lexington. Osborne has received the Lifetime Achievement Award from the Thoroughbred Chapter of PRSA, Outstanding Alumnus from the EKU College of Applied Arts and Technology, Friend of the College of Communication and Information at UK and Volunteer of the Year from Commerce Lexington.

The Bowling Executive-in-Residence Program began in 2000 and brings to UK nationally known public relations practitioners to not only deliver an address, but also meet with students interested in public relations careers. The program includes the executive-in-residence visit, the excellence award and a scholarship for a senior

By Melissa Patrick

Hillary Clinton's former chief of staff, Tamera Luzzatto, the 2013 Executive-In-Residence for the 14th-Annual James C. Bowling lecture, told an audience of approximately 300 guests on Tuesday, Oct. 22 in the University of Kentucky's Student Center how she got into the change business at an early age, and about the incredible power new technologies offer to shape public opinion and change public policy.

Luzzatto encouraged students to “suit up” to be change agents by mastering new technologies and improving their communication skills.

Luzzatto got into the business of change in middle school when she led a protest demanding the sixth and seventh grades be allowed to join the upper classes in a protest against the Vietnam War. And in 1970 she started an environmental club that at one point was featured on local television for picketing outside the New York Metropolitan Museum of Art because they were “eating up all of the land” around Central Park as they expanded.

Luzzatto served on the staff of Senator John D. Rockefeller IV for nearly 15 years and as the chief of staff for then Senator Clinton from 2001 to 2009. Luzzatto discussed the importance of communication and public relations while working in these roles saying it was imperative to join with other senators and create outside support, building coalitions to create change. She cited the success of the S-Chip program, which expanded health insurance benefits for children, while working for Rockefeller and the enormous support offered by all of Congress during and after the September 11 attacks on New York City as great examples of people communicating with each other to create change.

Luzzatto now works as senior vice president of government relations at The Pew Charitable Trusts, where she ensures that Pew’s wide range of nonpartisan policy work is effectively communicated to policy makers. She talked about the importance of communicating to form coalitions to pass bills and implement regulations to better serve the public and the planet.

“We make a case for change by sharing the facts and most importantly evidence and real life experience on how government can perform certain functions more cost effectively and policies can and ought to be performed with better results for all of our citizens,” she said.

Lightheartedly, Luzzatto reflected on the changes in technology she has experienced in her lifetime, from the introduction of the Internet to data mining.

“When I graduated from college the Internet was the ARPANet somewhere out in California,” Luzzatto said.

She told the audience that all of this change in technology has transformed the way we get our information and has changed how we think about influencing the opinions of others saying that with each position she has held there “has been a very targeted communication plan.”

Currently she calls all of the communication tools available to her “weapons of mass construction.” The role of communication now is to utilize social media in a way that “creates a sense that the entire American public expects a certain action.” Much time is spent not only determining who the target group is to create change, but finding the best mode of communication to reach that group.

Luzzatto told students to learn about all communication technologies, saying these skills will benefit any profession. She also emphasized the importance of actively working on public speaking skills, not only speaking in front of a crowd, but also active debate.

Said Luzzatto: “As I look back on all of these years trying to make change, I am struck by the incredible power in the arsenal of the technology and means of communicating and informing the world.”

Melissa Patrick is an August 2014 journalism graduate from Lexington, Ky. This story first appeared on BlueCoast Live.

Bowling lecturer emphasizes role of technology

By Melissa Patrick

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Civil rights activist delivers Joe Creason Lecture

By Rachel Aretakis

Standing in the rain outside of a bus station in the 1950s in Louisiana, the college student vowed that one day things would change. Mervin Aubespin would vow he wouldn’t be forced into the rain with only cardboard to shield him because of the color of his skin.

Almost six decades later, Aubespin shared his experiences as a civil rights activist in Louisville and what led him to a successful journalism career at the 37th Joe Creason Lecture.

“There are going to be a lot of doors that open in your journey to life,” he told the audience on April 29, 2014 at the Worsham Theater. “Step in and see what’s on the other side.”

Aubespin was The Courier-Journal’s first black reporter and news artist. He retired in 2002 after a 35-year career at the newspaper, one filled with numerous awards and accomplishments.

But before he began his journalism career, Aubespin was active in both the Alabama and Louisville civil rights movements. As a college student at Tuskegee University in the ’50s, he met Dr. Martin Luther King Jr. at the beginning of the Montgomery Bus Boycott. He eventually became friends with King, who would tell him to finish his education. King would say, “Now Merv, don’t take your eyes off the prize. You’ve got to get your degree.”

Aubespin volunteered in the boycott effort with a friend, makings sure boycotters had rides to work.

“(King) worked us to death,” he said. “But what a great experience it was, what a truly great experience it was.”

When Aubespin moved to Louisville with his family, he quickly realized the city faced similar segregation problems as the Deep South. Stores downtown wouldn’t allow African Americans to try on clothes, and restaurants made them pick up their food from the back.

At the Creason Lecture, he discussed his role in the Louisville civil rights movement. For example, he helped to organize citizens to vote out the Democratic mayor, who wouldn’t help end segregation.

Aubespin got his start at The Courier-Journal as a news artist in 1967. Less than a year later, after racial violence broke out in west Louisville, he was called on to accompany a white reporter to the scene. He quickly sent the reporter back because it was dangerous, and so he reported from the scene by describing what he saw over the phone. He was then given a job as a reporter, becoming the newspaper’s first African-American journalist.

He was promoted to associate editor in 1987 and worked to help remove stereotypes about the African-American community from the writing in the newspaper, and he has won two national awards for a 40-story series focusing on the African-American community in Louisville.

“I was really struck at one point at how quiet (the audience) was,” said Beth Barnes, director of the School of Journalism and Telecommunications. Aubespin captured the audience with his stories as a journalist, she said, and she hopes his experiences are inspirational to students.

“There is just something very special about this state and the journalism that is practiced,” she added.

Rachel Aretakis is a 2014 Journalism graduate from Harrodsburg
Reporting class pairs students from India and UK

By Ashley Scoby

About 8,000 miles separate Kentucky from India. But thanks to an international business reporting class, that distance seemed much smaller for four University of Kentucky and four Indian journalism students last spring.

