

THE UNIVERSITY OF ALABAMA | COLLEGE OF COMMUNICATION & INFORMATION SCIENCES

COMMUNICATOR

SPRING 2016

INSIDE» Tips to Improve Your Public Speaking / WVUA 23—Setting the Standard / American Heavy

WHO ARE MILLENNIALS?

SEE PAGE 12 FOR ANSWERS





VOLUME 36

Communicator is published by the Capstone Communication Society and The University of Alabama's College of Communication & Information Sciences. Its purpose is to keep alumni and supporters informed about the programs, services and activities of the college, as well as developments in the fields of communication and information.

COLLEGE OF COMMUNICATION & INFORMATION SCIENCES

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DEAN'S NOTE

Dear Alumni & Friends,

Ideas, action and people—these are the heart of the C&IS experience. Our students are part of a comprehensive and dynamic educational program unlike any other, and we are proud of the progress and results the college has experienced in recent months.

As you may know, the college underwent an in-depth strategic planning process last year which involved faculty, staff, students and alumni. The results of these workshops and small teams directed us toward four main strategic priorities:

- Improve the internal and external communities of the college
- Cultivate high quality academic and research-based programs
- Provide a learning environment that promotes diversity, equity, leadership and service
- Strengthen the college's national and international profiles

These priorities will drive our focus and our decisions for the next few years as C&IS strives to develop global leaders who do the extraordinary across the full communication, information and media spectrums.

The results of strategic planning also include the decision to merge our Journalism and Telecommunication & Film departments. As we continue to respond to an evolving media industry and keep our curriculum dynamic, our faculty are committed to blending the course curriculum of both departments to form a new Department of Journalism and Creative Media. We believe these new degree options will better align our educational outcomes with industry demands and provide increased career opportunities for students.

Our doctoral program is another area highlighted throughout our planning efforts. Our extraordinary faculty are working to evaluate the curriculum of our doctoral degree by emphasizing collaboration among the units. It is our goal to expand the limits of what communication and information education must be in a changing world. In fact, our professors are redefining the classroom itself—using our Digital Media Center as a teaching laboratory to put ideas to work for immediate impact on student learning.

This edition of *Communicator* highlights some ways the people of C&IS are putting ideas to action and some experiences that make UA's College of Communication & Information Sciences unique. You will see that alumni play a critical role in keeping our college dynamic and relevant through both insight and support. Alumni and supporters are a key to our success and we believe that, together, we are headed toward a very bright future.

Thank you for all you do to make our college one of the best educational programs in the country!



Mark D. Nelson, Ph.D.
Dean and Professor



LEFT TO RIGHT: MARQUIS MUNSON, STUDENT EXECUTIVE COUNCIL JOURNALISM REPRESENTATIVE; JACOB BOBO, STUDENT EXECUTIVE COUNCIL PRESIDENT; KRISTEN ELLIS, C&IS AMBASSADOR PRESIDENT; MARK NELSON, DEAN AND PROFESSOR



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SEEN ON SOCIAL MEDIA



As Tweeted



Rece Davis
@ESPN_ReceDavis

Had a great time visiting with @UACCIS today. Bright students. Big futures in our business



AEJMC
@AEJMC

University of Alabama College of Communication & Information Sciences, receiving the Equity & Diversity award.



Jeff Barrett
@BarrettAll

@Capstone Agency You are still my favorite student agency! Great to be here in real life.



Kayla McGough
@Kayla_McGoo

Thanks @PRCAUA for being a great audience and asking some even better questions! You guys rock!



FOX Sports
@FOXSports

This semester, @FOXSportsU brings together @Outkick. The show with @ClayTravis + @UofAlabama & @BamaAPR



USA TODAY College
@USATODAYCollege

University of Alabama SGA releases 'It's on Us' video usat.ly/1izB6FI



Pictured on Instagram



sarahgdougherty Sharing the LUV with our CEO during today's Culture Center Dedication in his honor. Thanks for all of these opportunities Gary! #swintern



douckillough With fellow @uaccis alum, Rece Davis



whattheheckabecca if there's one thing better than the possibility of winning a signed Nick Saban football, it's a selfie with the dean of the College of Communication and Information Sciences #CCSSKickoff

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Speaking to Success

BY HAILEY GRACE STEELE

“We believe oral communication and effective public speaking skills are part of being an engaged citizen and an effective employee.”

Communication technologies have revolutionized business culture and connected executives and management professionals with their colleagues and employees in new ways. Conference calls, e-mail chains and instant messaging often replace face-to-face, collaborative communication. It should come as no surprise then, that the number of professionals who fear public speaking has continued to rise and is now cited as the greatest fear of more than one-quarter of American adults. With the onset of new communication technology it may seem that the value of effective oral communication has diminished. However, the ability to craft, organize and present a targeted message with confidence has been shown to increase perceived credibility and success and is pivotal to career advancement.

A common misconception surrounding public speaking is that little preparation goes into crafting an effective speech and the art of oral communication is not teachable. With the launch of The Speaking Studio, housed in the College of Communication & Information Sciences, Dr. Alexa Chilcutt and Dr. Adam Brooks have solicited the help of public speaking consultants to coach clients on the skill.

“We believe oral communication and effective public speaking skills are part of being an engaged citizen and an effective employee; and we believe the principals of oral communication are pivotal in a variety of industries and areas,” Dr. Adam Brooks, Assistant Director of Public Speaking, said.

The community-wide resource, staffed by trained consultants, facilitates the recording

and immediate feedback of individual and group presentations. It is a resource that many have found useful.

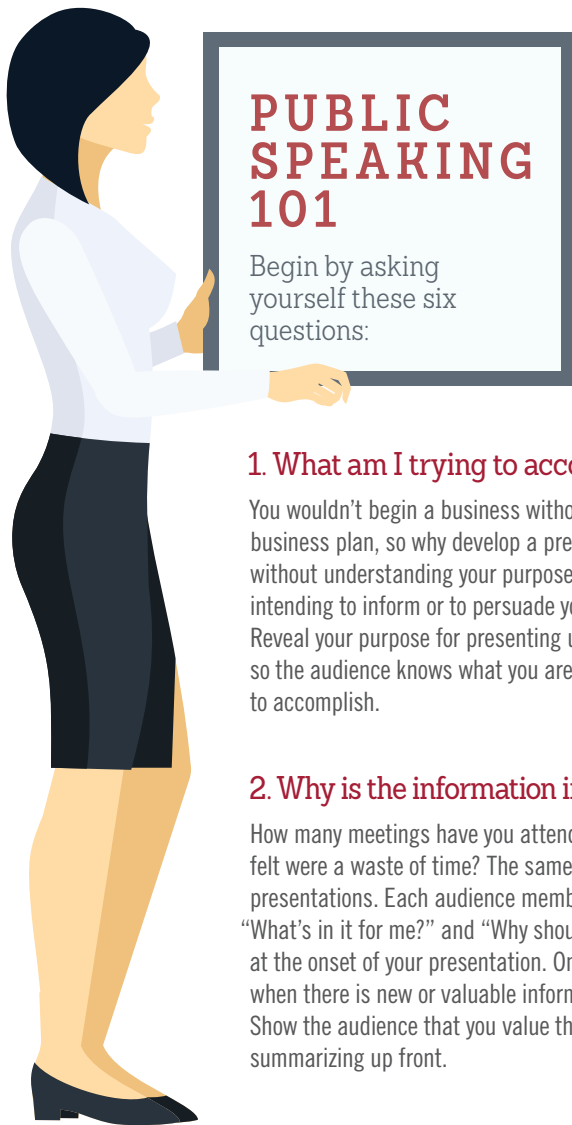
C&IS instructor and doctoral student Brandon Chicotsky recently used The Speaking Studio in preparing for a University-wide public speaking competition in which he took home first prize.

