

THE UNIVERSITY OF ALABAMA | COLLEGE OF COMMUNICATION & INFORMATION SCIENCES

# COMMUNICATOR

SPRING 2017

**INSIDE»** Tips for Teaching K-12 Students Communication / The Pulse of Public Radio / Digital Archiving



## CONNECTING CULTURES

STORY ON P. 8

THE UNIVERSITY OF  
**ALABAMA**

College of  
Communication &  
Information Sciences

## IN THIS ISSUE



### 18 | COVER STORY **Connecting Cultures**

New technologies have contributed to rapid and unprecedented globalization of society. With the emergence of online social networking systems and relative ease of travel, understanding diverse cultural perspectives is critical to responsible, global citizenship.

The College of Communication and Information Sciences remains at the forefront in diversity and intercultural education and prioritizes initiatives aimed at upholding that responsibility while creating a strong international profile.

### 12 | **Crafting Communicators**

Writing and communicating effectively are difficult lessons for children to learn. Professor Meredith Cummings provides tips to prepare K-12 students for college and career.

### 14 | **On Air**

Jack Royer is the youngest weeknight news anchor in Alabama history. He began his on-air journey following in the footsteps of his father, Mike Royer, who is an award-winning broadcaster having served the state of Alabama for more than 40 years. Today, they work alongside one another at WVUA 23.

### 6 | LEARNING IN ACTION

### 14 | **The Pulse of Public Radio**

As the emergent media landscape continues to evolve, Alabama Public Radio is thriving with the use of new media technologies resulting in a wider and more engaged audience.

### 17 | RESEARCH REPORT

### 18 | FEATURE STORY **Chronicles of Preservation**

The School of Library and Information Studies partners with local and international centers to preserve materials and make them publicly accessible. Graduate interns learn the process of digital archiving by working with the centers to develop online collections.

### 23 | BOOKSHELF

### 24 | 2016 GIFTS TO C&IS

Look for this symbol throughout this issue for quick facts related to our stories and for C&IS points of pride.



### VOLUME 37

*Communicator* is published by the Capstone Communication Society and The University of Alabama's College of Communication and 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

Mark D. Nelson, Ph.D. Dean  
Sara A. Hartley, Ph.D. Assistant Dean, Undergraduate Studies and External Relations  
Neely Portera, Director of Development  
Litsa Rivers, Director of College Relations  
Rand Nelson, Communication Specialist

**CONTRIBUTING WRITERS:** Meredith Cummings, Carter Kruckenberg, Sara Hartley, Mary Lieb, Litsa Rivers, Hailey Grace Steele, Kiara Summerville

**EDITORS:** Sara Hartley, Litsa Rivers

**GRAPHIC DESIGN:** Janet Walker

**PHOTOGRAPHY:** Miriam Brant, Bobby Imbody, Janet Walker, University Photography, PRSSA headquarters, *VIDA Magazine* photographers

#### ADDRESS CORRESPONDENCE TO:

The University of Alabama  
College of Communication & Information Sciences  
Box 870172  
Tuscaloosa, AL 35487

For address changes or story ideas, email [uaccis@ua.edu](mailto:uaccis@ua.edu).

Connect with C&IS online



[cis.ua.edu](http://cis.ua.edu) / [facebook.com/UACCIS](https://facebook.com/UACCIS) / [@UACCIS](https://twitter.com/UACCIS) / [instagram.com/uaccis](https://instagram.com/uaccis)



## DEAN'S NOTE

### Dear Alumni & Friends,

We believe communication and information can change the world. As such, we are focused on the future of our College and how we can improve. In recent months, our faculty, staff, students and alumni collectively outlined a vision for the college: *The College of Communication and Information Sciences develops global leaders who do the extraordinary across the full communication, media and information spectrum.* With this vision and our strategic plan guiding us, C&IS is positioned to become a leading academic institution where students receive the highest-quality educational experience.

In the past 12 months, C&IS has forged new relationships with various media, information and communication organizations in top markets throughout the United States. Our students have more opportunities than ever before as they pursue internships and full-time employment with our network extending from New York City to Los Angeles. In addition, our faculty members are partnering with numerous organizations on research and experiential learning to enhance their courses and to further connect our students with industry professionals who will help to prepare them for their future careers.

Our national reach enhances the intercultural and diversity education within C&IS. As a nationally award-winning college in diversity education, our opportunities to educate students and impact the world are endless. You will find examples of our international reach and our focus on global citizenship in this issue of *Communicator*. Our students, faculty and staff are already doing the extraordinary through travel courses, research, discovery, exchange programs and service to our disciplines.

In addition, you will read stories that describe how C&IS remains cutting-edge with technology and digital media and how sparking curiosity for communication at an early age can impact future generations. These stories of how C&IS is growing, innovating and thinking differently are just a snapshot of how our faculty, staff and alumni are shaping the world around us. I am proud to serve alongside the faculty and staff who comprise our award-winning and innovative team.

Thank you for your support of our growth and vision. We hope to see you soon on campus, so you may see first-hand the results of our progress.



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



DEAN NELSON WITH JIM OAKLEY AT THE LAUNCH OF THE OAKLEY SOCIETY, A PROFESSIONAL MENTORING PROGRAM WHICH BEGAN LAST FALL.



SENIORS JADA CULVER AND SARAH DOUGHERTY CELEBRATE VICTORIES WITH A SELFIE WITH THE DEAN. CAPSTONE AGENCY WAS NAMED THE TOP STUDENT-RUN FIRM BY PRSSA AND THE BATEMAN TEAM WAS NAMED NATIONAL CHAMPIONS.



PAT DUGGINS, NEWS DIRECTOR FOR ALABAMA PUBLIC RADIO, AND DEAN NELSON PARTNER FOR THE ON-AIR MEMBERSHIP DRIVE.



Follow @DeanMarkNelson



# Crafting Communicators

BY MEREDITH CUMMINGS

C&IS supports K-12 students in their development of writing and communication skills

Writing and communicating effectively are difficult lessons for children to learn. From elementary to college students, these skills are also some of the most challenging to teach yet some of the most valued by parents, teachers and employers. Education research shows that students write more and better when they are writing regularly for an audience and The College of Communication & Information Sciences supports this philosophy with opportunities reaching beyond higher education.

Housed in C&IS are two nonprofit organizations that promote writing and communication to children, parents and K-12 schools: the National Elementary Schools Press Association (NESPA), which serves both domestic and international schools; and the Alabama Scholastic Press Association (ASPA) which serves the state.

Dean Mark Nelson believes NESPA and ASPA are invaluable to the mission and vision of the College. "These organizations provide students with the opportunity to learn the craft of journalism, but more importantly, students are introduced to an audience with whom they may share their work and receive critical feedback. We know these early experiences can shape students' futures in meaningful ways. For example, students who complete these programs develop the confidence needed to pursue higher education before enrolling at a college or university," Nelson said.

ASPA has an 80-year history in the College and state as a go-to resource for teachers and students seeking to improve journalism skills through workshops, camps and events. NESPA, created in 1995, serves as a clearinghouse for resources, lesson plans, information and guides for teachers who want to integrate journalism into the classroom for elementary and middle schools.

The integration and teaching comes in many forms—writing, photography, videography, production, speech, multimedia, yearbook, social media, literary magazines and others. But each offers the unique opportunity to help students make sense of the world around them and synthesize their thoughts and feelings about society.

Workshops and conventions offered by NESPA and ASPA allow students to learn social skills and how to interact with peers in a thoughtful manner. Yet perhaps the most important quality these programs offer is time management skills. For example, students working on a high school website, newspaper or debate team experience deadline pressure and often thrive in seeing the finished product.

The earlier children learn these lessons, the more confident they become. Organizations like NESPA and ASPA help parents and teachers take on this challenge as a team and help prepare K-12 students for college and career.

C&IS is home to two nonprofit organizations that promote writing and communication to children, parents and K-12 schools.





# TEACHING THE CRAFT:

## *Tips to prepare K-12 students for college and career*

Educating our children to be effective communicators can start at an early age. Here are a few tips for parents and professionals working with each age group:

### ELEMENTARY SCHOOL

#### **Work on a team.**

Interacting with peers on a team to produce a product (newspaper, broadcast, website, etc.) is a great way to help break some of the social cliques that have started to form at this age and allows kids to improve their social skills.

#### **Practice media literacy.**

Children have a natural interest in the media. By incorporating questions and discussion about advertising, news and other media into discussions at home or in school, kids will build reading, vocabulary and writing skills while making important connections across subject areas.

#### **Find a pen pal.**

Having a pen pal is a great way to encourage writing and develop peer social skills. Expanding that to an international pen pal helps students develop cultural understanding in addition to writing and social skills.



### MIDDLE SCHOOL

#### **Produce a media project.**

Psychologists and parents—and anyone who has lived through middle school—knows middle school is a time of transition and angst for many students. Working on a media project can make that transition easier, give them a place to belong and help them learn new technologies.

#### **Recount the day.**

With busy schedules, a conversation at the end of the day can help middle schoolers recall what happened, build conversation skills and give parents insight into school and co-curricular experiences. Pointed, open-ended questions encourage students to think critically about how their day was spent.

#### **Investigate media sources.**

Every journalist knows there are various sides to every story. Seeing the world through that lens can help middle schoolers learn empathy and compassion toward their peers. Consuming various perspectives by reading or watching news encourages this age group to learn to deal with conflict among themselves and in the broader world.

### HIGH SCHOOL

#### **Join a club.**

Active participation in school organizations provides an opportunity for high schoolers to lead their peers, speak in front of an audience, work with adults, engage in their community and explore career options. Photography, radio, speech and debate, visual media and design are all possibilities related to communication.