The class, taught by the Louisville Courier-Journal’s Laura Ungar and Indian journalist Sujoy Dhar, partnered each UK student with a student in India. Each duo then chose a business-related topic that affected both regions, and spent the spring semester reporting on the story. They wrote mainbars and sidebars, but also did their own photo and video projects to go along with the co-bylined stories.

For Ungar, who met Dhar while she was in India for a 2007 international reporting fellowship, teaching the class was about fostering the kind of India-Kentucky connection that she had felt for years. And in a global, increasingly interconnected society, those connections can be beneficial to young journalists.

“I wanted to give students the international perspective through journalism, but also the perspective that every field you can think of, from coal to retail, there’s a connection between the U.S. and India,” Ungar said. “We’re connected through our common humanity, our economies; we’re both democracies. … I wanted people to know that on both sides.”

Students selected topics that could be reported on from both countries: the print journalism industry, the tobacco industry, the evolution of Wal-Mart and the coal industry.

For some, like UK journalism student Neal Querio, picking a business-related topic opened her eyes to new possibilities.

“I’ve always wanted to do travel writing but taking this class really got me interested in international business,” she said. “I think it offers a look at the country that one would not normally see, especially for India that has a booming market, which not many people know.”

From interviewing various sources to researching statistics to visiting other towns for reporting, students had mountains of information to report on, especially when they combined it with the information from their overseas partner.

And that’s exactly the way Ungar wanted it: Long-term stories (“slow” journalism, as she calls it) will still be a staple in young journalists’ careers. Preparing them for those stories was part of Ungar’s purpose, too.

“I was a little nervous because these are the hardest ones we do as professional journalists, so could they handle it in a semester?” she said. “These were high-caliber stories with video and graphics and photo, plus there was a time difference and the challenge of working with someone else. There were a lot of obstacles to overcome.”

After students combined forces to write the stories and put together the videos, everything went through an editing process with Ungar and Dhar. And finally: publication.

The students’ stories were published on the Courier-Journal’s website and through Dhar’s news wires in India, like IndiaBlooms.com.

“Even if they go into something else, or if they don’t do another international story again, they can benefit from just knowing that your place is not the end-all, be-all,” Ungar said. “You’re part of a larger world and everything that you do affects that world, and everything in that larger world affects you.”

Ashley Scoby is a senior journalism major from Glasgow, Ky.

Alumni Symposium, continued from page 11

traveled to Zambia with Professor Mel Coffee, who is part of the School’s ongoing project in Zambia. Coffee and Stacy mainly worked on projects that would educate the people there about HIV and AIDS. The disease is rampant there and all over Africa.

Stacy said he had never even been on a plane, but he jumped at the chance to go to Africa and participate in important work. His job was to teach broadcast journalists there how to use Final Cut Pro, the video editing software. He stayed for three months teaching many different aspects about reporting.

Coffee talked about teaching Zambian journalists a lot of the basics that are covered simply at the beginning of journalism education in the United States. Coffee and Stacy talked about how in Zambia, the best way to communicate information is through the radio, not television. Because televisions are so expensive and not normally see, especially for India that

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School participates in multiple global initiatives

By Beth Barnes

The School of Journalism and Telecommunications continues to provide leadership in international activities on campus and within the College of Communication and Information.

We believe it’s essential that students have a global perspective, whether that comes from the classes and activities they participate in on campus in Lexington or studying outside the U.S.

As part of this global perspective, the school looks for ways to incorporate international themes in our classes in Lexington. During 2013-14, we hosted two German journalists participating in the Transatlantic Media Fellows program. Simon Book and Johannes Boie each spent a week in Lexington and both spoke in journalism classes and met with faculty. Book is a reporter for Handelsblatt, the largest business daily in Germany. Boie is a reporter for the Munich-based Süddeutsche Zeitung, one of Germany’s leading national dailies.

The school is also working with Shanghai University to allow interested students to complete their undergraduate degrees at UK. Our first two students, Tina John and Jada Wong, started in the media arts and studies major in Fall 2014.

The school’s cooperation with Shanghai University is part of a larger UK initiative. Journalism professor Buck Ryan has taught at Shanghai University several times. He was joined by ISC professor Mark Stuhlfaut for the Summer 2014 International Week. MAS faculty member Zixue Tai is spearheading the school’s work with Shanghai University and other programs in China.

In Education Abroad activities, the school offered two courses during 2013-14. A summer course, “Strategic Communication in South Africa: Promoting to the ‘Rainbow Nation,’” is described in an article by ISC graduate Cassie Schacht on page 16.

Seventeen UK students participated in “Advertising and Public Relations in London,” a course offered through the Cooperative Center for Study Abroad in the winter intersession. The UK students were part of a group of 27 students in the class, including students from four other universities. Course instructors were Drs. Beth Barnes and Alyssa Eckman.

During the time in London, the class visited the Royal Observatory and National Maritime Museum in Greenwich, The British Music Experience at the O2, Hampton Court Palace, the Museum of Brands, Packaging and Advertising, the London Transport Museum, Wimbledon, Stamford Bridge (home to the Chelsea Football Club), Stonehenge, Bath and the Victoria & Albert Museum. In all cases, the focus was on strategic communication and brand promotion. The class also heard presentations on British advertising and public relations from adam&eveDDB and Weber Shandwick.

The South Africa course will be offered again in Summer 2015. In addition, we plan to offer “The Sport of Branding: Product Identity, Sports and Popular Culture” during the winter 2014-15 intersession. This course takes place in both London and Dublin, Ireland and is taught be Dr. Alyssa Eckman (ISC) and Prof. Kakie Urch (JOU).

During Summer 2015, we will also be offering two other courses. Dr. Mark Stuhlfaut (ISC) will teach “Creative Advertising Strategy in Germany,” based out of Berlin. Prof. Kakie Urch (JOU) will teach Irish Journalism in Context: World Media Systems in Dublin.

The school is participating in a new initiative from UK Education Abroad, Global Design. Ten programs around the world have been designated as key locations for studying a range of design issues, including multimedia design and design related to ISC. The primary locations for our students are Massey University in New Zealand and Griffith College in Ireland, both of which offer a range of courses complimentary to what we have at UK. We look forward to sending many of our students on full semester study at these locations.