“I used The Speaking Studio roughly 20 times in preparation for the Three Minute Thesis competition,” Chicotsky said. “I believe part of the reason I won the competition was [because of] The Speaking Studio’s excellent support. They provided a breakdown of my speech, delivery and approach. Using video recording technology and highly skilled speaking coaches, we re-tooled several key areas of my speeches and improved my delivery. Ultimately, I became stronger in my overall approach and impact as a speaker with the help of The Speaking Studio.”

Currently, The Speaking Studio is working with speakers participating in Tuscaloosa TEDx, a program of local, self-organized events that bring people together to discuss ideas worth spreading. This is the second year the group has worked with The Speaking Studio.

Staffed with experts who have been identified as leading the field of Communication & Information Sciences, Dr. Brooks said he believes C&IS faculty should be the people that the community come to when they need help with their communication.





UA's public speaking program was named a *Program of Distinction* by the National Communication Association last fall. Learn tips to improve your public speaking from our experts Dr. Alexa Chilcutt and Dr. Adam Brooks.

1. What am I trying to accomplish?

You wouldn't begin a business without a clear business plan, so why develop a presentation without understanding your purpose? Are you intending to inform or to persuade your audience? Reveal your purpose for presenting up front so the audience knows what you are attempting to accomplish.

2. Why is the information important?

How many meetings have you attended that you felt were a waste of time? The same is true for presentations. Each audience member is asking, "What's in it for me?" and "Why should I care?" at the onset of your presentation. Only present when there is new or valuable information to relay. Show the audience that you value their time by summarizing up front.

3. Who am I speaking to?

In speaking, as in business, understanding your customer is vital to success. Audience identification is critical to understanding how to approach the topic and what information should be included or not included based on their existing knowledge or opinions. Don't waste their time and yours by rehashing information that should be understood. Also, take the time to know what they care about and tailor the message to suit their needs.

4. Where am I speaking?

While this question may not deal with the content itself, it will help determine the formality of the presentation. In most cases, authenticity overrides form. The size of the group and how the space is physically arranged will help determine if you are able to make it more conversational and interactive versus a more formal mode of presentation and whether you need larger visual aids.



5. When am I speaking?

The question of time will guide the amount of information. Time constraints and time of day factor into how receptive the audience may be. Numerous studies have indicated that people typically listen at a rate of 50% effectiveness. This means they listen to or absorb half of what you are saying. To compound the issue, they walk away remembering only about 25%. Given your time constraints, identifying the most important 25% of your message should direct how you organize and deliver the content.

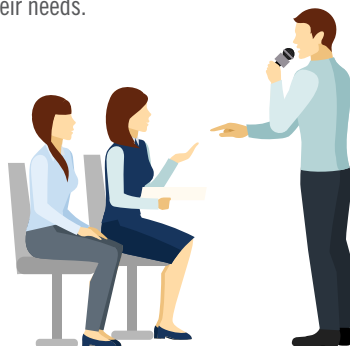
Check any technical function you may use in advance to ensure your presentation goes smoothly.

6. How should I present?

Based on the information you have gathered at this point in the preparation process, what makes sense? A PowerPoint or Prezi is not necessary in all circumstances and should, when used, be visual rather than textual. Handouts should include auxiliary information that supplement the message. An example includes stating a number or statistic and then providing the full process (graph, chart, etc.) on a handout referencing it for those who want to look at the details. How you present is tied to the purpose, audience, and time. Energy is always appreciated!



The Speaking Studio helps students and professionals plan and present their speech.

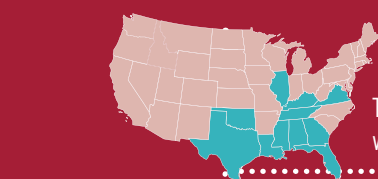


BY THE NUMBERS

we are
C&IS

The College of Communication & Information Sciences is among the **top 10** largest communication programs in the United States and consistently ranks among the best schools of our kind in the world. Many faculty hold top prizes in their professions, including the **Pulitzer Prize**. Our state-of-the-art Digital Media Center has become one of the **top media teaching laboratories** in the world. Leading the nation with one of the most complete educational programs across all fields of communication and information, C&IS is home to graduates who are highly recruited in their fields and **alumni** who advance to top positions in their careers.

EXPERIENCING C&IS



The Alabama Forensic Council will travel to **11 STATES** this year.

100
students intern with the Digital Media Center each year.

5 PULITZER PRIZES
have been awarded to C&IS faculty

The Plank Center for Leadership in Public Relations has placed **48 educators** in **30** host agencies or corporations over the last six years.



Faculty members produce **240+ SCHOLARLY PUBLICATIONS** each year.



LIFE AFTER C&IS

600+
students graduate from C&IS each year



17,000+
alumni represent
50 STATES AND 29 COUNTRIES

POST-GRADUATION PLANS FOR THE CLASS OF 2014

83%

DIRECTLY
TO WORK

15%

GRADUATE/
PROFESSIONAL
SCHOOL

2%

TRAVEL/
MILITARY
SERVICE/
OTHER

GLOBAL C&IS

100+
C&IS students study in
other countries each year.



The School of Library and Information Studies has an active internship program in **5 foreign countries** including Canada, Germany, India, Ireland and Korea.



70+
students have participated in the TCF in Los Angeles Internship Program since 2012.



80+
students applied for the inaugural PR in Paris program which will launch in summer 2016 with 20 students.

C&IS IN THE COMMUNITY

C&IS faculty, staff and students partner with members of the community throughout the year to foster development, education and engagement. Through these partnerships, the college seeks to make its resources and strengths available throughout the state, nation and world.



1. Discovering local partnerships

WVUA 23 television station hosted the Tuscaloosa Chamber of Commerce for a Business After Hours event at the C&IS Digital Media Center. The monthly event was one of the Chamber's best-attended functions. More than 150 business and community leaders from West Alabama attended the event that included a catered dinner, door prizes and informal networking. Attendees toured WVUA 23's newsroom, set and offices.

2. Promoting media diversity

The Department of Journalism partnered with UNITY Journalists for Diversity, Inc. to host a regional summit on UA's campus. The summit, titled "Empowering the Southern Narrative" brought journalists from around the U.S. to Tuscaloosa to discuss innovative and inclusive ideas on media literacy, social media, entrepreneurial journalism and poverty. Workshops on The New South and Neighborhood Reporting facilitated discourse on critical

topics including: emerging social, cultural and demographic trends in the South and identifying and investigating problems in marginalized neighborhoods.