#### **Practice responsible social media usage.**

Parents often worry about their children's social media presence and there is no better time to teach responsible usage than during high school. Teens use social media in positive ways such as to practice self-expression and build friendships. Teens can develop a positive social media footprint when adults pay regular attention and discuss their usage with them.

#### **Work on the high school yearbook or newspaper.**

Students who work on high school newspapers and yearbooks earn better grades in school, achieve higher scores on the ACT and perform better in college according to a study by the Newspaper Association of America Foundation. These journalism classes force students to think critically about the world and present that to a wider audience.





# ON AIR:

## The Royer Family Tradition

BY MARY LIEB





For Jack Royer, a career in broadcast journalism was never a question because nothing felt as natural as standing in front of a camera. The Birmingham, Alabama, native and son of long-time news anchor, Mike Royer of NBC 13, recalls that he loved watching his dad put on a suit jacket, tie, makeup and mic, and connect the community with information.

Spending hours in the newsroom, Jack gained a foundational understanding of the news industry from his greatest mentor and role model at an early age. Together, Mike and Jack bring a grounded certainty to the newsroom. They finish each other's thoughts and share shorthand communication that transcends the newsroom's fast pace. The two bounce back and forth between newsroom and studio during WVUA 23's 5, 6 and 10 p.m. newscasts. Each has an innate sense as to where they need to be and how to best tell the community's stories.

Jack, a junior studying Telecommunication and Film, made his professional debut calling football games at Mountain Brook High School, but his introduction to the television industry was nearly a decade earlier. Watching his dad, Mike, report and anchor the news, Jack took note and began reporting mock news stories live from the kitchen table and following reporters on live shots, his own press badge in hand. In college, Jack's passion has only increased, and his tenacity, which is self-described as a "grind," has paid off here at UA. Jack took on his most recent role as co-anchor on WVUA 23's nightly 10 p.m. news cast in November 2016, making him the youngest weeknight news anchor in Alabama's history.

Jack's dad, a native of Indiana, is an award-winning broadcaster who served the state of Alabama for 40 years as an anchor and reporter at Fox 6 and NBC 13. Now, Jack and Mike work alongside each other in the WVUA 23 newsroom in the Digital Media Center at Bryant-Denny Stadium. Mike joined the team in June 2016 and takes an advisory role for student reporters like Jack; although Mike claims he has already taught his son everything he can.

"Jack is better than me at some things, and he's his own reporter. This experience and environment is teaching him now," Mike said.

Mike, who earned his first job in television after submitting a polaroid photo and reel-to-reel tape,

---

Jack is better than me at some things, and he's his own reporter. This experience and environment is teaching him now.

---

has seen the television industry shift. He recognizes the advantages of a commercial on-campus television station.

"Not only can students graduate with a great degree from a great program, but now they can have two to three years of on-air experience," Mike said.

Both Mike and Jack believe one of the fundamental elements of strong journalism and communication is the ability to tell a story. As he continues to grow and define himself as a broadcast journalist, Jack said his passion has developed from simply loving television to loving the news and playing the role of a community storyteller.

"TV, that's the medium by which we are able to do what we do," Jack said, but being trusted by viewers to provide the most up-to-date and honest information is something he values most. He nods to his dad, "You showed me that [as a reporter] you have to be so many things to so many people. It can be taxing at times, but it is a test of your ability to do this job well."

In his new role, Mike works to help current students make the most of their opportunities at WVUA 23. He said that while it is difficult to be great at everything, he believes if students have a diverse skill set, it will serve them well. Mike credits joining the staff at WVUA 23 as the perfect ending to his career.

"I get to help young people become a little better tomorrow than they are today," Mike said.



100% of WVUA 23 student interns who graduated last May had secured employment in the field by August. 35 students currently work with WVUA 23.



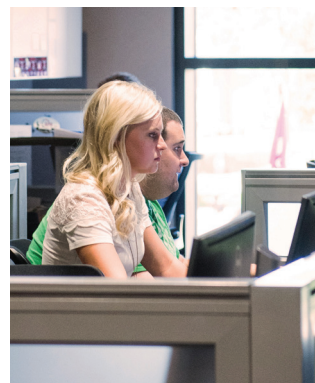


## LEARNING IN ACTION

The College of Communication and Information Sciences believes in an education that combines foundational knowledge with opportunities for real-world application and exploration. Through these experiences, students develop the functional knowledge needed to succeed in their chosen industry. C&IS students engage in experiential learning on location, as teams and in classes.



32 new courses were added to the C&IS curriculum in 2016 including travel and experiential learning courses.



### ON LOCATION

Industry Immersion takes students to big-city markets for professional development and skills training while experiencing the culture and environment of 10 cities including Los Angeles, New York and Atlanta.

The faculty-led Public Relations in Paris program offers students a culturally immersive experience, while building international public relations skills at a French agency.

During Winter Interim, students interested in the sports industry can work on the communications team at major bowl games. This year, students had the opportunity to work with the Peach Bowl and the Camellia Bowl.

With facilities like the Digital Media Center, students work alongside industry professionals to develop skills through hands-on experiences and professional internships.







### IN CLASS

In public speaking practicum, upper-level communication studies students consult with clients by helping them clarify and craft effective messages.

In their respective campaigns classes, advertising and public relations students create, develop and execute a campaign for their field of study with the input and critique of a client. Clients have included NASCAR and the Country Music Association (CMA).

Students in the New Media class and Digital Media Center interns partnered with Mercedes-Benz to create high-quality electronic communication. Students gained industry knowledge through site visits and client meetings.

Graduate students in the Book Arts MFA program craft their own books, letterpress prints, paper and other materials using historical principles and techniques.

### AS A TEAM

Members of the Alabama Forensic Council develop public speaking and rhetorical skills to improve discourse abilities for regional and national competitions that have resulted in multiple individual national championships, and a consistent top-ten national ranking.

Students involved in Capstone Agency garner experience by developing communication plans for on-campus and off-campus clients, as well as collaborate with their peers to produce client work. Recently, Capstone Agency won PRSSA's award for best nationally affiliated student-run firm.

Members of the Bateman Team create and implement full public relations campaigns and compete nationally. The University of Alabama has won the Bateman Case Study Competition three times, most recently in 2016.





# Connecting





# Cultures

BY HAILEY GRACE STEELE

New technologies have contributed to rapid and unprecedented globalization of society. With the emergence of online social networking systems and relative ease of travel, understanding diverse cultural perspectives and experiences is critical to responsible, global citizenship.

Institutions of higher education, and particularly those emphasizing diversity initiatives, have a responsibility to educate students on what it means to be a global citizen. The College of Communication and Information Sciences remains at the forefront in diversity and intercultural education and prioritizes initiatives aimed at upholding that responsibility while creating a strong international profile.



**A**lmost ten years ago, C&IS faculty members and diversity scholars from around the state convened on The University of Alabama campus for the first of what would become the annual Discerning Diverse Voices: Symposium on Diversity. This initiative served as a launching pad for further exploration of ways to integrate diversity education and intercultural communication into the College's curriculum. Since then, C&IS has received national awards for efforts in diversity and propelled its mission forward through the development of student organizations, classroom curriculum, experiential learning initiatives, international travel courses and research scholarship.

The International Communication Club launched at C&IS in the fall of 2016. Under the leadership of Dr. Scott Parrott, assistant professor of journalism and creative media, students in the organization routinely gather to discuss issues of international importance in the journalism, public relations, advertising and broadcast media fields. The group also encourages interaction among domestic and international students and asks students to think critically about a variety of communication problems and solutions around the world.

"The reality is that our society is becoming more and more global and being able to interact with people from different cultural contexts is important," said Elayne Smith, president of the International Communication Club. "We digest so much media about events that occur around the world. Being able to understand those events within their cultural context is essential."

### TAKING THE CLASSROOM ABROAD

In addition to his work with the International Communication Club, Parrott collaborated with Dr. Kim Bissell, professor of journalism and creative media, to launch *VIDA Magazine*—an international magazine production course providing students the opportunity to travel to South America and produce a digital magazine. The initiative launched in the summer of 2016

with 11 students participating in the inaugural trip to Chile. While in Chile, the group explored Santiago, Isla Negra and Valparaiso in an attempt to understand and convey a story of culture unlike their own.

Bissell was also integral to the creation of *Alpine Living* magazine in 2008. The course, which takes place every other year, is designed to allow students to practice skills learned in the classroom. This year, *Alpine Living* will travel to New Zealand for two weeks before returning to campus to produce a full-scale, print magazine.

Through their experiences with *VIDA Magazine* and *Alpine Living*, students are immersed in the history, economics, politics and culture of countries and their citizens around the world. It is an experience Bissell said she believes is critical to cultivating global perspectives and an appreciation of diversity.

Jonathan Norris, a graduate student in the journalism master's program, served as co-director and photographer for *VIDA* and will serve as editor-in-chief of this year's *Alpine Living*. He said he feels the experiences offered by these programs are paramount to understanding the world we live in.

"Some travel abroad programs with a heavy emphasis on tourist activities and surface-level experiences provide students with a watered down version of the cultures and societies they're visiting. That's not the case with *Alpine Living* or *VIDA*," Norris said. "The faculty leaders encourage students to go off the beaten path and find stories that represent the true nature of the individuals and cultures of the countries we visit. It's an experience that I feel is unmatched by any other program in the country."

*VIDA Magazine* has plans to partner with international institutions to produce both Spanish and English versions of the magazine in the future. A component that will further immerse students into the culture of South American countries.