According to a UK survey of the graduating class of 2014, 18.4 percent of graduates from the College of Communication and Information studied abroad at some point during their time at UK. The overall figure for UK was 14.2 percent, which is right at the national average for study abroad. (This is the first time UK has attained the national average.) While we are very proud to have done better than the university figure, we aspire to continue to increase student participation.

Our courses were part of a proposal for education abroad scholarship support from the Women and Philanthropy Network at UK. The college was awarded $23,000 in scholarship funding for courses in Summer 2014 and during the 2014-15 academic year. We are seeking additional funding for Summer 2015.

If you would like to provide support for education abroad scholarships for students in the School of Journalism and Telecommunications, please contact Beth Barnes (bbarnes@email.uky.edu: 859-257-4275).

ISC associate professor Dr. Mark Stuhlfaut taught during International Week at Shanghai University. He is pictured here with several students from his advertising course.

Students in the winter 2013-14 Advertising and Public Relations in London course at the London office of Weber Shandwick, an international public relations agency.

Jada Wong (left) and Tina John have enrolled at UK as MAS majors. Both spent their first two years of university study at Shanghai University.

Photo provided by Mark Stuhlfaut

Photo provided by Buck Ryan

Photo provided by Beth Barnes

Photo by Beth Barnes

Photo by Mark Stuhlfaut

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Students in the 2014 Strategic Communication in South Africa: Promoting to the “Rainbow Nation” course visited several townships in the Cape Town area, including Khayalitsha. During that visit, they got to meet students in an afterschool program. The UK students pictured are Lauren Henrickson (kneeling), Sydney Shelton (scarf), Cassie Schacht, Emi Loving, Sarah Jane Tamme, Sally Evans, Tyler Holloway (sunglasses), Harlie Collins, Earl Grigsby III, Cara Croley, Chris McChesney and Rob Likens.

Students create ISC campaigns while in South Africa

by Cassie Schacht

Shortly after the end of the Spring 2014 semester, 12 University of Kentucky students departed on a unique study abroad experience to Cape Town, South Africa. Along with instructor Dr. Beth Barnes, these Wildcats took part in a three-week program where they not only studied within a classroom setting but also were able to practice their strategic communication skills in a hands-on project working with local non-profit organizations.

This program, sponsored by University of Kentucky Education Abroad and done in conjunction with Arcadia University, included many highlights: tours of historic landmarks, abseiling off the top of Table Mountain, exploring Robben Island and the jail cell of Nelson Mandela, visits to advertising and public relations agencies, and an overnight stay in the Gugulethu township in Cape Town.

Overnight stays in the townships are not normal practice for many locals in the Cape Town area; this experience was unique and deeply valued by the UK students.

“Gugs offered our group a beautiful insight into the South African township lifestyle,” said ISC junior Tyler Holloway. “I am forever grateful for that opportunity.”

This course also featured a unique component of placing participating students in groups and assigning them to real clients in need of strategic communication work.

The client base is always not-for-profit organizations that can greatly benefit from promotional work done by the students. This year’s course featured work for two orphanages and one women’s shelter. The opportunity to not only see the culture and international strategic communication industry in Cape Town, but also interact with the people and local NGOs makes this UK study abroad experience a “once in a lifetime experience” for students.

“Studying abroad leaves each individual with a new look on the world around us,” said Holloway. “This lesson in experiencing a different culture proves to be invaluable in both our personal and professional lives. It teaches you to see the world in a different light. Working with these non-profits took what a study abroad program does for you to a new level. It became not just about what we could gain, but what we could give.”

The Cape Town program is in its third year, with this group of students being the largest to date. Twelve students, eleven of whom were students within the Integrated Strategic Communications program, lived, learned, and experienced the unique culture and surrounding of Cape Town leaving them with invaluable professional experience and memories for a lifetime.

“Studying abroad in South Africa was the greatest decision I have made,” said ISC senior Harlie Collins. “Not only did the program enable me to conceptualize my thoughts and ideas, but it has brought me to the top of the applicant pool when interviewing for internships. Studying abroad is an investment, and I strongly encourage others to jump at opportunities when they arrest you like the Rainbow Nation did me.”

Cassie Schacht is a 2014 ISC graduate from Lexington

Newspaper in Education expands in Zambia

As part of its 5-year partnership with the Zambian Institute of Mass Communication Educational Trust (ZAMCOM), the School worked to establish a Newspaper in Education program in Zambia.

The program achieved a major milestone in the fall of 2014 as NIE sections produced by Zambian teachers and curriculum specialists were distributed to more than 100 schools across Zambian provinces.

UK’s Dr. Alyssa Eckman worked with ZAMCOM partners beginning in 2009 to gain ministry-level approval to include teachers in creating an NIE program in Zambia. A Memorandum of Understanding was signed with Zambia’s Ministry of Education in 2011 to launch the NIE program. The Zambia Daily Mail newspaper agreed to print and help distribute NIE materials.

ZAMCOM journalism students produced early NIE special sections with input from an advisory board. The NIE special sections included stories about HIV/AIDS to support the partnerships goals as funded by USAID, AIHA and the Twinning Center through the U.S. President’s Emergency Plan for AIDS Relief (PEPFAR).

Throughout the five-year partnership with ZAMCOM, Eckman and UK journalism professor Kakie Urch returned to Zambia to lead NIE trainings for teachers in Lusaka, Central Province, Copperbelt Province, Eastern Province and the Southern Province.

Teachers reported using the NIE sections to teach subjects as wide ranging as math, science, geography, language, culture, social studies, language skills, health, reading and writing. Students at Woodlands A School in Lusaka even formed an NIE club and created role-plays and presentations based on NIE content that they then performed for younger students at the school.

see NIE, continued on page 23
School welcomes new MAS and ISC faculty

Tae Hyun Baek (tae.baek@uky.edu), assistant professor, joins us from Indiana University-Southeast where he was an assistant professor of advertising. At UK, he will teach courses in the account management and direct response Paths in the Integrated Strategic Communication major. Dr. Baek received his Ph.D. from the University of Georgia. His dissertation looked at brand extensions.