3. Exploring bilingual communication

The C&IS National Association of Hispanic Journalists partnered with the College of Arts and Sciences to host Breaking Barriers: The Alabama TV Story in Gorgas Library. Alabama



TV, the state's first bilingual television program, originally debuted on WVUA 23 in the summer of 2014. The event facilitated conversation on the importance of bilingual communication in reaching diverse audiences and included a panel discussion with Alabama TV staff. Journalism students in Dr. George Daniels' Reporting and Writing Across Media course were given the opportunity to interview the Alabama TV staff on their work at the Digital Media Center before the community-wide event took place.

4. Enhancing Alabama's libraries

The School of Library and Information Studies graduated its second cohort of students from the Sustainable Training for Alabama Public Library Employees (STAPLE) program. The group of 30 paraprofessional librarians participated in the yearlong management training program supported by grant funding from the Institute of Museums and Library Services. STAPLE was created to provide Alabama library managers

with enhanced planning, communication, and networking skills. Educational resources developed by the program are freely available on the web.

WHAT DO THEY SAY

C&IS student athletes

were asked “How has your education in C&IS affected your performance as an athlete and impacted your relationships with teammates?”



It has been a blessing to be a part of C&IS. C&IS has established a foundation not just for my sport, but for my life. [The college] has improved my communication skills with my team, coaches, and fans through leadership, interviews, and conflict management.

I hope C&IS will continue to benefit and challenge my professional career.

EMMA TALLEY
GOLF



I have developed skills that help me relate to people from all areas of life and backgrounds. I believe this has helped me become a person who can lead and a person that all of my teammates can respect.

MICHAEL NYSEWANDER
FOOTBALL

It has affected my performance as an athlete because it has allowed me to communicate critically with my coaches and teammates in times when our thoughts and ideas might clash. I've learned to listen and learn through how others communicate to solve problems and overcome adversity.

KENYAN DRAKE
FOOTBALL



My education and classes in C&IS have positively affected my performance on the court, as well as helped me maintain relationships off the court with my teammates. My classes have helped me better understand my team and coaches and the best possible way to communicate and have relationships with them.

MAYA JANSEN
TENNIS



On the rowing team, my position is called the coxswain. That means that I have to communicate effectively and confidently. C&IS has increased my ability to do that, even in high-intensity, high-pressure situations when I'm responsible for eight people in a boat. That has also helped me become closer to my teammates. When we're on the water, they trust me to take care of them, and to know what's going on and what we need to do.

SHANNON SWEATT
ROWING

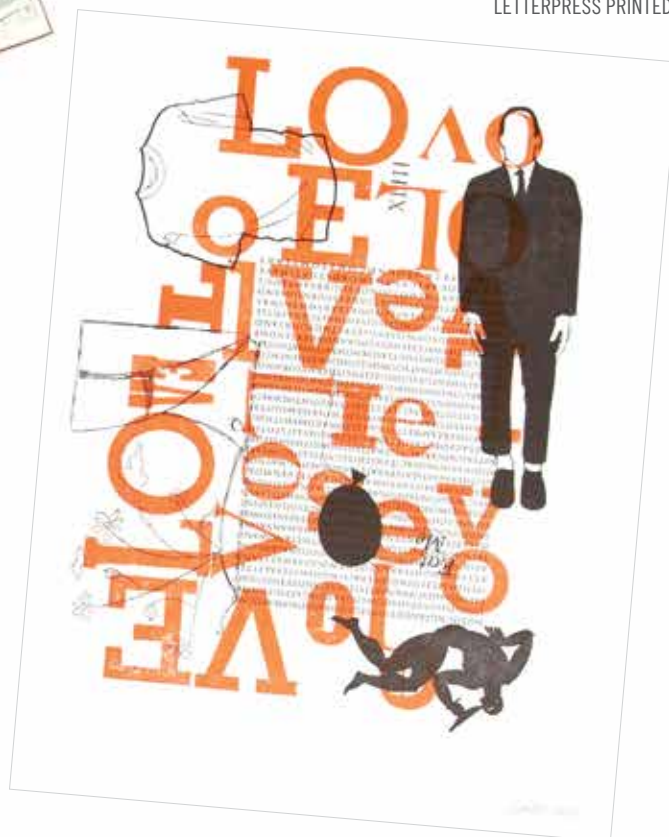
BOOK ART AT BAMA

The School of Library and Information Studies M.F.A. in book arts is one of only five in the nation. The program emphasizes the art and craft of making books by hand. Students of the program typically concentrate on one of four focus areas: printing and publishing, bookbinding, papermaking or the history of the book. Pictured is a sampling of student-produced work.

Becky Beamer
"TIMBER" MINIATURE BOOK
LETTERPRESS PRINTED TEXT,
ORIGINAL PHOTOGRAPHS AND
A 35MM NEGATIVE HIDDEN
INSIDE OF THE BINDING



David Nees
"LOVE IS LOVE" POSTER PRINT
LETTERPRESS PRINTED



Charlie Westerink
"RADIUM" BOOK
LETTERPRESS PRINTED AND
BOUND IN A BUILT-IN-GROOVE
CASE, WITH ARTIST-MADE
PASTE PAPER AND
AN INSET LABEL



Kyle Anthony Clark
"TAR GOSPEL" BOOK
INKJET, LETTERPRESS
PRINTED, HANDMADE PAPER,
JAPANESE STYLE CASE WITH
A MAGNETIC CLOSURE



Setting the Standard

BY HAILEY GRACE STEELE
& ALEXIS LONG-DANIELS

Housed in the Digital Media Center at Bryant-Denny Stadium, WVUA 23 is one of only two commercially owned university television stations in the country. Staffed by professionals and UA students, the station produces 13 hours of local news content each week and reaches more than 1.8 million viewers across the state of Alabama. From its humble beginnings in the basement of Reese Phifer Hall, to producing broadcasts for one of the top 40 television markets, WVUA 23 has made its name by providing quality programming to its viewers. Today, the station is setting the standard for hands-on learning opportunities and C&IS students are graduating more prepared than ever to enter the work force.

The DMC opened its doors in March 2014 and is one of the largest teaching centers of its type in the nation. The new facility houses WVUA 23, the Center for Public Television, Alabama Public Radio and Crimson Tide Productions. Last October, WVUA 23 hosted a launch party to debut its newly renovated and relocated broadcast set. The new set brings fresh energy to the station's daily broadcasts and offers ample space for news anchors to interact with their audience. The reveal was the final step in establishing their new home in the Digital Media Center and the culmination of the vision for the station's facilities.



"I think when people see the studio, it opens their eyes to how dedicated the University is and how committed it is to the program."

"I think when people see the studio, it opens their eyes to how dedicated the University is and how committed it is to the program," Steve Diorio, associate director of news and sports for WVUA 23, said. "It has a positive impact on the students [who] are looking to come here, and the students that are already here realize how lucky they are."