### INTERCULTURAL PARTNERS


Beyond travel courses and experiences outside of campus, the College places emphasis on intercultural communication on campus. Last fall, Dr. Josh Pederson, assistant professor of communication studies, piloted a new initiative when he paired students in his intercultural communication class with exchange students studying at The University of Alabama. Students in the course met with their partners outside of class for at least five, one-hour sessions over the course of the semester. While Pederson did suggest possible activities for the students, he said the goal was to have students interact on their own terms in real, college-life environments.

"We try to get students to think outside of the American-centric idea of themselves and of the world," Pederson said. "No matter where they may find themselves after the University or what they might be doing, students are going to come across people who are different than they are. Understanding how to communicate interculturally is not only important for economic and business reasons, but also interpersonally and relationally—for being a better citizen of the world."

**IN 2015, STUDENTS WORKING ON ALPINE LIVING MAGAZINE TRAVELED TO ENGLAND AND WALES. THIS YEAR, THEY WILL WORK IN NEW ZEALAND.**





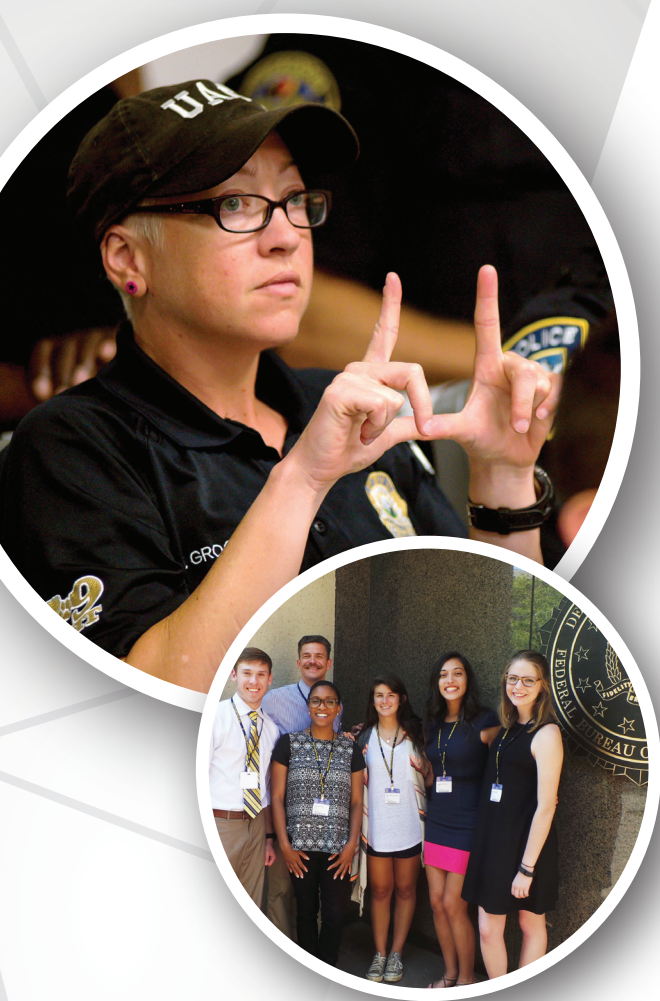


“Understanding how to communicate interculturallly is not only important for economic and business reasons, but also interpersonally and relationally—for being a better citizen of the world.

- DR. JOSH PEDERSON

DR. PEDERSON'S STUDENT, MCKENNA MEYERS AND HER SOUTH KOREAN STUDENT PARTNER WOOSHIK WON, PREPARE A TRADITIONAL KOREAN CHICKEN DISH CALLED YANGNYEOM-TONGDAK.





**TOP: DR. DARRIN GRIFFIN TRAINED  
LOCAL LAW ENFORCEMENT OFFICERS ON  
PROPER METHODS FOR COMMUNICATING  
WITH DEAF CITIZENS.**

**BOTTOM: STUDENTS STUDYING DEAF  
CULTURE TRAVELED TO GALLAUDET  
UNIVERSITY IN WASHINGTON, D.C.**

While geography plays an important role in establishing cultures and identities, intercultural communication is about more than interacting with people who are from a different place. Culture can refer to the distinguishing characteristics of language, religion, food, social norms, music and art that categorize a large group of people. Thus, intercultural communication can take place anytime individuals interact with others who hold different thoughts, perspectives and beliefs.

### **“A LOUD BUT SILENT COMMUNITY”**

An area of recent focus in the College is Deaf culture. Dr. Darrin Griffin, assistant professor of communication studies, is an advocate for Deaf culture and has conducted research on nonverbal communication, interpersonal communication, lying and deception. As a child of deaf adults (CODA), Griffin’s experiences have shaped his interests and scholarly work on nonverbal communication throughout his career in academia.

“Ninety percent of hearing people meet a deaf person for the first time when it’s their own child who becomes deaf,” Griffin said. “That’s a pretty striking statistic.”

Griffin’s understanding and exploration of Deaf culture has led to the development of several initiatives in the College of Communication and Information Sciences. Last fall, Griffin hosted a training session for local law enforcement officers on best practices when working with deaf and hard of hearing individuals. Officers learned basic sign language to use during traffic stops and key components of the Americans with Disabilities Act.

“The number one concern is civil rights—that someone is not hurt and that their rights are respected,” Griffin said. “The second thing is the legality of it. If you were to look into the lawsuits over treatment by law enforcement, there’s a lot of money being spent to rectify incidents of the Deaf being abused or killed by law enforcement.”

Griffin also piloted an interim course on Deaf culture where students spent two weeks immersed in Deaf culture studies on campus before traveling to Washington, D.C. to visit Gallaudet University—a private university for the education of the Deaf.

“Before this course, I had never really thought of being deaf as a ‘culture’—I had always considered it an exceptionality,” said Jessi Bowen, a participant in the Washington D.C. program. “Because of this class, I had the opportunity to go to Gallaudet and experience a totally different culture and way of communication. It was truly eye opening to be in such a loud but silent community. Everyone was so expressive when they communicated. I learned that I truly love this culture and this class has inspired me to learn more about it.”

Bowen said it wasn’t just her experience with Deaf culture that she enjoyed, but also that it allowed her to gain a deeper understanding of what it means to live in an intercultural society.

“No matter what field you go into, there are going to be people who are different from you and have different backgrounds,” Bowen said. “Being able to accept these differences is the only way you can truly be collaborative with them. I want to become a special education teacher, and I need to understand that every student will come from a different background with its own micro culture.”

The Discerning Diverse Voices: Symposium on Diversity has been hosted by C&IS for 10 years.





This year, Griffin expanded his curriculum to include a winter interim course with a travel component. The group traveled to Austin, Texas—Griffin's hometown and a hub for Deaf culture in America.

## STRENGTHENING OUR INTERNATIONAL PROFILE

The College's commitment to facilitating intercultural communication is propelled by the faculty's experiences, scholarship and achievements. Today, the international profile of the College's faculty is stronger than ever.

Dr. Eyun-Jung Ki, associate professor of advertising and public relations, and Dr. Shuhua Zhou, professor of journalism and creative media, both serve as vice presidents for national communication associations. Ki was named vice president of the Korean American Communication Association (KACA) and Zhou was named vice president of the Chinese Communication Association (CCA). Each of these organizations are recognized internationally for their important contributions to communication scholarship.

Last summer, Ki and Zhou traveled to Beijing, China where they chaired and moderated a joint reception of CCA and KACA research presentations. The event was sponsored by Beijing University, Xiamen University in China, The Nam Center at the University of Michigan, The University of Alabama, and Ewha Womans University in Korea. The conference attracted more than 250 International Communication Association members across communication disciplines and nationalities.

Together, Ki and Zhou organized a post-conference program on the impact of new media and social media on global communication in East Asia. The program provided an international stage for the College of Communication and Information Sciences and facilitated discussion of new ideas with East Asian scholars from around the world, an insightful and transformative experience that Ki said will not be forgotten.

In addition to leadership roles in top academic and research organizations in the region, C&IS faculty also have experience working in the field. Public Relations Instructor Matt Wisla served as the vice president of communications for the American Chamber of Commerce in the People's Republic of China for four years before accepting a position at the College of Communication and Information Sciences. His responsibilities included managing a team of cross-cultural communication professionals to grow and protect the chamber's reputation. Wisla now shares his knowledge and experiences with his students in the classroom.

Dr. Mary Meares, professor of communication studies, set sail to instruct students on the importance of intercultural communication and the appreciation of diversity with Semester at Sea. The program aims to educate students with the global understanding necessary to address the challenges of an interdependent world. Meares' expertise was utilized to develop a new global studies curriculum on the ship last fall—a course that students from all over the world will participate in for many years to come.

"The places that we have visited have given all of us—students, faculty, and staff—a better appreciation of world issues and how they affect us as Americans," Meares said. "Seeing the refugee crisis in Greece, the challenges of West Africans in Senegal where there is a fifty percent unemployment rate, and the intersections of race and socio-economic status in university admissions and employment in Brazil have helped me to understand the world better, including the United States."

In addition to their work outside of the classroom, C&IS faculty are facilitating discussion, scholarship and understanding of our diverse world on UA's campus. Dr. Jamie Naidoo, associate professor in the School of Library and Information Studies, has recently produced scholarship on children's literature and their subsequent understanding of diversity and family structures—a relatively new area for intercultural studies.

"Children formulate their understanding of diversity and family structures from the world around them, which includes the attitudes and behaviors of their classmates, families, and educators; print and electronic media; and society at large," Naidoo said. "Society's depiction of mainstream families in dominant culture generally includes a nuclear family with a mom and dad, children, pets and a house in the suburbs. Accordingly, many children assume that nuclear families are the norm and any other composition, even if it reflects their own, is wrong."

Naidoo's work on the subject is pioneering new discussions and research on family diversity—a topic that is set to expand in the coming years.