Adriane Grumbein (agrumbein@uky.edu), assistant professor, recently completed her Ph.D. at the University of Florida, where she looked at the role of advertising visuals in building brand personality. She will teach courses in the creative Path in ISC, with a focus on design topics.

Kyra Hunting (kyra.hunting@uky.edu), assistant professor, joins the Media Arts and Studies program. Dr. Hunting recently completed her doctorate at the University of Wisconsin. Her research focuses on popular culture issues, particularly genre studies in television.

Kimberly A. Parker (kimberly.a.parker@uky.edu), associate professor, is also in the Media Arts and Studies program. She most recently was a faculty member in the School of Communication at Bellarmine University. Dr. Parker is the academic director of iNET, the Innovation Network for Entrepreneurial Thinking. Dr. Parker has published on a variety of topics including inoculation theory and pedagogy issues.

David Stephenson (david.stephenson@uky.edu), lecturer, is teaching multimedia skills courses for both the ISC and MAS programs. He is an award-winning photojournalist and multimedia journalist. In addition to his teaching responsibilities, he will continue to work with the Kentucky Kernel as its photo adviser.

School bids adieu to old friend as Birdwhistell retires

The School of Journalism and Telecommunications said goodbye to one of its best friends when Janice Birdwhistell retired from UK in August 2014.

Many of our graduates know Janice as one of the primary faces of the school, particularly in regard to alumni communications.

Janice joined the then College of Communication and Information Studies in May 1999 as the college’s development officer. She served the college in that role (and many others) until July 2013 when she was named chief of staff for the college. She received the College’s Outstanding Staff Award in 2006.

Janice helped the School of Journalism and Telecommunications in many ways, including coordinating putting together this newsletter, overseeing our student scholarships, assisting with our annual events and helping to develop a number of new scholarships and programs. She was also instrumental in building support for the Scripps Howard First Amendment Center and the Institute for Rural Journalism and Community Issues.

At UK, Janice served on the Staff Senate, the Annual Giving Task Force, the National Alumni Association Board of Directors, the President’s Outreach and Extension Program Committee, the UK Communicators Committee and the Communication Committee for the Development Council.

Prior to coming to UK, she was deputy commissioner of the Kentucky Department of Travel Development, marketing director for the Kentucky Horse Park, director of tourism for the Greater Lexington Convention and Visitors Bureau, industry and government relations director for the National Tour Association and director of constituent services for the Sixth Congressional District from 1993 to 1999.

While she’s no longer on campus on a daily basis, we know we’ll still see Janice at our events and other university activities. Her husband, Terry Birdwhistell, is dean of UK Libraries and their daughter, Jessie, is completing a Ph.D. in the College of Education.

Thank you, Janice, for all of your many, many contributions to the School of Journalism and Telecommunications, both public and behind-the-scenes.
Faculty News

Dennis Altman (altman@uky.edu) continues to teach courses in the ISC Creative Path while on phased retirement. Altman has authored “The Choke Brothers Coloring Book,” which “slams the notorious Koch brothers, with tongue in cheek and a handful of crayons.” More information, including how to order the book, can be found at http://www.chokebrothers.com/.

Chike Anyaegbunam (chike. anyaegbunam@uky.edu) and Dr. Pam Cupp completed and submitted the report of a three-year risk communication study funded by the U.S. Environmental Protection Agency (EPA). Anyaegbunam served as Phase 2 project coordinator and Cupp was project principal investigator. The project, Community Engagement and Case Analysis Methods for Developing Post-Incident Risk Communication Guidelines for an Intentional Biological Environmental Contamination comprised two phases. Phase 1 included five robust case study analyses of recent/significant contamination incidents that provided examples of real-world impediments experienced and successful strategies employed before, during, and after crises. Phase 2 focused on implementation of Community-Based Participatory Communication (CBPC) methods, including the development of sample media messages, to elicit community feedback to inform post-incident risk communication guidelines. The report includes results of Phase 2 research activities, as well as recommendations for post-incident decontamination and clearance guidelines informed by findings from both Phases 1 and 2 of this study. These recommendations seek to improve the ability of the scientific community, public health officials, and emergency responders to communicate effectively with stakeholders, the media, and the myriad publics they serve to support effective and efficient post-contamination activities. Other members of Phase 2 project include Anna Hoover, Ph.D., College of Public Health, Co-Investigator and Charles Madinger, D.Min., College of Communication and Information, Research Associate.

Beth Barnes (bbarnes@email.uky.edu) will complete her third and final term as School director on June 30, 2015. She continues to work on the School’s project in Zambia. She conducted a workshop on marketing and branding for pharmacists in that country and also consulted with the University Teaching Hospital’s public relations department on its activities. In March, she led a three-day workshop on Sponsorship Marketing on behalf of the Zambia Institute of Marketing, the first time that topic has been a focus in Zambia. She also conducted two workshops on “Branding and Your Personal Brand” for youth organizers and female communications professionals on behalf of the public affairs office of the U.S. Embassy in Zambia. As of July 1, she is now also interim assistant provost for internationalization, a half-time appointment concurrent with her continued work in the School.

Deborah Chung’s (dchung@uky.edu) research with Seungahn Nah and Masahiro Yamamoto, “Modeling the use of citizen journalism by online newspapers” has been accepted for publication in Journalism & Mass Communication Quarterly. Chung’s research with Moon Choi and Sapana Upadhyay “News media portrayal of older drivers” has been accepted for presentation at the annual scientific meeting of the The Gerontological Society of America. Her research with Yung Soo Kim, “Anatomy of Front Pages: Comparison between The New York Times and other elite U.S. newspapers?” was presented at the annual conference of the Association for Education in Journalism & Mass Communication.

John Clark (jclark@uky.edu) continues to oversee Media Arts and Studies internships. He served as sequence coordinator for MAS during the 2013-14 academic year. His audio recording students work with area musicians to produce videos and audio recordings.

Mel Coffee (melcoffee@uky.edu) has been promoted to associate professor with tenure. He spent two weeks in Zambia in August 2014 where he continued to train radio journalists and managers as part of the School's partnership with ZAMCOM. Coffee also taught journalism and documentary production classes in the Governor's Scholars Program this summer. He is gearing up this fall to revamped the School's live TV Newscast, UK Student News Network, as the school adds new equipment which will allow students to produce more contemporary newscasts and do live shots as part of their regular reporting.