With the new set, and instruction from industry professionals, students are experiencing accurate simulations of real-world broadcasting and entering the workforce more prepared than their peers at other institutions.

"The set itself gives us a cleaner, fresher look compared to what we had and compared to some of the other stations in the market," Diorio said. "It allows us so many more opportunities to showcase the work that we do here and I think that appeals to our students."

Sarah Macaluso, a senior majoring in telecommunication and film, has interned with WVUA 23 for three years. She said the new facility speaks to a renewed commitment to professionalism and sets a higher standard for incoming interns.

"The design of our new set is one that would rival any other local commercial television set," Macaluso said. "It reflects the Tuscaloosa community and the students of UA who are an integral part of the station's day-to-day functions, while staying true to one of the values of WVUA, which is being a teaching and learning facility to students at UA."

Last fall, the station welcomed 12 new student interns as WVUA 23 continued to expand their influence on students across campus. The new interns joined 18 returning students and a permanent staff of about 30. Diorio attributes the growth of the program to the variety of student experiences offered with the station.

"We function as a typical TV station so students aren't just covering stories around campus, they're actually going out and recording real news," Diorio said. "They're covering city hall things, they're covering unfortunate death stories, or they're covering personal stories that they wouldn't be able to if it were just a campus-type station."



CLOCKWISE FROM TOP LEFT: LYNN BROOKS, NEWS DIRECTOR AND ANCHOR, PHILLIP COLEMAN, ANCHOR, AND RICHARD SCOTT, CHIEF METEOROLOGIST, PREPARE FOR A NEWSCAST ON THE NEW SET OF WVUA 23 INSIDE BRYANT-DENNY STADIUM; JARRETT BYARS, STUDENT INTERN, RECEIVES HANDS ON TRAINING ON THE SET OF WVUA 23; RICHARD SCOTT, CHIEF METEOROLOGIST, AND HANNAH KELLING, STUDENT INTERN, DISCUSS WEATHER PATTERNS BEFORE THE FIVE-O'CLOCK NEWS HOUR.

Macaluso said she believes the opportunities she's received with WVUA 23 wouldn't have been possible anywhere else.

"We get the opportunity to fully immerse ourselves in the day-to-day routine of a live, working commercial television station from all angles. In most internship programs, you won't have the opportunity to produce a complete newscast by yourself, report a sports or news story on-air or anchor a newscast," Macaluso said. "At WVUA, the sky is the limit and the opportunities are endless."

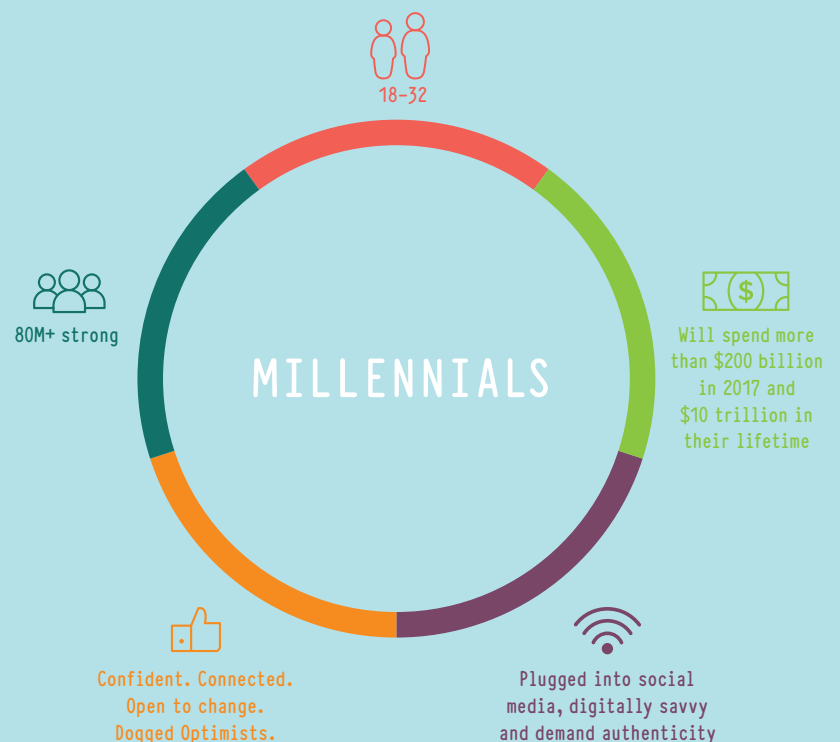
WHO ARE MILLENNIALS?

BY HAILEY GRACE STEELE



Millennials are the first in the modern era to have higher levels of student loan debt, poverty and unemployment, and lower levels of wealth and personal income than their two immediate predecessor generations--Gen Xers and boomers--had at the same stage of their life cycles.

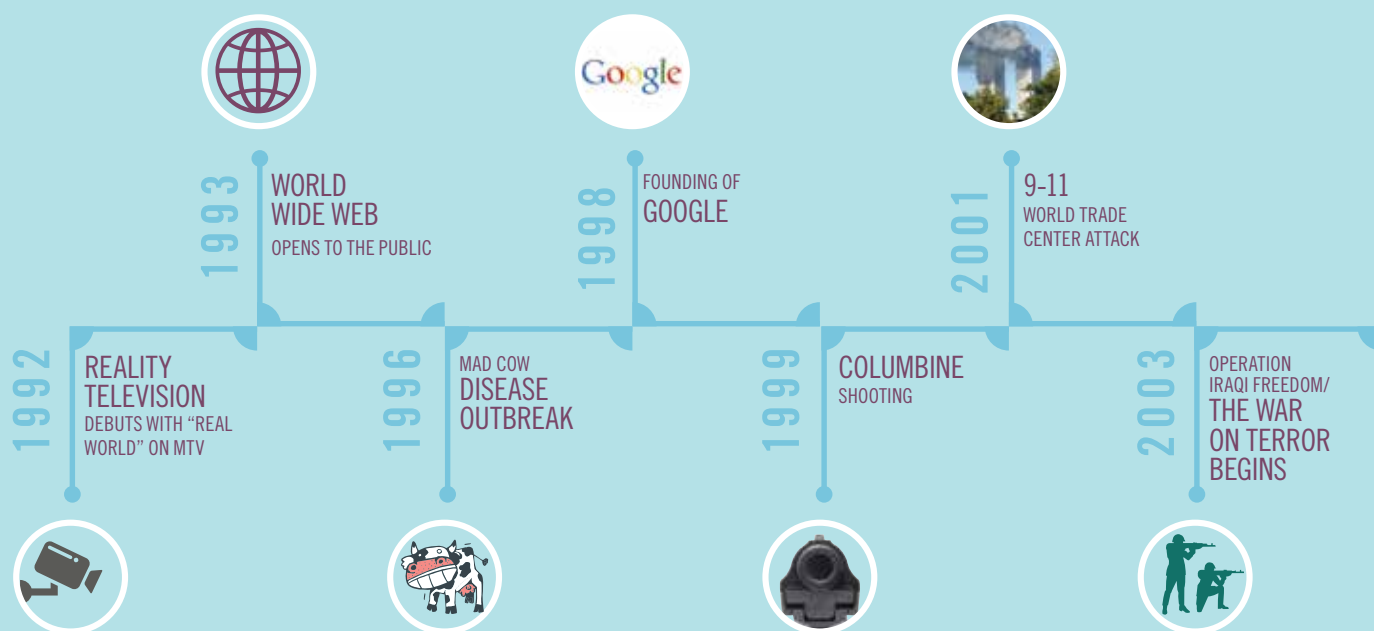
Millennials have come of age during one of the most radical periods of change in human history. With the onslaught of the World Wide Web and reality television, cultural globalization has never been more attainable and the job market has never been more competitive. The industry demand for advanced degrees is almost as high as the debt collected obtaining them. As children, millennials witnessed the most devastating terrorist attack on United States soil in history. As adults, they entered the work force during the most dangerous financial crisis since the Great Depression of the 1930s.