As the world we live in becomes more closely connected than ever before, understanding, appreciating and celebrating the diversity of human experience will continue as the foundation for the College of Communication and Information Sciences and the capstone of the C&IS student experience. Together, with the support of C&IS faculty and administrative leadership, students in the College of Communication and Information Sciences stand poised and prepared for a new, global society.

**RIGHT: DR. SHUHUA ZHOU PRESENTS  
ON THE IMPACT OF NEW MEDIA  
AND SOCIAL MEDIA ON GLOBAL  
COMMUNICATION IN BEIJING, CHINA.**

**ABOVE: DR. MARY MEARES DEVELOPED  
THE GLOBAL STUDIES CURRICULUM FOR  
SEMESTER AT SEA.**





# the pulse of public radio

BY HAILEY GRACE STEELE

Alabama Public Radio, housed in The University of Alabama Digital Media Center, is a network of public radio stations serving the West Alabama community with local and national news, music programs and feature programs produced by National Public Radio (NPR).



As the emergent media landscape continues to evolve, established media institutions are seeking new ways to adapt their messages for digital audiences. While many sectors of the mass media industry have struggled to remain relevant in the digital world, public radio has grown its audience with the help of new media technologies. Through the use of mobile technologies, interactive web design, audiovisual mediums and social media, public broadcast organizations like Alabama Public Radio (APR) may have tapped into the elusive news-grazer culture that has characterized younger generations of media consumers.

An informed citizenship is central to the democratic functions and civic participation that distinguish the western world. However, statistics have shown drastic declines in news consumption, political dialog and civic engagement among emerging groups of young mobile media users. In contrast to the “informed citizenship” that characterized generations past, this new era of media consumers is identified by their “monitorial citizenship”—or surveillance of news rather than in-depth information seeking. While these trends have negatively impacted some mass communication outlets, they seem to be paving the way for a renaissance of the public broadcasting sector.

As media consumers are presented with more news source variety than ever before, perceived credibility and name recognition are two key factors in generating web traffic and, in turn, revenue. The Pew Research Center indicates

that The Economist and the British Broadcasting Corporation (BBC) are the only two media outlets with higher levels of perceived credibility than public radio.

So what does this mean for public radio? It means that public radio has the ear—and now the eye—of digital natives who recognize and trust the organization to deliver timely, well-informed, objective content about the world they live in—and that’s just what Alabama Public Radio is doing.

Pat Duggins, news director for Alabama Public Radio, has been with the organization for seven years. In his tenure, APR has received 64 awards for journalism excellence, more than one-third of which were national or international awards. Most recently, APR was awarded the national “Kaleidoscope Award” for outstanding achievements in coverage of diversity presented by the Radio Television Digital News Association, the “Bronze Radio Award” from the New York Festivals international radio competition, two first-place Public Radio News Directors Incorporated awards for “Short Documentary” and “Best Use of Sound,” and was named the “Most Outstanding News Operation” in the state by the Alabama Associated Press for the fifth year in a row.

While the method of delivery may be evolving, public radio’s foundation in objective reporting, engaging narratives and community engagement remain at the heart of its mission.

**Users of NPR’s  
mobile app,  
NPR One,  
increased 17%  
month to month,  
and was up 217%  
compared to  
August of 2015.**





"I started out in commercial television before I moved into public broadcasting. I've been here for 30 years now and never looked back," Duggins said. "It's because of the nature of the stories and the quality of the storytelling."

Duggins began managing the organization's social media accounts in 2009. Since then, APR's following has grown to more than 4,000 on Twitter and more than 3,000 on Facebook. They also have a budding presence on Instagram.

"We've just got to get [the news] to them," Duggins said of APR's social media presence. "And we are and we will continue to get better at it as we go along."

The Alabama Public Radio website has also received a makeover in recent months and new strategies are being implemented to optimize search engine recognition and mobile sharing of news stories. The organization is considering new podcasts and mobile technologies, such as apps, to attract audiences—a tactic that worked well for NPR last fall.

While the rapid evolution of digital media and communication mediums make it impossible to predict the future of any mass media, one thing is certain: for the public broadcast sector, the future is theirs to create.



## LISTEN IN

**MORNING EDITION:** M-F 5-9 a.m.

**ALL THINGS CONSIDERED:** M-F 3-5:30 p.m. & 6-7 p.m.  
*the two most listened to radio news programs that bring you a mix of news, interviews, commentaries, reviews and offbeat features in the morning and afternoon.*

**CLASSICAL MUSIC:** M-F 9 a.m.-1 p.m.  
*offers a wide range of classical pieces from old favorites to new composers.*

**MARKETPLACE:** M-F 5:30-6 p.m.  
*provides a timely and relevant in-depth focus on the latest business news both nationally and internationally, along with analysis of the global economy and wider events linked to the financial markets.*


**WAIT, WAIT, DON'T TELL ME:** Sat. 11 a.m.-12 p.m.  
*a weekly quiz show for you to test your knowledge against some of the best and brightest in the news and entertainment world while deciphering real news from fake news.*

**A PRAIRIE HOME COMPANION:** Sat. 5-7 p.m.; Sun. 12-2 p.m.  
*features comedy sketches and music from host Chris Thile—who is also a member of Nickel Creek and the Punch Brothers—and special guests.*

## FOLLOW APR ON SOCIAL MEDIA

 [facebook.com/alpublicradio](https://facebook.com/alpublicradio)

 [@ALPublicRadio](https://twitter.com/ALPublicRadio)

 [alpublicradio](https://www.instagram.com/alpublicradio)

Alabama Public Radio has received 64 awards for journalistic excellence—more than one-third coming from national or international organizations.



## RESEARCH REPORT

C&IS faculty are leading the industry with new discoveries in communication and information. Through unique collaboration with students and other scholars, faculty in the College continue to achieve national and international recognition for their work.



TONIA SUTHERLAND, PH.D.

### BRINGING NEW DISCOVERY TO DIGITAL CULTURE

**TONIA SUTHERLAND** focuses her research on digital cultures, data science and curation, and community and cultural informatics. Sutherland, an assistant professor in the School of Library and Information Studies, is a qualitative researcher trained in information studies. Sutherland investigates questions of technology and culture, including critical studies of new media, data-driven discrimination and the intersections of intangible and digital cultures. Sutherland's recent work has focused on the relationships between 20th century lynching records and 21st century digital cultures of racialized violence, critically examining race, ritual, and embodiment in digital spaces. Sutherland's current research focuses on the social facets of large-scale digital projects. Specifically, this work, "Data Silence(s)" interrogates race and representation in data science, engaging critical data studies and issues of inclusivity within expert cultures of work and collaboration. Sutherland also investigates problems related to the world's intangible culture and engages in discussions concerning the current state of digital asset management and cultural heritage preservation.



YONGHWAN KIM, PH.D.

### EXPLORING SOCIETAL EFFECTS OF DIGITAL AND SOCIAL MEDIA

**YONGHWAN KIM**, an assistant professor in the Department of Journalism and Creative Media, studies emerging media such as digital and social media, mobile communication, media psychology, public opinion and media effects. His research projects focus on digital and social media and their individual and societal effects, particularly on the discussion network of heterogeneity, political polarization and citizen engagement.

The big question Kim's research answers is whether and how the media is associated with citizens' beliefs, attitudes and behaviors. In terms of political difference and diversity, Kim recognizes that the relationship between media use and exposure to political difference and diversity is important because of its implications for a democratic society. Kim is currently working on a research project about social media use and politics. The project explores citizens' social media use and its impact on exposure to diverse and like-minded perspectives. The results will be used to further understand the role of social media on information consumption behaviors and its influence on political attitudes and behaviors.

### APPLYING BULLYING RESEARCH TO ASSIST CITY SCHOOLS

**JOSH PEDERSON**, an assistant professor in the Department of Communication Studies, researches the role that family members play in the bullying process and how families can help children cope with bullying. His research focuses on the ways family members talk about how to recognize bullying, how to respond to bullies, how to be an ally to others who face bullying and how these conversations have implications for adolescents navigating the difficult experience of bullying. Pederson interviewed 25 families and each family recorded their conversations over a three-week period to capture "everyday talk" about bullying. Parents often reported that regular conversations with their children about bullying were helpful to building deeper relationships with their children. Pederson is currently partnering with Dr. Kim Bissell, director of the Institute for Communication & Information Research, and Tuscaloosa City Schools to produce a video for parents, teachers and students that will give insight into bullying behavior.



JOSH PEDERSON, PH.D.



KENON BROWN, PH.D.