Al Cross (acros3@email.uky.edu) published “Extension Journalism: Teaching students the real world and bringing a new type of journalism to a small town,” in the annual refereed edition of Grassroots Editor, the journal of the International Society of Weekly Newspaper Editors. He was one of several co-authors of “Training rural journalists in tobacco control,” a paper published in the Journal of the Kentucky Medical Association, and contributed a presentation to the online resources of the new book, Saving Community Journalism, by Penny Abernathy of the University of North Carolina. He was elected a faculty senator for the College of Communication and Information, and served on a Kettering Foundation-convened committee of journalism educators exploring how to make service to democracy a larger part of journalism education.

Alyssa Eckman (aeckman@uky.edu) conducted Newspaper in Education training workshops in Lusaka, Zambia. Teachers and representatives of the Zambia Ministry of Education’s Curriculum Development Center attended the training. Educators learned the basics of journalism and then produced content for an 8-page NIE section that was distributed to schools in five Zambian provinces. The NIE section supplements other curricular materials and is designed to engage students in reading and hands-on learning. Topics in this edition included HIV/AIDS prevention and treatment, teen alcohol use, child marriage and intimate partner violence.

Mike Farrell (Farrell@email.uky.edu) served on the Ethics Committee of the Society of Professional Journalists. The committee worked from September 2013 through the 2014 convention to revise the much-used and respected SPJ Ethics Code. As a member of the committee, Farrell participated in numerous electronic discussions and spent a weekend in Columbus as the committee produced its third draft. In January, he participated in a panel discussion for the Scholastic Journalism Division at the AEJMC MidWinter Conference on “New-School
Technology/Old-School Values.” In March, Farrell spoke on “New Media Old Ethics?” to students in the Communications College at the University of Tennessee’s “Social Media Week,” and then spoke to the East Tennessee Chapter of SPI on the ethics code revision process. He continues to write columns on First Amendment and journalism ethics issues for KyForward.com.

Jim Hertog (jim.hertog@uky.edu) is teaching Media Studies research methods and a graduate seminar in political campaign communications this fall. He is preparing to field his sixth online survey of political candidates, spanning nearly a decade. Dr. Hertog recently had his chapter “Political communication in social transformation and revolution” (coauthored with graduate student Robert Zuercher) published in the Political Communication volume of the De Gruyter Handbooks of Communication Science series.


Richard Labunski (labunski@uky.edu) and his wife Elisa moved to Hendersonville, NC, in October 2013 after living in Versailles for 18 years. Labunski is in the phased retirement program and teaches online one course in fall and one in spring. In March 2014, he wrote an op-piece about the 50th anniversary of the New York Times v. Sullivan decision, a landmark opinion by the Supreme Court that protects discussion of public officials. The commentary appeared in the Lexington Herald-Leader and other newspapers. His most recent book, “James Madison and the Struggle for the Bill of Rights,” continues to be widely cited in books, law review articles, Web sites, and in court cases. Labunski continues to volunteer at local humane societies to help homeless animals. He produced videos for the Woodford Humane Society while living in Kentucky and has done two videos for the Blue Ridge Humane Society in Hendersonville. All of his videos and photopaintings are available at www.richardlabunski.com

Thomas Lindlof (lindlof@uky.edu) presented a paper at the Qualitative Research in Communication International Conference in Bucharest, Romania in
October 2013. The revised paper, “Traveling Methods: Tracing the Globalization of Qualitative Communication Research” (with Bryan C. Taylor), was later published in the peer-reviewed Romanian Journal of Communication and Public Relations. He also has a chapter forthcoming in the edited volume, Producing Theory in a Digital World: The Intersection of Audiences and Production in Contemporary Theory, published by Peter Lang. In April he was interviewed about his book, Hollywood Under Siege, by KQAL-FM (Winona, MN), for the program “Sounds of Cinema.” He currently serves as sequence coordinator of the Media Arts and Studies major program and is co-chairing the search committee for the next Director of the School of Journalism and Telecommunications.

Buck Ryan (buck.ryan@uky.edu) produced his fifth KET documentary, “Ballot Bomb: Exploring the Young Voter Explosion,” and published articles with a Russian scholar from Lomonosov Moscow State University on young voters and a Chinese scholar from Jilin University in Changchun, China, on “Finding China’s Voice” for a special Freedom of Expression series by an independent, bilingual news site based in Madrid, Spain. He taught his “Storytelling: Exploring China’s Art and Culture” summer class again for Shanghai University’s International Short Term in collaboration with UK’s Confucius Institute. He did a research presentation at Jilin University on his plans to update his 2008 KET documentary, “Citizen Kentucky/Citizen China: Hope for a New Century,” and gained support from the dean of a new college of journalism and three of his faculty members as collaborators on the project. He taught his Fall ’13 Honors class, “Citizen Kentucky: Journalism and Democracy,” which organized UK’s Constitution Day with then-U.S. Sen. Mitch McConnell’s campaign manager, Jesse Benton, and Tea Party candidate Matt Bevin, and his Spring ’14 Honors class, “iStorytelling,” which produced 15- and 30-second public service videos using cell phones to encourage young voters in the U.S. Senate race. He mentored the school’s first “2+2” students, who attended Shanghai University for their first two years and now are studying at UK, having met them this summer in his SHU course, which was spotlighted when his star student Melody (Zhang Mengni) addressed the opening ceremonies of UK Week at SHU along with UK’s Provost Christine Riordan. Ryan was honored for a third time as “A Teacher Who Made a Difference” by UK’s College of Education, having been nominated by a freshman Honors student.

Scoobie Ryan (scoobie@email.uky.edu) judged a number of state high school journalism contests including video entries for the Florida State Scholastic Press Association and the Michigan Interscholastic Press Association. She judged the hard news print category for the Garden State Scholastic Press Association. Ryan and Prof. Kakie Urch worked on the annual Patterson School of Diplomacy Simulation. Ryan cooperated with Prof. Mel Coffee to coordinate with ESPN’s Campus Connection team to allow 14 broadcast journalism students to produce and air a UK Mens Basketball game in February. She continues to work with WRFL so that JOU 304 students produce and air morning news there.