MILESTONES IN A MILLENNIAL'S LIFE

The term millennial refers to the group of young adults between the ages 18 and 32 who came of age during the 2000s.

Below is a snapshot of the innovations, events and challenges the generation has experienced.



"Constant phone and online conversation has replaced many millennials' desire for face-to-face contact. Eventually, I fear that my children won't understand the importance of spoken conversation at all."

BETHANY CORNE
SOPHOMORE, PUBLIC RELATIONS
AND BUSINESS MANAGEMENT

According to findings from the Pew Research Center, "millennials are the first in the modern era to have higher levels of student loan debt, poverty and unemployment, and lower levels of wealth and personal income than their two immediate predecessor generations—Gen Xers and boomers—had at the same stage of their life cycles."

Despite their obstacles, this young generation has already created Facebook, elected the first black President of the United States, occupied Wall Street and legalized same-sex marriage.

Still, they are hailed as the "Me, Me, Me Generation" on the cover of TIME Magazine; deemed lazy, selfish, wasteful and shallow by their Generation X predecessors and are sometimes considered the most entitled and

narcissistic cohort in generational study history. But a group of researchers at The University of Alabama stand poised to challenge the status quo of the millennial generation.

In an effort to identify the group's authentic voice, Dr. Regina Lewis, associate professor of Advertising and Public Relations in the College of Communication & Information Sciences, has enlisted the help of Intermark Group's strategic planner, Dr. Lindsay Sutton, and Susan Fant of Culverhouse College of Commerce. Together, the IMAGEN Y team is setting out to prove there might be more to this generation than its stereotypes.

The group will use a new approach to survey millennial students at The University of Alabama between the ages of 19 and 24. Utilizing a series of e-surveys and follow-up focus groups, the

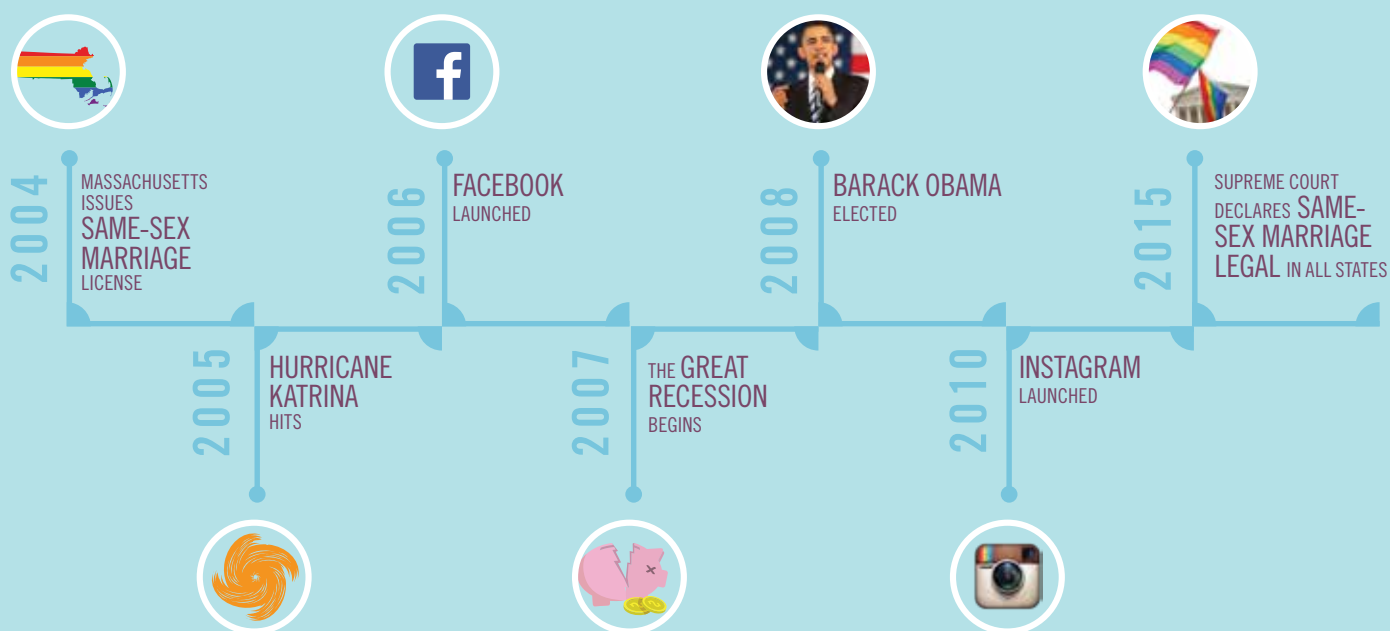


Photo Credits: Dan Howell / Shutterstock.com; Everett Collection / Shutterstock.com; tanuha2001 / Shutterstock.com

research seeks to investigate myriad topics as they see them existing for the millennial cohort in the year 2025. This exploratory study will collect the viewpoints, opinions, and expectations of UA's undergraduate students. Specifically, a series of surveys will be conducted that ask respondents to consider their lives and surroundings in the year 2025 and to self-report their forecasts after a decade of change.

This method of study, called foresight, uses scenario planning to better understand the lives and values of the group 10 years in the future. It is a method, Dr. Regina Lewis believes, has never been used before in this millennial context.

"All of the negative press this generation has received is based on speculation," Lewis said, "but it is not as though researchers have gone directly to the source."

With this research, the group not only hopes to achieve insight on the values and ethos of the generation, but also to offer practical advice to the industry on how they will be spending their money.

"There are so many businesses and industries that are hungry to have a sense for which direction to take as a business so they can better serve this generation as they're spending more and more money," Lewis said.

Dr. Lindsay Sutton said she believes it is obvious that millennials are a very attractive audience for different industries and she hopes this study will provide much needed answers.

"It started as a little bit of a brainchild here at Intermark Group," Sutton said. "We deal a lot in segmentation and different target audiences.

"Society as we know it will surely be at its peak 10 years from now. As social trends and pop culture are woven into our everyday lives at the ease of social media, the world is constantly changing as society becomes more innovative. I am confident that the possibilities are endless!"