### STUDYING THE EFFECTS OF SPORTS MEDIA ON THE FAN BASE

**KENON BROWN**, assistant professor in the Department of Advertising and Public Relations, studies the effects of image and reputation management among athletes. Brown looks at how an athlete's actions and statements affect an audience's behaviors and perceptions. He is currently working with several graduate students on a research project devoted to expanding the study of image management when athletes are involved in criminal activity. Another approach to Brown's research looks at

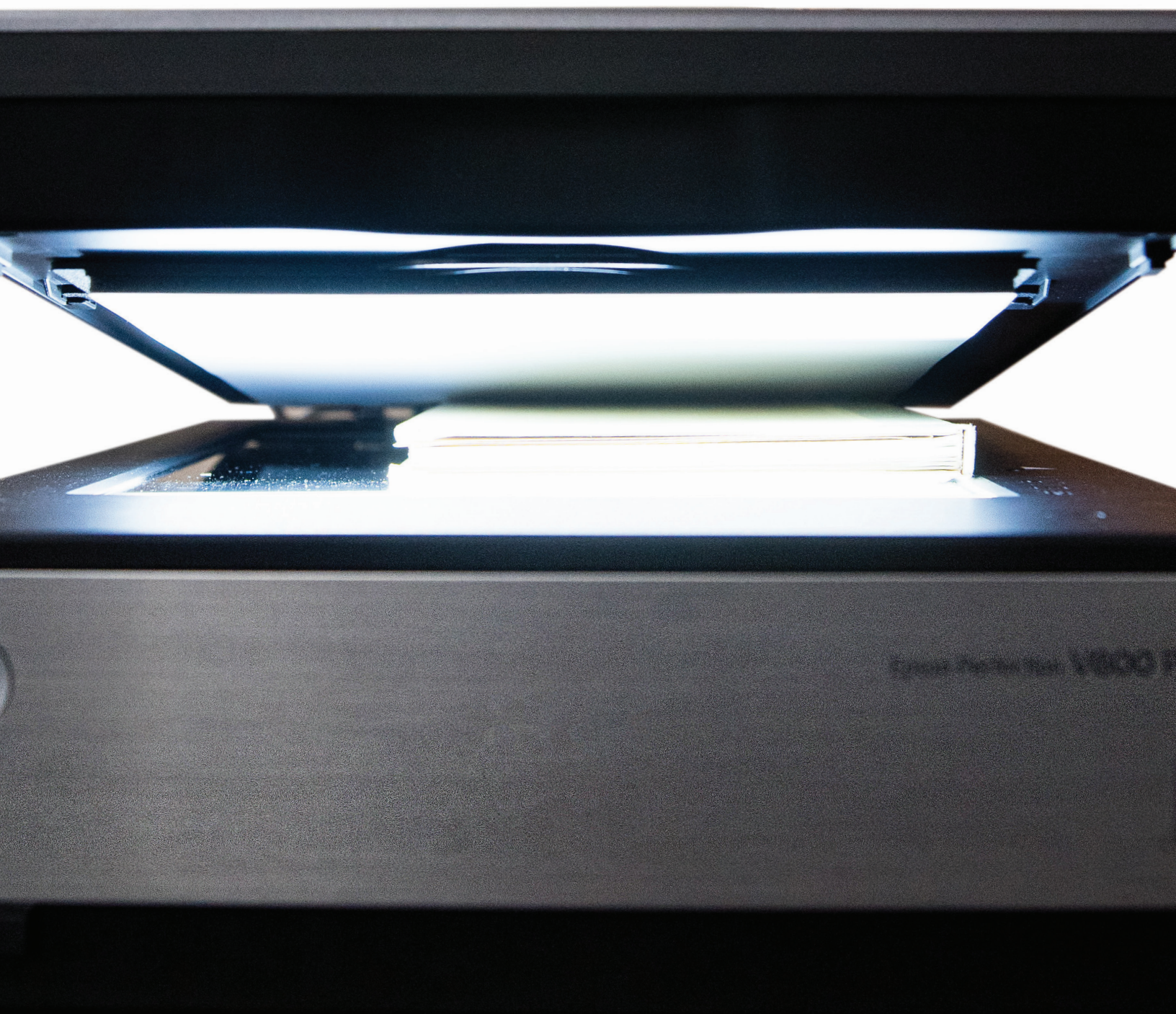
the effects of consuming media about international sporting events, such as the Olympics or the World Cup. Brown is currently working with a team of scholars from Australia and Slovenia to study media effects from the 2016 Summer Olympics.

Last year, C&IS faculty engaged audiences with more than 200 research presentations both nationally and internationally.





# Chronicle Present





# es of rvation

BY HAILEY GRACE STEELE

**Learn how SLIS students are helping three organizations preserve history and make it accessible for the future.**

At the corner of Fifth Avenue and 15th Street in downtown Birmingham stands an unassuming building, weathered and worn by the passage of time, sinking under the weight of its solemn past. The A.G. Gaston

Motel and Lounge served as a gathering place, entertainment center and refuge for black leaders of the Civil Rights Movement. In its glory day, under the glow of neon lights, the Gaston was Dr. King's "war room," Aretha Franklin's concert hall and the birthplace of the Black Radio Movement.

It was at the same Gaston Motel that Jesse Chapman met WJLD station manager Jim Connolly and was offered his first job in broadcast radio. No application required. At least, that's the story Chapman told Bob Freidman, founder of the Birmingham Black Radio Museum, in an interview conducted 30 years after the 1963 bombing of the Gaston Motel by the Klu Klux Klan.

Tensions were high in the spring of 1963—a tragic year for the Civil Rights Movement—and popular radio personality "Tall Paul" was mobilizing youths and experienced activists, alike, against the segregationists of the South using secret codes broadcast over airwaves. On May 2, 1963, the radio host innocuously announced that students should prepare for "cold weather" successfully summoning the demonstrators who would take one of the first steps toward victory in the Civil Rights Movement. Nine days after the demonstrations began, government officials and civil rights leaders agreed on a four-point, limited desegregation plan. But the celebration of the achievement was short lived and, less than 48 hours later, the front page of the New York Times read: "The second of last night's blasts struck minutes later at the A.G. Gaston Motel, half a block away from Kelly Ingram Park...The riot grew in intensity as it raged into the night, becoming without a doubt one of the worst racial explosions seen in the South in years."

Such was the tune of the mainstream media for most of the Civil Rights Movement: white, ivy-league-educated northerners writing stories about a hate-filled, desolate South that they themselves had only heard stories about. But for those who cared to listen, another song was playing in the background: the black man's radio, telling the black man's story.



**SLIS is working to preserve, and make publicly accessible, the tumultuous history that characterized Birmingham's black radio scene for decades.**

It wasn't until Bob Freidman, a Jewish boy from Manhattan, discovered the Magic City's Black Radio Movement and founded the Birmingham Black Radio Museum that stories like Chapman's and Paul's began to surface. Today, Freidman is working with The College of Communication and Information Sciences' School of Library and Information Studies (SLIS) to preserve, and make publically accessible, the tumultuous history that characterized Birmingham's black radio scene for decades.

"Before you can have a museum you're going to have to have an archive," Friedman said in an interview with the Alabama Newscenter. "The archive is the actual collection which involves pictures, giveaways that stations participated in during the course of their histories, promotional material, technical data, transmitters—a wide variety of memorabilia ephemera—and at the same time, the stories of these individuals captured in an oral history collection."

"For the last seven or eight years we've had a partnership with The University of Alabama School of Library and Information Studies. Graduate interns came to the collection and began to organize it," Freidman said. "All of the cassette interviews have been transcribed into digital format, all of the pictures have been scanned, and our goal, this year, is to make the archive public through the launch of our new website."

Dr. Bob Riter, assistant professor and coordinator of archival studies, said the

philosophy of digital archivists is best understood as three distinct concepts.

"First, there's the conceptual problem of what the goals and objectives are for a collection," Riter said. "Is it to support governmental transparency or scientific discovery? Historical research or personal memory? Then, there's the technical problem of how to build systems that meet those needs—structures that operationalize the collections and support the needs of its users. Finally, there's the overarching social layer, the larger social context of what the fundamental objectives beyond mechanical functionality are. That's where the profession has shifted quite a bit recently."

Riter noted that human rights and social issues are becoming increasingly prevalent among the digital archiving field and that SLIS is making every effort to ensure its students are trained to accommodate those needs.

"There's always this issue of how the profession evaluates and comes to terms with what its mandate is and shifts it when appropriate," Riter said. "We're trying to train and educate folks who are capable of engaging with archives in those three distinct problem areas. That's why experiential learning sites and community partnerships are quite significant, because students are engaged in all three [of these concepts]. They're learning the ethics of working with community members and that's something that can't be done in a classroom."

In addition to their work with the Birmingham Black Radio Museum, students in SLIS are also getting hands-on experience with the Center for the Study of Tobacco and Society, The Plank Center for Leadership in Public Relations and other small community organizations in Tuscaloosa and its surrounding areas.



## PRESERVING TRUTH IN ADVERTISING: THE CENTER FOR THE STUDY OF TOBACCO AND SOCIETY

The Center for the Study of Tobacco and Society was established at The University of Alabama in 1998 when its director, Dr. Alan Blum, was appointed as an endowed chair of the College of Community Health Sciences. It is the largest known archive of tobacco-related advertisements, articles, and artifacts in the world and an international resource on tobacco issues. Today, the three-person staff that constitutes the Center for the Study of Tobacco and Society is comprised of Blum, Natalie Thompson and Angie Houser, both graduates of the SLIS program. Together, the three are working to create digital archives of the countless number of tobacco related relics in the collection

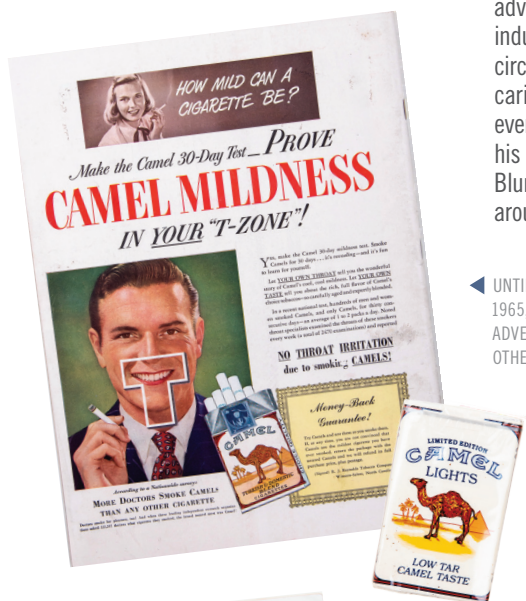
which is housed at the Center's headquarters in Nott Hall on UA's campus and in a facility outside of Houston.