Mark Stuhlfaut (mstuh2@email.uky.edu) taught an ISC course during International Week at Shanghai University in Shanghai, China this past summer. He also has continued to extend his research about the organizational influence of the creative code of advertising agencies.

Zixue Tai (ztai2@uky.edu) was invited to speak about his research on social media and popular movements in China at a symposium on global activism organized by the Museum of Contemporary Art (ZKM), Karlsruhe, Germany in January 2014. A chapter based on his speech was published by the MIT Press in September 2014 in a volume titled Global Activism Art and Conflict in the 21st Century edited by Peter Weibel. He also was awarded a competitive grant by UK’s Vice President for Research for his research on gold farming in China. He conducted extensive field research and in-depth interviews of players and studio managers in multiple cities in China during the summer of 2014, and his book project is slated to be published by the MIT Press next year. Tai invited Professor Yan Jun of the College of Journalism and Communication at Jilin University in China for a campus visit to UK in April 2014. Professor Yan held talks with faculty members and administrators in JAT as well as the College of Communication and Information in exploring opportunities to expand a variety of bilateral programs in promoting student/faculty exchange and research collaboration. In July 2014, Tai co-organized and coordinated a series of summer teaching workshops at Qingdao Technologies University. Twenty-five young faculty members from Qingdao Tech took part in the workshops.

Also in July 2014, Dr. Tai was invited by the City University of Hong Kong for a site visit to evaluate the Master’s Program in New Media at the Department of Media and Communication. He is serving a three-year term as the External Academic Advisor to the program, a leader in graduate education in the area of new media.

Scott Whitlow (scott@uky.edu) continues to oversee Integrated Strategic Communication internships. She is also the lead instructor for the campaigns capstone course in the ISC major.

## Alumni Updates

<table>
<thead>
<tr>
<th>Year</th>
<th>Name</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>1976</td>
<td>David Fried</td>
<td>(GS/JOU) is president of Comtronics, Inc., a wireless technology company in Lexington and Florence.</td>
</tr>
<tr>
<td>1978</td>
<td>Jim McNair</td>
<td>(JOU) is a reporter with the Kentucky Center for Investigative Reporting in Louisville. He was previously an independent research for hedge funds and a senior business writer at the <em>Cincinnati Enquirer</em>.</td>
</tr>
<tr>
<td>1983</td>
<td>Chris Ash</td>
<td>(JOU) has been promoted to page designer at the <em>Paducah Sun</em>, part of the Paxton Media Group.</td>
</tr>
<tr>
<td>1986</td>
<td>Roger Hicks</td>
<td>(JOU) is director of client services at Current360 in Fort Lauderdale, Fla.</td>
</tr>
<tr>
<td>1989</td>
<td>Stephanie S. Blevins</td>
<td>(JOU) is executive director of the Heart of Kentucky United Way in Danville. Before joining United Way, she was an extension specialist for UK.</td>
</tr>
<tr>
<td>1990</td>
<td>Kris McGlosson</td>
<td>(JOU) is vice president and campaign marketing manager at JPMorgan Chase in Columbus, Ohio.</td>
</tr>
<tr>
<td>1995</td>
<td>Catherine Hayden</td>
<td>(ADV) is communications director at the University of Kentucky College of Communication and Information.</td>
</tr>
<tr>
<td>1998</td>
<td>Brian Gilbert</td>
<td>(TEL) is chief photo-journalist at WLEX-TV in Lexington, Ky.</td>
</tr>
<tr>
<td>1999</td>
<td>Katy Crossen</td>
<td>(JOU) is marketing manager at AI. Neyer in Cincinnati, Ohio.</td>
</tr>
<tr>
<td>2000</td>
<td>Nathan Stevens</td>
<td>(TEL) is IT specialist in the School of Journalism and Telecommunications at the University of Kentucky. He is also co-founder of Digital Chumps, a video game and film review web site.</td>
</tr>
<tr>
<td>2003</td>
<td>Lindsay King</td>
<td>(JOU) is communications manager at Mountaire Farms in Millsboro, Del. She was previously executive producer at WBOC-TV in Salisbury, Md.</td>
</tr>
<tr>
<td>2004</td>
<td>Danny Maupin</td>
<td>(ISC) is a crew member at Trader Joe's in Chicago, Ill. and also works with The iO Theater.</td>
</tr>
<tr>
<td>2005</td>
<td>Susan Beckwith</td>
<td>(ISC) is an education management professional in Santa Ana, Calif.</td>
</tr>
<tr>
<td>2006</td>
<td>Chad Crunk</td>
<td>(JOU) is assistant director of communications at the University of Arkansas in Fayetteville, Ark.</td>
</tr>
<tr>
<td>2007</td>
<td>Farra Franklin</td>
<td>(JOU) is an executive assistant at US Bank in Cincinnati, Ohio. She is engaged to Brandon Pelgen of Erlanger, Ky. and resides in Fort Thomas, Ky.</td>
</tr>
<tr>
<td>2008</td>
<td>Kate Beebe</td>
<td>(ISC) is social media specialist at Frontgate and Grandin Road in Cincinnati, Ohio.</td>
</tr>
<tr>
<td>2009</td>
<td>Sara Bush</td>
<td>(ISC) is program analyst with the U.S. Department of Homeland Security in Manassas, Virginia.</td>
</tr>
<tr>
<td>2010</td>
<td>Nicole Britenriker</td>
<td>(ISC) is corporate sales account executive at Learfield Sports in Lexington, Ky.</td>
</tr>
<tr>
<td>2013</td>
<td>Moira Bagley Smith</td>
<td>(JOU) is communications director for Rep. Steve Scalise (R-La.).</td>
</tr>
<tr>
<td>2014</td>
<td>Mark Collier</td>
<td>(JOU) is editor/owner of FortThomasMatters.com and editor for the <em>Fort Thomas Living</em> magazine. He is also a partner in his family's vending business in the Greater Cincinnati area, Collier Vending, Inc.</td>
</tr>
<tr>
<td>2014</td>
<td>Jason Crossen</td>
<td>(JOU) is program executive with Able Engine in Lexington, Ky.</td>
</tr>
<tr>
<td>2015</td>
<td>Sarah DeSalvo</td>
<td>(JOU) is news producer at WLWT-TV in Cincinnati, Ohio.</td>
</tr>
<tr>
<td>2016</td>
<td>David Ostendarp</td>
<td>(ISC) is digital/annual pass marketing manager at the Newport Aquarium in Newport, Ky.</td>
</tr>
<tr>
<td>2017</td>
<td>Mallory Bonbright</td>
<td>(JOU) is news producer at WLWT-TV in Cincinnati, Ohio.</td>
</tr>
<tr>
<td>2018</td>
<td>David Scoggin</td>
<td>(JOU) is social media strategist at Designs Direct Creative Group in Covington, Ky.</td>
</tr>
<tr>
<td>2019</td>
<td>Julia Meador</td>
<td>(ISC) married William Booher on May 17, 2014 in Myrtle Beach, SC. They live in Atlanta, Ga. where Julie is director of strategic communications planning with the American Cancer Society.</td>
</tr>
<tr>
<td>2020</td>
<td>Lauren Baxter Smalley</td>
<td>(ISC) is account executive with Able Engine in Lexington, Ky.</td>
</tr>
<tr>
<td>2021</td>
<td>Nicole Britenriker</td>
<td>(ISC) is corporate sales account executive at Learfield Sports in Lexington, Ky.</td>
</tr>
<tr>
<td>2022</td>
<td>Kyle Heavrin</td>
<td>(TEL) is commercial accounts and economic development manager with Kenergy Corp. in Owensboro, Ky.</td>
</tr>
<tr>
<td>2023</td>
<td>Brooke Nunnelley</td>
<td>(ISC) is a copywriter with Current360 in Louisville with responsibility for developing concepts and supporting copy for print, digital and branding projects. She was previously a copywriter at Power Creative.</td>
</tr>
<tr>
<td>2024</td>
<td>Marissa Shonkwiler</td>
<td>(ISC) is account manager at Icon Identity Solutions in Chicago, Illinois.</td>
</tr>
</tbody>
</table>
Alumni Updates