JUSTIN WASHINGTON
JUNIOR, PUBLIC RELATIONS



IMAGEN Y

A group of researchers, at The University of Alabama and Intermark Group are conducting a novel research project, termed IMAGEN Y, on the millennial generation. This exploratory study aims to collect viewpoints, opinions and expectations of undergraduate students at The University of Alabama as they use foresight to predict their lives ten years in the future. In an effort to identify



LEWIS

the group's authentic voice, Dr. Regina Lewis, associate professor of Advertising and Public Relations in the College

of Communication & Information Sciences, has enlisted the help of Intermark Group's strategic planner, Dr. Lindsay Sutton, and Susan Fant of Culverhouse College of Commerce. This spring, the group is conducting one-on-one interviews, focus groups and scenario planning sessions on UA's campus to learn more about the largest



SUTTON

generation in history.



FANT

They are expected to finalize their work in November 2016.

I spend a majority of my time doing research for clients and [this research] sprung out of the idea that there was a lot of bad press when it came to millennials."

As of 2016, millennials are the largest and most diverse living generation, and make up the largest segment of the working population. They are expected to collectively spend more than \$200 billion starting in the year 2017, and upwards of \$10 trillion in their lifetimes.

With this kind of spending power, the research group believes it is critical to understand how millennials expect their lives and livelihood, as well as the environment around them, to change in the coming decade.

"It is vital to attempt to understand this unique voice in the market and gain insight into just what their futures may hold," the group said in an executive report written on their research.

In a small sample study conducted for this article, a few trends seem to be emerging as millennials look to the future: they want corporate jobs in large cities, family is still important—but starting their own can be delayed for a while, and social justice causes will remain at the forefront of millennial-shaped discussion. They reject the idea that their generation is considered lazy and cite the blurred lines between work and home, and the demand to be "always on," as a challenge not faced by previous generations. They are the generation that wants it all: the job, the family, the social relationships and the fulfilling civic life.

As the first generation of digital natives, it seems their affinity for technology defines how they spend their money. Millennials expect instant access to in-depth product information, peer reviews and price comparisons. The generation is seeking brands that offer maximum convenience at the lowest cost. According to AIMIA Inc.'s Millennial Loyalty Survey, 57% of millennials will compare prices before making a purchase.

Termed "the sharing economy" by Goldman Sachs Global Investment Research group, millennials have been reluctant to buy homes, cars and luxury goods. Instead, they are seeking access to services without the burden of ownership. The desire to abstain from ownership while ensuring the best prices for goods and services has lent to the success of companies like Amazon and Uber.

Millennials consider wellness a daily, active pursuit and are more likely than previous generations to spend money at health food stores. It is clear that they are willing to devote their time and money to exercising and eating healthy.

This attitude has influenced trends in everything from food to fashion.

Millennials want to know how a product or service can be a useful, convenient tool in their daily lives. They also place high value on social responsibility and ethically-sourced products. Many agree that they would prefer a career where they feel they are promoting social justice rather than a larger paycheck. Gender equality in the workplace, LGBTQ rights and equal opportunity education seem to be at the forefront of their concern.

Millennials are skilled with technology, determined, diverse, culturally aware and more educated than any previous generation. Perhaps now is the time to put away judgments and dispel stereotypes while UA's research team listens to the next generation tell their story.

INITIAL FINDINGS

While hundreds of students are in the process of taking surveys about life in 2025, here is a glimpse at some of the early responses:

"I feel as though my work ethic or what I bring to the table will be more important, not what I learned in high school or studied in college."

"I think the biggest thing on my mind [10 years from today] will be sustainability of water and food. I think that will be my biggest concern by far."

"I expect to see a move towards 'greener and minimalistic packaging."

When asked, "what will you be doing about your carbon footprint", students said:

"Live a more environmentally-friendly life"

"Be conscious about the decisions I make in my daily life."

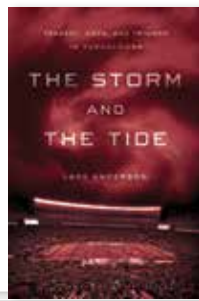
And, when asked, "how will you define fun in 2025?" students wrote:

"Fun will be with kids."

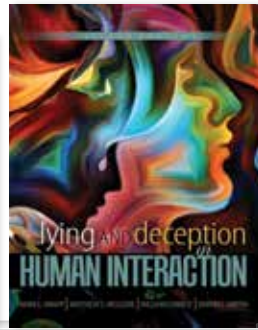
"The people that I'm with. It will be the same as now, if I'm with people I love, I'm happy."

C&IS BOOKSHELF

Last year, C&IS faculty published more than 240 books and scholarly articles. Here is a look at some of the recent book releases authored or co-authored by C&IS faculty.



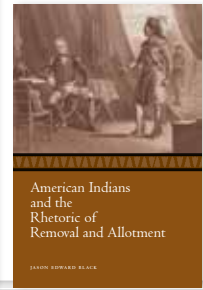
The Storm and the Tide
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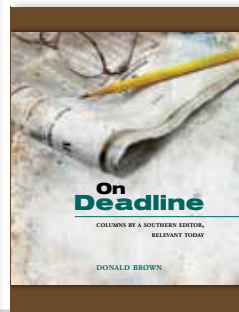
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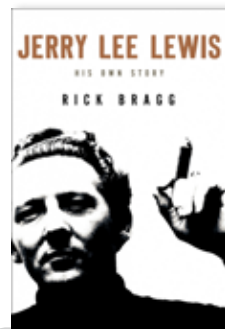
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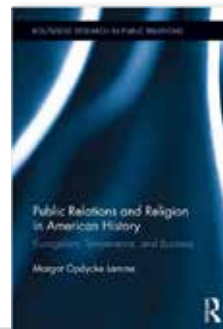
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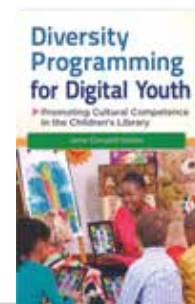
Sweetwater
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Diversity Programming for Digital Youth
Dr. Jamie Naidoo
LIBRARY & INFORMATION STUDIES



When Giraffes Flew
Dr. Jeff Weddle
LIBRARY & INFORMATION STUDIES

For more information and a complete list of books, visit cis.ua.edu/books.

ALUMNI PROFILE



Logistically Speaking

BY HAILEY GRACE STEELE

MARIE ROBINSON

From transportation platoon leader in the Gulf War to Senior Vice President of Company Strategy and Chief Operating Officer of Michael Kors, Marie Robinson's path to success has been anything but ordinary.

Robinson first discovered her aptitude for logistics and distribution as a member of The University of Alabama's Army ROTC program. Throughout her career, she has made history in the emerging field launching Wal-Mart's first e-commerce distribution center and serving as the first female Vice President of Logistics for the company. The 1989 journalism graduate said it was her education at The University of Alabama that gave her the confidence and skillset to tell her story, effectively communicate with others and, ultimately, move ahead in her career.