"This is a 30-year daily biopsy of the tobacco industry and its promotion, advertising and marketing, along with the anti-smoking movement," Blum said in an interview for *The Birmingham News*. The archive includes more than 4,000 books on tobacco, popular magazines, newspapers, old medical journals and historical documents that date back to 1804.

But for Blum, it's not just the industry's documents, photographs, and broadcast segments he hopes to preserve. He also records and archives many of his own speeches and public addresses calling for transparency in the tobacco industry. In 2014, he published an op-ed calling out the "Stand Up to Cancer" campaign for accepting donations from large corporations like Siemens and The Safeway Foundation, both of which have strong ties to the tobacco industry.

As an outspoken activist, founder of Doctors Ought to Care (DOC) advocacy group, and world-renowned expert on the tobacco industry, Blum has been known to cause quite a stir in some circles and was even threatened with a federal court case for his caricatures of alcohol and cigarette advertisements. But Blum's ever-growing list of adversaries have done little to deter him from his mission, and now, with the help of his team of digital archivists, Blum is closer than ever to making his archives publicly accessible around the globe.

UNTIL THE RATIFICATION OF THE CIGARETTE LABELING AND ADVERTISING ACT OF 1965, POPULAR CIGARETTE BRANDS OFTEN INCLUDED HEALTH CLAIMS IN THEIR ADVERTISING. THIS CAMEL AD READS: "MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE."



RESPECTED MEDICAL GROUPS ENDORSED TOBACCO COMPANIES OVER THE YEARS. THE ASSOCIATION OF MEDICAL STUDENTS' JOURNAL FREQUENTLY INCLUDED CIGARETTE ADS ON THE BACK OF THE PUBLICATION AND CIGARETTE-RELATED GIVEAWAYS, SUCH AS THIS MAYO CLINIC CIGARETTE CASE, WERE POPULAR ITEMS.



AS NEWS OF HEALTH RISKS ASSOCIATED WITH TOBACCO USE BEGAN TO EMERGE, POPULAR MAGAZINES, NEWSPAPERS AND OTHER MAINSTREAM MEDIA OUTLETS OFTEN FEATURED CONTENT RELATING TO THE DANGERS OF SMOKING WHILE INCLUDING CONTRADICTING ADVERTISEMENTS PROMOTING TOBACCO PRODUCTS IN THEIR PUBLICATIONS AND BROADCASTS.

FOUNDED BY DR. ALAN BLUM IN 1977, DOCTORS OUGHT TO CARE (DOC) HAS BEEN INSTRUMENTAL IN ADVANCING THE ANTI-SMOKING AGENDA AMONG HEALTHCARE PROVIDERS.



## MAINTAINING YOUR PERSONAL ARCHIVES

As mediums for personal information sharing have continued to evolve, so have the methods used for its preservation. To start your own digital archive, follow these steps:

### DEVELOP A PERSONAL SELECTION POLICY.

Determine what events, activities and memories you would like to preserve and identify the associated materials that capture these elements.

### FORMULATE A PRESERVATION STRATEGY.

Your strategy should include methods for preserving both digital and analog objects. The Library of Congress and National Archives provides useful guidance on selecting and using software and archival materials:

[digitalpreservation.gov/personalarchiving](https://digitalpreservation.gov/personalarchiving)

[archives.gov/preservation/family-archives](https://archives.gov/preservation/family-archives)

### CREATE AN ACCESS STRATEGY.

Determine how you will store your materials and what labels (metadata) you will attach to your collections to support identification and location.





FOR ALMOST TEN YEARS, GRADUATE STUDENTS IN THE SCHOOL OF LIBRARY AND INFORMATION STUDIES' DIGITAL ARCHIVING SPECIALIZATION HAVE WORKED WITH ORGANIZATIONS ACROSS THE STATE OF ALABAMA TO ORGANIZE, CATALOG AND PRESERVE INFORMATION.

## PRESERVING A PIONEER: THE BETSY PLANK STORY

Blum and the Center for the Study of Tobacco and Society aren't the only ones at The University of Alabama receiving international attention for their archival collection. The Plank Center for Leadership in Public Relations, a leading international resource for practitioners, educators and students who are passionate about advancing their careers and the public relations profession, is housed on The University of Alabama campus and works closely with the College of Communication and Information Sciences to achieve its goals. Recently, The Plank Center has also enlisted the help of the School of Library and Information Studies digital archivists.



PHOTOS, CORRESPONDENCE AND RESEARCH FROM BETSY PLANK'S PERSONAL COLLECTION ARE BEING PRESERVED AS PART OF THE PLANK CENTER'S DIGITAL ARCHIVE.

The Plank Center was named in honor of Betsy Plank, a pioneer for women in the public relations field and an enduring legacy among practitioners in the field. When Plank died in 2010, she left her estate, which included all of her personal and professional papers, to The Plank Center. It was then that Dr. Karla Gower, professor and director of The Plank Center, contacted Bob Riter to discuss the possibility of a partnership with SLIS.

"We have had six students in total working on organizing and collating the materials over the past five years," Gower said. "This year, the documents are finally ready to begin the digitization process."

Gower said she believes the digital archives will be important not only for researchers and practitioners in the field, but also for those bound by geographical barriers who may otherwise have a difficult time obtaining the documents. Plans are being made to create online exhibits using the personal photographs, letters and writings of Betsy Plank and to keep the exhibits updated routinely.

## THE FRONTIER OF DIGITAL ARCHIVING

The work of digital archivists around the world is essential to the function of modern society as we know it. Although archival mandates are often most closely associated with historical practices, these represent only one aspect of the essential societal functions that archival work enables.

"On a daily basis, archivists work to aid knowledge and discovery through the management of scientific data sets, ensure accountability by seeing that public institutions preserve records in accordance with records laws, work to improve the lived experiences of others through partnerships with human rights and social justice organizations, and support public memory construction through the creation of avenues for critique, reconciliation and understanding," Riter said.

In tandem with an increasingly digitized society, demands for digital archiving services are projected to grow in the foreseeable future. It is a demand that Riter and his students are prepared to meet.



## BOOKSHELF

Last year, C&IS faculty published more than 182 books and scholarly articles. Here is a look at some of the recent book releases authored or co-authored by C&IS faculty.

### **The Mannings**

Lars Anderson

### **Defining Sport Communication**

Dr. Andy Billings

### **My Southern Journey**

Rick Bragg

### **Once Upon a Cuento: Bilingual Storytimes in English and Spanish**

Dr. Jamie Naidoo

### **Media Effects and Social Change**

Dr. Shuhua Zhou

### **The Cultural Politics of Colorblind TV Casting**

Dr. Kristen Warner



## 2016 GIFTS TO C&IS

Thank you to alumni and friends who supported the College of Communication & Information Sciences in 2016. Your generous contributions support scholarships and further our mission to develop global leaders who do the extraordinary across the full communication, media and information spectrum.

### \$20,000+

Carmage and Martha Ann Walls Foundation  
Christian Church Foundation, Inc.  
Community Foundation of Northwest Florida, Inc.  
Mr. and Mrs. Timothy P. Costello  
Curtis and Edith Munson Foundation  
Holle Family Foundation  
General Everett H. Holle  
Mr. and Mrs. Thomas L. Patterson  
Mr. and Mrs. James T. Stephens  
Windgate Charitable Foundation, Inc.

### \$10,000 - \$19,999

Community Foundation of Greater Birmingham  
Dover Foundation  
Mr. and Mrs. Fournier J. Gale III  
GateHouse Media  
H. W. Wilson Foundation, Inc.  
Heyman Associates, Inc.  
Mr. William C. Heyman  
Mr. Kenneth R. Nicewonder  
Mr. and Mrs. Bobby D. Robinson  
Mrs. Marilee Urban

### \$5,000 - \$9,999

Alabama Press Association  
CMGRP, Inc.  
Gagen MacDonald  
JP Morgan Chase & Co.  
Luckie & Company  
Navistar, Inc.  
Dr. and Mrs. Mark D. Nelson  
Mr. Willard D. Nielsen  
Mr. and Mrs. Frank B. O'Neil  
Mr. and Mrs. Houston L. Pearce  
Mr. and Mrs. Bruce S. Reid Sr.  
Robert Wood Johnson Foundation  
Weber Shandwick

### \$2,000 - \$4,999

ABA Educational Foundation  
ACCO Brands Corporation  
Acelity  
Alabama Broadcasters Association  
Alabama Newspaper Advertising Services, Inc.  
Alabama Public Television  
Astellas  
Bank of America Charitable Gift Fund  
Dr. Beth S. Bennett  
Dr. and Mrs. Bruce K. Berger  
Mr. and Mrs. James B. Boone Jr.