Brooke Snelton (ISC) is a strategist on the Walgreens account at OMD in Chicago, Ill.

Ashley Westerman (JOU) is completing graduate studies in journalism at the University of Maryland and working as a reporter/producer at Voice of America. She married Michael Kleinschmidt on May 24, 2014 in Owensboro, Ky.

2011

Alexandra Brown (MAS) is owner of Three Little Monkeys Bakery in San Antonio, Tex.

Ashley Jackson (JOU) is an English language arts teacher at Ranson I.B. Middle School in Mecklenburg County, NC. She was previously with Teach for America.

Meredith Murphy (JOU) married Myron Wilson on Sept. 14, 2013 in Frankfort, Ky. They live in Lexington, where Meredith is a project manager at Symbiotix.

Matt Murray (JOU) is a digital producer/editor with the TODAY show Orange Room and TODAY.com in New York, NY

Bradford Queen (JOU) is deputy director of communications for the Kentucky Secretary of State’s office. He was previously a producer at WKYT-TV in Lexington, Ky.

2012

Darien Baker (MAS) is a self-employed marketing associate in Atlanta, Ga. He was previously an account executive with AT&T.

Zachary Crabtree (MAS) is a photographer and studio camera operator with WDRB News in Louisville, Ky.

Amanda Laborio (ISC) is a print/out-of-home media buyer at Right Place Media in Lexington, Ky.

Jessica Powers (ISC) is a student services adviser in the University of Kentucky College of Communication and Information.

Patrick Thompson (JOU) is local account manager at Plantronics in Ft. Wright, Ky.

2013

Jordan Bell (ISC) is account manager with Kentucky Marketing Solutions in Louisville, Ky.

Sarah-Erizabeth Bush (ISC) spent summer 2014 as a digital media associate at DDC Advocacy in the Washington, DC area.

Erica Hamilton (ISC) is event and PR director with Redefining Beautiful KY in Lexington, Ky.

Kody Little (ISC) is interactive marketing coordinator at Right Place Media in Lexington, Ky.

Orban May (MAS) is a computer technician at Computer Services of Kentucky in Paris, Ky.

Rachel McMahan (ISC) is account executive with Time Warner Cable Media in Louisville, Ky.

Bryan O’Loughlin (ISC) is junior creative manager at Brandominium in Cincinnati, Oh.

Sarah Peterson (ISC) is campaign manager at The Austin Focus in Austin, Tex.

Jamie Pridemore (ISC) is marketing manager with DPA Buying Group in Cincinnati, Oh.

Jillian Seiler (ISC) is a clinical recruiter with Prolink Healthcare in Cincinnati, Oh.

DeBraun Thomas (JOU) is assistant to the operations manager at WUKY-FM in Lexington, Ky.

Nick Wilking (ISC) is a marketing analyst with Accenture in Cincinnati, Oh.

2014

Rachel Aretakis (ISC) is a reporter/social media coordinator at Louisville Business First.

Jordan Bohr (ISC) is a regional account representative with Chefwear in Addison, Ill.

Brian Boughli (JOU) is men’s soccer assistant/goalkeeper coach at Centre College in Danville, Ky.

Jennifer Bowers (ISC) is an account coordinator with Trevelino/Keller Communications Group in Atlanta, Ga.

Becca Clemons (JOU) is editorial multiplatform editor at The Washington Post in Washington, DC.

Kenny Craft (ISC) is a financial advisor career development program trainee at Edward Jones in St. Louis, Mo.

Haeli Denton (ISC) is an event coordinator with Denver Presents, Inc. in Aurora, Colo.

Emily Dicks (MAS) is an account executive at WSMV in Nashville, Tenn.

Kaitlynn Douglass (JOU) is an industry solutions specialist with Recruiting.com in Scottsdale, Ariz.

Taylor Ely (ISC) is an account executive with PRISM Marketing in Columbus, Oh.

Sophie Farley (ISC) is a national sales recruiter for Total Quality Logistics in Lexington, Ky.

Michaella Ferowich (ISC) is a media analyst with MBuy in Chicago, Ill.

Leanne Gali (ISC) is a sales assistant with Time Warner Cable Media in Louisville, Ky.