Today, Robinson begins her days at Michael Kors by checking in with the company's global operations—a division of the company that she is largely responsible for creating. When Michael Kors recruited Robinson in the spring of 2014, she was tasked with introducing the discipline of operations to the company and building a global strategy team from the ground up. Now she is fully responsible for the company's operations

and distribution of goods, as well as their corporate strategy.

"Corporate strategy is really about working with the board of directors, our CEO and our division heads to constantly be reevaluating what our future looks like and how we're allocating our resources," Robinson said. "Good strategy is about knowing what to say no to."

Robinson said she sees her role as an impartial negotiator, facilitating discussion and making sure that all ideas are carefully considered. It's a role she believes her communication background helped prepare her for.

"The ability to listen closely, whether that's through technology or individual communication, or interviews—the world is hungry for that. You can use it anywhere and I'm proof of that," Robinson said. "You don't have to use those skills in the traditional communication sector. The ability to bring people together, communicate and tell a story will bode you well anywhere you might find yourself."

Robinson's experience in logistics and operations, coupled with her understanding and appreciation of communication, has made her instrumental in the implementation of sustainable business practices at Michael Kors. With her leadership, one of today's largest and most influential fashion design companies has solidified its standing as a thriving business organization and a key player in the global economy.



MARIE ROBINSON, SENIOR VICE PRESIDENT OF COMPANY STRATEGY AND COO FOR MICHAEL KORS, PRESENTS AT THE COMPANY'S DISTRIBUTION HEADQUARTERS.

STUDENT PROFILE

In the National Spotlight

BY SARA HARTLEY



PATRICK MADDOX



TOP: PATRICK MADDOX FILMS JORDAN FORREST, SGA EXECUTIVE DIRECTOR OF PROGRAMMING AND ADVANCEMENT.

BOTTOM: RETIN OBASOHAN, A GUARD FOR UA'S MEN'S BASKETBALL TEAM MAKES HIS STANCE AGAINST SEXUAL ASSAULT.

When Student Government Association President Elliot Spillers and his team launched a campus-wide awareness campaign about preventing sexual assault last fall, Patrick Maddox, a senior majoring in telecommunication and film, was given the opportunity to put his expertise into action. Maddox was asked to direct a Public Service Announcement (PSA) as part of the national "It's On Us" campaign created by the White House. Now, Maddox calls the project a defining moment in his UA career.

Working with the direction of Associate Professor Dr. Rachel Raimist, Maddox led a team of students in creating the PSA, which spotlighted students from all areas of campus including athletes, members of the Greek community and elected student officials.

"Patrick had to articulate his vision and translate the technical needs of the shoot to non-film collaborators," Raimist said. "[That] is not always an easy task, but is very 'real world' experience he gained through this collaboration."

The film received more than 27,000 views within days of its release putting the work of the telecommunication and film major in the spotlight. The campaign garnered attention from both local and national news and gave Maddox an experience he will take with him into his career.

The goal of the PSA is what motivated Maddox to partner with SGA when the idea

was originally pitched. Maddox has a passion for telling untold stories and plans to pursue non-fiction storytelling in his career. He hopes to direct social and cultural documentaries upon graduation this May.

"There are lots of people in the world who live completely different lives that nobody really knows about and my goal is to tell those stories," Maddox said.

Throughout his time at The University of Alabama, Maddox has approached his education knowing that his college experiences have the potential to shape his future plans. He is a leader in the Million Dollar Band, an intern with Creative Campus and worked in Los Angeles with the TCF in LA program. Raimist described Maddox as confident, dependable and focused.

His team was made up of four additional telecommunication and film students, a music student and public relations student, Jordan Forrest, who directed the overall campaign efforts on UA's campus. Maddox credits his strong peer group for the success of his first PSA.

To get involved with The University of Alabama's stand against sexual assault and see Maddox's work, visit sga.ua.edu.

C&IS RESEARCH



Dr. Jamie Campbell Naidoo, associate professor and EBSCO endowed professor for the School of Library and Information Studies, was awarded an Internationale Jugendbibliothek (International Youth Library) Research Fellowship funded by the Foreign Ministry of the Federal Republic of Germany. The fellowship is awarded to approximately 12 researchers in the world each year. In his research, Naidoo identifies, examines and critically analyzes foreign language children's picture books and easy-to-read children's novels with lesbian, gay, bisexual, transgender or queer (LGBTQ) content. His analysis adds to the limited English-language scholarship on the topic of homosexuality in children's literature. Naidoo's work follows up his award-winning book, *Rainbow Family Collections: Selecting and Using Children's Books with Lesbian, Gay, Bisexual, Transgender, and Queer Content*, which was featured in an international cultural exhibition of LGBTQ children's books and research *Cooperativa Culturale Giannino Stoppini's Famiglie: Papà, mamma, fratelli, xii, nonni, cugini e amici* in Bologna, Italy. His book was also honored by two U.S. publishing awards. His current research complements and expands the work to include English language books published since 2011 and non-English language children's books not previously covered. Preliminary research results indicate that specific countries such as France, Spain and Italy produce several titles each year with LGBTQ content. "Queer" experiences are not considered unusual or extraordinary in children's books from these countries, whereas in most English-speaking countries children's books are mainly focused on persuading readers that being "queer" or having a "queer" family is okay. The bulk of Naidoo's research will be published in a U.S. scholarly book tentatively titled *A World of Rainbow Family Collections: Children's Books and Media with Lesbian, Gay, Bisexual, Transgender, and Queer Themes from Around the Globe*.

Dr. Jason Black, associate professor of rhetoric and public discourse in the Department of Communication Studies, was awarded the Reese Phifer Fellowship, a competitive, internal grant that allows faculty members to complete a project currently underway or to begin new research. Black used the fellowship to complete his book *American Indians and the Rhetoric of Removal and Allotment*, research the Native mascot, and begin working on a Native mascot book that is under contract with the University of Illinois Press. His book, *American Indians and the Rhetoric of Removal and Allotment*, examines the ways the U.S. government's rhetoric and American Indian responses contributed to the policies of Native-U.S. relations throughout the nineteenth century's removal and allotment eras. His research on the Native mascot addresses recent controversy surrounding the team name, visual symbols, and rituals and performances of the Washington Redskins professional football team. He discusses how Native American communities should be represented in the nation's imaginary. Black's book, *Mascotting Native America: Names, Images, and Rituals* features a blend of methodological approaches ranging from national surveys and case studies to stakeholder interviews. It is designed to advance American conversations surrounding Native American mascots by exploring the ancillary questions that inform the overarching one: should Native American mascots remain or should they be abolished? With his Fellowship, Black traveled to the International Communication Association (ICA) convention to present his work and meet with the University of Illinois Press where he secured his book contract.