Boone Newspapers, Inc.  
Bradley Arant Boult Cummings LLP  
Mr. and Mrs. Stephen E. Bradley  
Mr. Greg S. Brown  
Brunswick Group LLC  
Mr. J. Jerdan Bullard  
Burson-Marsteller  
The Honorable and Mrs. J. Gregory Canfield  
Mr. and Mrs. Todd H. Carpenter  
Mr. and Mrs. John J. Cochran  
Ms. Bridget Coffing  
Community Newspaper Holdings, Inc.  
ConAgra Foods, Inc.  
Daily Sentinel  
Discover Financial Services  
Mr. and Mrs. Jack Drake  
Mr. and Mrs. Bill Dunnivant  
Mrs. Ellen R. East  
Ebert-LeBlanc Family Foundation Inc.  
Edelman USA  
Ms. Cherie D. Feenker  
Fleishman Hillard Inc.  
Grant Thornton, LLP  
Mr. and Mrs. William M. Harvill  
Dr. and Mrs. Jackson Hataway  
Hawthorne Strategy Group  
Hill and Knowlton  
IBM  
Mr. M. Scott Johnson  
Drs. William and Jeanetta Keller  
Ketchum  
Key Investments, Inc.  
Dr. James W. LaMoreaux  
Learfield Communications, Inc.  
Ms. Ainsley E. LeBlanc  
Mr. and Mrs. William B. Lewis  
Mr. and Mrs. Marshall C. Martin  
Ms. Felicia Mason  
MillerCoors  
Navigant Consulting, Inc.  
Mr. Frank L. Perryman  
Porter Novelli  
Raycom Media, Inc.  
Robert and Lois Luckie Charitable Foundation  
SAP America  
Mr. and Mrs. Philip A. Shirley  
Mr. and Mrs. Bradley R. Shurett  
Sinclair Broadcasting Group  
Southwest Airlines Co., Inc.  
Stephen Bradley & Associates LLC  
Talton Communications, Inc.  
Mr. and Mrs. Julius E. Talton Jr.  
Tenneco  
Text 100 LLC

Dr. Frank M. Thompson Jr.  
Ms. Sharon M. Tinsley  
Tuscaloosa Advertising Federation  
Tuscaloosa News  
TV Alabama, Inc.  
Walgreen Company  
Mr. and Mrs. Jimmy E. Warren  
Dr. and Mrs. K. Mark Weaver

### \$1,000 - \$1,999

Mr. William B. Akin  
Alabama Media Group  
American Endowment Foundation  
Anniston Star  
B ii Z Productions  
Ms. Donna J. Barrett  
Mr. and Mrs. Bruce Beerman  
Mr. and Mrs. Kenneth S. Boone  
Brasfield & Gorrie, L.L.C.  
Cirlot Agency, Inc.  
Mr. Roy J. Clem  
Communications Consultants  
Mr. and Mrs. Tommy P. Cok  
Mr. and Mrs. Phillip D. Cox  
Mr. Ron Culp  
Mr. Ron DeFeo  
Mr. Louis G. Donadio  
EBSCO Industries, Inc.  
Fidelity Charitable  
Mr. and Mrs. John C. Gardner  
Mr. and Mrs. Johnny H. Garrison III  
Mr. and Mrs. Joseph E. Gibbs  
Grandview Medical Center  
Hobbs Foundation  
Ms. Michelle Holmes  
Intermark Group, Inc.  
Mr. Richard D. Jernstedt  
Mr. and Mrs. George M. Jones III  
Jurenko Foundation  
Mr. and Mrs. Steven Keck  
Mr. Pat LaPlatney  
Mr. and Mrs. W.F. Laporte III  
Mr. and Mrs. Bryan Lee  
Mr. and Mrs. Keith D. Livingston  
Lewis Communications, Inc.  
Mr. and Mrs. John H. Lewis III  
Mr. and Mrs. Rick Looser  
Lundbeck Inc.  
Ms. Lisa A. Malone  
Mary Elizabeth Webster Edwards Charitable Trust  
Mr. Gary D. McCormick  
Dr. Carly and Mr. Jake McKenzie  
Mr. and Mrs. Warner O. Moore III



## 2016 GIFTS TO C&IS (CONTINUED)



### SPOTLIGHT: DEBRA NELSON '80 BOARD OF VISITORS MEMBER

Debra Nelson was recently elected Secretary-Treasurer of the C&IS Board of Visitors and looks forward to working with industry leaders in the state and across the nation to advance the college. Nelson is responsible for the strategic development, implementation and management of internal and external communications for Brasfield & Gorrie, one of the nation's largest privately held construction firms, headquartered in Birmingham, Alabama. She is also a member of the company's Diversity & Inclusion Steering Committee where she helps devise and implement diversity and inclusion strategies and initiatives. She believes that if organizations strive to create diversity of thought within a workplace, they will be more attractive to people who look and think differently, and therefore achieve greater success.

**“ I am inspired to help others achieve their highest goals and aspirations. In this respect, serving on the Board of Visitors offers me the opportunity to join with other graduates and industry leaders to help develop the next generation of professionals for careers in the fields of communication and information sciences.”**

— DEBRA NELSON

Ms. Debra J. Nelson  
Mr. James W. Oakley Jr.  
Mr. William F. O'Connor Jr.  
Paradise Pet Resort & Spa, LLC  
Dr. and Mrs. Joseph E. Phelps  
PricewaterhouseCoopers Foundation  
Mr. Jim W. Rainey  
Results, LLC  
Mr. and Mrs. Thomas V. Scarritt  
Mr. and Mrs. Stephen R. Sewell  
Mr. and Mrs. Barrett C. Shelton III  
Ms. Harriet K. Simmons  
Mr. and Mrs. James M. Spann  
West Virginia University  
Mr. Richard J. White  
Mr. Ellis K. Williams  
Wilson Times Company  
Ms. Nancy K. Wood

### \$500 - \$999

Mr. and Mrs. Jonathan R. Adams  
Mr. Mark O. Bain  
Birmingham Public Library  
Ms. Catherine Boone  
Ms. Ruth E. Fenske  
Gannett National Shared Service Center  
Mr. and Mrs. Wayne H. Gillis  
Mr. and Mrs. Charles Gordon  
Grayson Emmett Partners, LLC  
Mr. and Mrs. Steven L. Grizzle  
Harley-Davidson Motor Company USA  
Haymarket Media  
Dr. Susan B. Helt  
Drs. Rhonda and Joe B. Hester  
Jefferson County Library Cooperative  
Mr. and Mrs. Gilbert E. Johnston Jr.  
Jostens, Inc.  
Mr. Frank Q. Lassiter  
Mr. and Mrs. Don Logan  
Magnolia Corporation  
Dr. Diana K. Martinelli  
Mr. Jonathan H. McElvy  
Montgomery Advertiser  
Mrs. Kimberly Y. Morgan

Mr. Daniel R. O'Donnell  
Dr. and Mrs. Yorgo Pasadeos  
Dr. Beverly Phifer and Mr. Frank Wingard  
Picaboo Yearbooks Corporation  
Mr. Richard I. Reed and Mr. Trace D. Parish  
Reese Phifer, Jr. Memorial Foundation  
Mr. Terrance L. Reid  
Mr. Kevin J. Saghy  
Scripps Networks Interactive  
Mr. Mack D. Secord  
Dr. Jacquelyn and Mr. Leo Shaia  
Dr. Annabel K. Stephens  
Mr. George R. Stewart  
Ms. Alicia N. Thompson  
Walsworth Publishing Company  
Ms. Sela Ward  
Dr. Stephanie L. Weaver  
Wells Fargo Foundation  
William Randolph Hearst Foundation

### \$100 - \$499

Ms. Jennifer Abshire  
Ms. Elizabeth L. Ahrenhold  
Alabama Booksmith  
Mrs. Susan E. Alison  
Mr. James C. Askew Jr.  
Mr. and Mrs. Gray Atkinson  
Mr. and Mrs. Jon D. Barganier Sr.  
Mrs. Joanne Bischmann  
Ms. Fay H. Blackmar  
Ms. Irene Blalock  
Mr. and Mrs. Josiah R. Bonner Jr.  
Dr. Ann Bourne  
Mr. and Mrs. Billy L. Bradshaw Jr.  
Mr. Anthony Brosamle  
Mrs. Bethany J. Brown  
Dr. James A. Brown  
Mr. and Mrs. Milton L. Brown  
Dr. Matthew D. Bunker  
Burchfield Business Trust  
Mr. Grover L. Burchfield III  
Mr. and Mrs. Arlen Carpenter Jr.  
Mrs. Linda A. S. Cencula  
Chipotle Mexican Grill