Anna Harris (ISC) is assistant director of admissions for recruitment with the University of Kentucky in Lexington, Ky.

Mary Mac Joiner is sales and catering coordinator at the Sheraton Nashville Downtown in Nashville, Tenn.

Jamie Lee (ISC) is a brand ambassador with Toyota Motor Manufacturing Kentucky in Georgetown, Ky.

Grace Liddle (ISC) is a product specialist with Cardinal Bank in McLean, Vir.

Megan Migitz (ISC) is an ACCEL retail banking development program associate with PNC in Orlando, Fla.

Mary Ellen Norcia (ISC) is a practice development representative with MD2U in Louisville, Ky.

Amelia Orwick (JOU) is a staff writer at The Jessamine Journal in Nicholasville, Ky.

Kelsie Raines (ISC) is a market development manager with the Coca-Cola Company in Cincinnati, Oh.

Eileen Rooney (ISC) is digital media specialist with Empire City Casino in Lexington, Ky.

David Schuh (JOU) is weekend assignment editor at WDRB-TV in Louisville, Ky.

Tara Scrogan (ISC) is an advertising sales consultant with Innovative Publishing in Louisville, Ky.

Kelly Sonnett (ISC) is a marketing communications specialist with Momentive Performance Materials in Charlotte, NC.

Rhea Starns (ISC) is assistant media buyer/account coordinator for the Accelerated Group in Lexington, Ky.

McCull Thacker (ISC) is a missionary and marketing director with Reach Haiti Ministries.

Rachel Trivette (ISC) is a marketing coordinator with Coldwell Banker in Lexington, Ky.

Olivia Vowels (ISC) is in sales support with Advent Results in Nashville, Tenn.

Elise Waddell (ISC) is a key account coordinator-advertising with Courier-Journal Media in Louisville, Ky.

Ali Wallace (ISC) is a sales concierge with the Keeneland Association in Lexington, Ky.

Stephen West (ISC) is All-Star Prep program director at Cheer Athletics, LLC in Charlotte, NC.

Kortez Wilson (JOU) is a graduate assistant and lead manager at the Joe Craft Center in Lexington, Ky.
Friends of Angelo Henderson work to ensure legacy

By Rochelle Riley

Whenever you talked to Angelo Henderson, on the phone or in person, you had to work to keep up.

He talked at 78 rpm. So if you were chatting at 33 1/3, you had to increase your speed. (For younger than 30, those numbers refer to old records. For anyone younger than 20, records are big CDs. For teenagers, CDs are something people used to put music on before iTunes.)

Angelo, who lived life at a hundred miles an hour, just never stopped. He didn’t rest until his death on February 15, 2014. That’s because he knew he had a lot to do. He, after all, had five jobs. And he was successful at all of them.

He was a journalist who rose to the top of the industry, winning a Pulitzer Prize in 1999.

He was one of the most popular radio talk show hosts in Michigan.

He was an activist who co-founded a community group, the Detroit 300, whose members literally changed the way people lived in troubled Detroit neighborhoods.

He was a minister who heeded God’s calling and became a minister, while continuing all of his other work.

But his most important job was as husband and father.

Writing the words “Angelo died” still doesn’t make it real. I needed it to be a false rumor – like the one Wikipedia afflicts on Sinbad every few years, not for his friends, but for his wife and son, Felecia and Grant.

I’ve never seen any couple more in love than Angelo and Felecia, fellow University of Kentucky journalism graduates and soul mates. She is a fellow journalist who was his perfect match, calm to his tornado, grace to his flurry.

And Grant? I’m so glad Angelo got to see his son become the young man they groomed him to be, a college student with real basketball skills but even better human skills.

There is a scene in the film “Remember the Titans” where Denzel Washington, as Coach Herman Boone, talks to the media about losing a player before the big state championship.

“You cannot replace a Gerry Bertier – as a player or person,” the coach tells gathered media.

Well, Detroit is our team. And you cannot replace an Angelo Henderson. All we can do now is let him continue to serve as role model and inspiration.

Everything Angelo did, he did in the name of Jesus.

Everything we do should be the same, except, additionally, we should do it for Angelo.

A group of Angelo’s friends from 14 states across the country are working to not just preserve Angelo’s legacy and find ways to ensure he is always remembered but to help create more dynamos like him.

Know this: We are, in his honor, working at a hundred miles an hour.

To contribute to the Angelo B. Henderson Endowed Scholarship and Speakers Series at the University of Kentucky to honor the legacy of the Pulitzer Prize-winning writer, train future journalists and expose students in the university’s communications programs to prominent journalists who can serve as role models and mentors, please send your tax-deductible checks to:

Denise Carl, Director of Development
University of Kentucky
351 LCLI
Lexington, KY 40506-0222

This article was originally published in the NABJ Journal, the quarterly magazine of the National Association of Black Journalists. It has been edited for the UK Alum News. Rochelle Riley is a columnist for the Detroit Free Press.

In Memorium

The School of Journalism and Telecommunications sends its sympathy to the family and friends of the following:


Mary Geiger Newell (JOU 1949) died April 19, 2014.


NIE, continued from page 16

“NIE is good for Zambian education because it equips the teacher with a variety of resources that are locally produced,” said Mrs. Hellen Phiri Siame, a teacher from Kabwe in Central Province. “The learners benefit from the NIE because they now have another learning resource beyond textbooks.”

Zambia’s new Education and Curriculum Framework of 2012 positioned HIV/AIDS as a cross-cutting curriculum theme, integrating it into all subject areas at all grade levels.

Eckman and Urch led a specialized training in 2013 in Lusaka for the department heads of Zambia’s Curriculum and Development Center. The curriculum specialists developed NIE-based teaching activities and lesson plans to integrate NIE across Zambia’s life skills curriculum.

The life skills section was then written by experienced NIE teachers, and its content is aimed at students from year six and up. The section includes specific stories about HIV/AIDS. Additional information about treatment and prevention is embedded into other content about gender-based violence, bullying, literacy, child marriage and character development.

This marked the first time an entire NIE section was produced by professional educators rather than ZAMCOM students and staff. This was a key development in Zambia’s NIE program because it signals a commitment on the part of Zambian educators to take ownership of the program and keep it moving forward.
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