Dr. Eyun-Jung Ki, an associate professor of public relations, received the Page and Johnson Legacy Scholar Award from the Arthur W. Page Center at Penn State College of Communication for her study of integrity in public communication. Her research will examine the impact of organization sustainability communication on public relations outcome variables, including relationship quality, attitudes toward an organization, and supportive behaviors. Ki defines organization sustainability communication as "an organization's voluntary, planned, and strategic communication efforts for working towards a balance of economic, social and environmental goals and values in order to achieve the long-term goals of an organization and its stakeholders." With the funding from her fellowship, Ki will conduct a nationwide survey on the ways organizations communicate with the public about their efforts in sustainability. Ki will investigate the importance of economic, social and environmental aspects of sustainability to the public. Her research will contribute to the existing literature on sustainability communication, which focuses primarily on environmental issues, and expand this focus to include other key forms of sustainability, namely economic and social responsibility. Ki's goal is to increase understanding of the public's values and responses to different aspects of organization sustainability communication and provide guidance for organizations on how to effectively allocate sustainability communication resources to the areas most important to the public. Ki will distribute her national survey this spring and submit her findings to the Association for Education in Journalism and Mass Communication.



AMERICAN HEAVY

Heavyweight champion Deontay Wilder's story brings TCF alumni back together

BY LITSA RIVERS

Working against the clock, C&IS alumni united to bring the heroic story of Tuscaloosa native Deontay Wilder to the spotlight. The success of American Heavy, their 30-minute special that aired on NBCSN, was a result of the relationships established at The University of Alabama.



THE FILM CREW SPENDS OFF-CAMERA TIME WITH DEONTAY WILDER, AMERICAN HEAVYWEIGHT CHAMPION AND FOCUS OF AMERICAN HEAVY.

When NBC's manager of original programming and development, Clayton Collins, had the opportunity to develop his own idea for a 30-minute special to air on NBC Sports Network, he knew exactly what story to pitch and exactly who he wanted involved. Ever since he began working in sports, Collins has kept the story of Olympic medalist and American heavyweight champion Deontay Wilder in the back of his mind. After getting the green light, Collins' first call was to college friend and fellow TCF alumnus Henry Busby who produced a short, self-financed piece on Wilder three years prior. This was their chance to unite their professional talents and interests and get Wilder's story in front of a worldwide audience.

“There hasn't been this much excitement in heavyweight boxing in America in a long, long time.”

As proud Alabama natives and fans of Wilder, Collins and Busby saw an opportunity to tell the story of not only an American heavyweight champion, but an American heavyweight champion from Tuscaloosa, Alabama. The 30-minute special, *American Heavy*, tells the story of Wilder as America's best hope for reclaiming the crown in heavyweight boxing. At just 19 years old, Wilder, who was destined to be a football or basketball star for the Crimson Tide, became a father. His daughter was born with a rare spine condition and his dreams were put on hold. After balancing multiple jobs to support her, Wilder found the boxing gym as a way to make income and two years later was fighting for his country in the Beijing Olympics. Today, he has the highest knock-out percentage in heavyweight boxing.

The premiere of *American Heavy* created momentum. For the first time in 30 years, NBC would air a boxing match on prime-time cable.

“This project was homegrown across the board. From the story being set in my hometown of Tuscaloosa, Alabama to getting a chance to co-direct and co-produce with my best friend and hiring other friends. Everything was within the family.”

CLAYTON COLLINS
DIRECTOR OF AMERICAN HEAVY

“There hasn't been this much excitement in heavyweight boxing in America in a long, long time,” Collins said.

Just as remarkable as the story they tell is the group of TCF alumni behind the camera. Busby and Collins agreed that the timeline for this project was the ultimate challenge. They explained that a special like this would typically be a three-month project, but they had less than one month to get it on air.

“It happened quickly. We got the call giving us the green light on a Monday and we were in Tuscaloosa shooting by the following Sunday,” Busby said.

In the six days that followed the phone call, Collins and Busby were hiring crew, reserving equipment, getting people to Alabama and scheduling. This was Collins' first half-hour special and he described it as a win, lose or draw situation. The success of this ambitious project was going to rely overwhelmingly on the crew he assembled. “We couldn't change the



constraints, the budget, or the air date once I locked them in. But we could build the dream team,” Collins said.

And that’s exactly what they did. Collins and Busby made it a priority to assemble a dream team of University of Alabama TCF graduates. Busby explained this is where Collins was the “secret weapon” of the project. “He is so talented at rallying the troops,” Busby said.

Collins credited his C&IS student experience for finding a core group of talented friends and colleagues. He explained that working on class projects with his peers ended up providing him with the perfect group of people to craft his team. Collins “crewed up” and called TCF alumni Colter Longshore, Jack Blankenship and Dusty Fields.

“During our time at Bama, we were able to see the best in each other and learn and grow together through a myriad of projects,” Collins said.

WHILE STUDENTS AT C&IS, COLLINS AND HIS TEAM
STUDIED TELECOMMUNICATION AND FILM (TCF).
WITH THE ENCOURAGEMENT AND SUPPORT OF C&IS
FACULTY LIKE RACHEL RAIMIST, COLLINS WAS ABLE TO
CULTIVATE RELATIONSHIPS THAT LED HIM TO HIS
FIRST JOB WORKING IN NEWS FOR MSNBC IN 30 ROCK.

“It’s so important to not only invest in the degree, but also invest in the people around you.”



HENRY BUSBY, TCF ALUMNUS AND CO-DIRECTOR OF AMERICAN HEAVY, SHOOTS FOOTAGE OF DEONTAY WILDER FOR A 30-MINUTE SPECIAL THAT AIRED ON NBCSN.



These collaborative relationships became particularly valuable given the quick turnaround time of American Heavy. Collins said he believes that the bonds made at UA translated to this project when it mattered most. The team rested on their knowledge of one another and their individual strengths and weaknesses to defy time and complete filming within one week.

Busby explained the timeline for editing was just as challenging as it was for filming. He expressed that a three-week turnaround was possible if three full-time editors were working on the project, but there was no team of editors working on American Heavy.

“It was me in my bedroom working on a desktop and Clayton in another room working on other pieces of the project,” Busby said. “It took the two of us pushing through and pushing each other to get it done in time. It came down to the wire.”

“There wasn’t a lot of second guessing each other and there wasn’t really time for it anyway,” Collins added.

This was Busby’s first project of this magnitude and he said working with friends made it less scary and more fun. He described the multifaceted experience as family-centered.

“This project was homegrown across the board,” he said. “From the story being set in my hometown of Tuscaloosa, Alabama to getting a



ABOVE: HENRY BUSBY AND CLAYTON COLLINS ON SET WITH DEONTAY WILDER, AMERICAN HEAVYWEIGHT CHAMPION.

LEFT: CLAYTON COLLINS, TCF ALUMNUS AND CO-DIRECTOR OF AMERICAN HEAVY.

chance to co-direct and co-produce with my best friend and hiring other friends. Everything was within the family.”

The filmmakers complemented each other’s creative style to successfully tell a champion’s story from a humanistic perspective. In the special, they peeled back the layers of Wilder, and the audience saw that he was a fighter in every sense of the word. American Heavy opens by defining the character traits of what makes a champion like Deontay Wilder: speed, power, pain and sacrifice. Operating by this definition, Busby, Collins and the rest of their crew are filmmaking champions.

“Deontay Wilder’s work isn’t over yet,” Collins stated.

And it’s only the beginning for this team of alumni too.

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