## 2016 GIFTS TO C&IS (CONTINUED)

Mr. and Mrs. Thomas W. Clarke  
 Dr. Johanna L. Cleary  
 Ms. Deborah D. Cobb  
 Mr. and Mrs. Benjamin G. Cohen  
 Mr. and Mrs. Marc B. Cohen  
 Mr. and Mrs. James D. Comerford  
 Mr. and Mrs. Jeffrey W. Cooke  
 Ms. Nancy C. Cooke  
 Mr. and Mrs. Josh Cooper  
 Mr. and Mrs. Leon M. Cooper Jr.  
 Mr. and Mrs. James A. Cox  
 Crissman Consulting, Inc.  
 Ms. Kaleigh N. Crissman  
 Ms. Rebecca Croucher  
 Mr. Michael L. Curington  
 Mrs. Elizabeth H. Curnes  
 Mr. Thomas J. Curnes  
 Mrs. Deborah Dahlin  
 Mr. Jason K. Dameo  
 Mr. and Mrs. Keith M. Daniels  
 Ms. Jane Daugherty and Mr. Kenneth Smith  
 Mrs. Elizabeth W. Dean  
 Mrs. Torrey V. A. DeKeyser  
 Mr. and Mrs. David B. DeLozier  
 Ms. Robin DeMonia and Mr. Gary Tramontina  
 Ms. Kimberly G. Distel  
 Mr. and Mrs. Brian P. Donovan  
 Dow Chemical Company Foundation  
 Dr. Toy and Mr. David DuBose  
 Mr. and Mrs. Joe B. Duckworth Jr.  
 Ms. Sabrina D. Dyck  
 Mr. and Mrs. Sidney H. Easley  
 Mr. and Mrs. Sam Eddins  
 The Honorable and Mrs. William J. Edwards III  
 Mrs. Jennifer Edwards  
 Mrs. Camille M. Elebash  
 Eli Lilly and Company  
 Ms. Rheena Elmore  
 Ms. Candace Emerson  
 Engineered Flow, LLC  
 Mr. and Mrs. Michael D. Ermert  
 Mr. and Mrs. Kevin R. Estes  
 Mr. and Mrs. Carlton Everett  
 Mr. and Mrs. E. Lanier Finch  
 Mr. and Mrs. N. Aric Fine  
 Ms. Michelle W. Fink  
 Mr. and Mrs. James N. Finley  
 Mr. and Mrs. Scott A. Fligel  
 Mr. Gary Fuller  
 G&Mf LLC  
 Ms. Ning Ge  
 Dr. and Mrs. Joe Giaimo  
 Mr. and Mrs. Wyman O. Gilmore Jr.  
 Mr. and Mrs. Marshall Ginsburg  
 GlaxoSmithKline  
 GMc Communications  
 Ms. Katherine M. Gonzalez  
 Mr. and Mrs. Arvil D. Goode Jr.  
 Mrs. Alyse H. Goodwin  
 Dr. Diedrick A. Graham  
 Mrs. Sarah M. Greenhaw  
 Ms. Lorrie S. Greer  
 Mrs. Angela F. Hall  
 Mr. and Mrs. E. Bruce Harrison  
 Mr. and Mrs. Keith Hartenberger  
 Mr. and Mrs. Clifford J. Hataway Sr.  
 Ms. Ann L. Hataway  
 Mr. Gregory W. Hatcher  
 Mr. and Mrs. John Hatton  
 Ms. Anita S. Hayne  
 Drs. Janet and Alan Heins  
 Ms. Kristina L. Hendrix  
 Mr. and Mrs. Paul L. Herring Jr.  
 Dr. Susan D. Herring  
 Dr. and Mrs. L. Brooks Hill  
 Mr. Matthew W. Honea  
 Ms. Julia Hood  
 Mr. and Mrs. Alan Howe  
 Mr. and Mrs. Steven M. Hudson  
 Mr. and Mrs. Jason Hughes  
 Mr. E. Cutter Hughes  
 Mr. and Mrs. Michael L. Hullett  
 Mr. and Mrs. Reginald D. Hyde  
 Mr. and Mrs. Robert B. Hyde  
 IMS Health  
 Mr. and Mrs. Robert F. Inman  
 Mr. Paul C. Isom and Mrs. Lisa K. Gist  
 Ms. Renae S. Jackson  
 Mrs. Kelly L. Jakubik  
 Mr. and Mrs. Jonathan W. Jeffress  
 Mr. John T. Johnson Jr.  
 Mr. and Mrs. David W. Jones  
 Mr. and Mrs. William M. Joyner, Jr.  
 Mr. and Mrs. Brian D. Katz  
 Mr. Jonathan S. Katz  
 Mr. Robert L. Kemp  
 Mr. and Mrs. Kelly Kennedy  
 Ms. Laree P. Kennedy  
 Mr. Joel Kitchens  
 Ms. Jennifer N. Kitt  
 KLJ Consulting LLC  
 KPM Investments LLC  
 Ms. Elizabeth C. Laera  
 Ms. Jayna P. Lamar  
 Mr. Nicholas P. Lanier  
 Mr. Lee Latham III  
 Mr. William N. Latimer  
 Mr. and Mrs. William D. Lawley Sr.  
 Mr. Richard L. LeComte and Dr. Jennifer D. Greer  
 Mr. and Mrs. David M. Lewis  
 Mr. and Mrs. Ahmad Lightfoot  
 Ms. Alisha M. Linam  
 Mrs. Cathleen C. Linton  
 Mr. Rand A. Linton  
 Mrs. Marian A. Loftin  
 Ms. Stephanie Lombardo  
 Mr. Van D. Lott  
 Mr. and Mrs. Timothy L. Lucier  
 Mrs. Carrie Lusk  
 Mr. and Mrs. Brian A. Mainwaring



### SPOTLIGHT: JIM STEPHENS DONOR

In addition to his outstanding business success within EBSCO, Jim Stephens works closely with the UA system to fund student scholarships and increase access to information. EBSCO recently donated a gift of \$750,000 to C&IS, which was supplemented by a University donation of \$250,000. This \$1 million commitment will support the development of an online master's degree program in information and digital media. This is one of the largest contributions to C&IS, and a continuation of EBSCO's long-standing commitment to philanthropy and the field. Stephens served as president and CEO of EBSCO from 1970 to 2005, and has served as chairman since 2002. Under his leadership, the company grew from 750 to 5,500 employees and is recognized as one of the state's largest, private companies.



## 2016 GIFTS TO C&IS (CONTINUED)

Mr. and Mrs. Wilburn J. Manderson III  
Mrs. Katherine Maness  
Dr. Dan Mangis  
Ms. Rebecca L. Mann  
Mr. and Mrs. Ladd W. Mark  
Dr. and Mrs. Edward J. Markushewski  
Mr. and Mrs. Anthony McDermott  
Mr. James A. McDonald  
Mrs. Leigh Ann H. McKelway  
Media Executive Resources LLC  
Ms. Carolyn Medina  
Drs. Lynne and Michael W. Meeks  
Mrs. Nancy E. Meeks  
Mr. Zachary C. Meeks  
Ms. Shujia Mei  
Mr. and Mrs. Christopher C. Melton Sr.  
Mr. and Mrs. Willis A. Michaels III  
Mr. C. Holley Midgley Jr.  
Mr. and Mrs. David T. Miller  
Mr. and Mrs. Michael Mitchell  
Mr. and Mrs. James M. Montgomery  
Mr. and Mrs. Harris V. Morrisette  
Ms. Beth Murphy  
Mr. Joel Neidermann  
Mr. and Mrs. George Obaranec  
Mr. and Mrs. Timothy D. Osborne  
Mr. and Mrs. John E. Paluzzi  
Ms. Laura Patterson  
Ms. Stephanie L. Patton  
Mr. and Mrs. Roger A. Pearce  
Mr. Sedric S. Pennington  
Mr. and Mrs. Robert D. Pierce II  
Ms. Carla M. Powell  
Mr. David P. Prosperi  
Mr. Robert C. Puppione  
Ms. Angie Ragsdale  
Mr. and Mrs. Richard Rice  
Mr. and Mrs. Steven W. Richey  
Ms. Beth A. Riggs  
Mr. Tom R. Roberts  
Mr. and Mrs. Roy W. Robertson Jr.  
Drs. Ronald and Ellen D. Rodgers  
Dr. Stephanie and Lieutenant Colonel Gregory E. Rollins  
Mr. and Mrs. William M. Rue Jr.  
Mr. and Mrs. Samuel A. Rumore Jr.  
Mrs. Maria P. Russell  
Mr. Douglas H. Sanders Jr.  
Mr. Stephen M. Sanders  
Mrs. Kelly Saxton  
Mr. and Mrs. Mike Schafer  
Ms. Jennifer K. Schmithorst  
Mr. Ronald L. Schwertfeger II  
Mr. and Mrs. H. Frank Segars Jr.  
Mr. and Mrs. Daniel L. Shaw  
Mr. James E. Shaw  
Ms. Alyssa Nikole Vrocher Siler  
Mrs. Jane C. Simpson  
Mr. and Mrs. Mark E. Sims  
Dr. and Mrs. Loy A. Singleton

Mr. and Mrs. Wayne M. Smiley  
Mr. and Mrs. Martin Smith  
Drs. Lex Burr and Teresa Hathcock Smith  
Mr. and Mrs. Rick Smith  
Mr. and Mrs. Scott A. Speropoulos  
Mr. and Mrs. Ken Stellan  
Mr. and Mrs. James O. Stephens  
Mr. and Mrs. Kenneth E. Stephens  
Mr. John R. Stewart  
Ms. Mary S. Stewart  
Mrs. Nancy A. Stewart  
Dr. S. Shyam Sundar  
SunTrust Bank  
Mr. and Mrs. Rod Sutkowski  
Mrs. Ashley Sutor  
Ms. Chantelle D. Swaren  
Mr. and Mrs. Thomas Tarkoff  
Mr. William A. Thomas III  
Ms. Amelia M. Thornton  
Tom Roberts Public Relations  
Mrs. Amy J. Townsend  
Mr. and Mrs. Brad Troha  
Union Pacific Corporation  
University of North Carolina  
Ms. Despina C. Vodantis  
Mr. and Mrs. Michael Robert Wahl  
Ms. Helen M. Walker  
Mr. Matthew R. Wattigny  
Mr. and Mrs. Robert F. Weldon III  
Mr. and Mrs. William H. White  
Mr. and Mrs. Bradley W. White  
Mr. and Mrs. Drew K. White  
Mr. and Mrs. James R. Williams III  
Mr. and Mrs. Nicholas O. Willis  
Mr. James M. Wood III  
Mr. James M. Wood Jr.  
Mr. and Mrs. James C. Wright  
Ms. Jacqueline Wuska  
Mr. Steven D. Yates  
Mr. Stephen Zary

### Other Gifts

Mrs. Jaena M. Alabi  
Ameriprise Financial Advisor  
Mrs. Cindy E. Anderson  
Ms. Michelle Andrews  
Mr. and Mrs. Trent E. Armstrong  
Dr. Cathy and Mr. Jack Ayers  
Dr. and Mrs. Yardley S. Bailey  
Mr. Gregory N. Bare  
Mr. John S. Barnett  
Ms. Paula J. Barnett-Ellis  
Ms. Allison M. Baumann  
Mr. Alexander P. Becerra  
Ms. Elle A. Becerra  
Mr. and Mrs. Jason A. Berry  
Mrs. Star K. Bloom  
Mr. and Mrs. Bertram A. Bloomston  
Ms. Kimberly Boarts

Dr. Patty and Mr. Robert M. Bogue  
Ms. Amanda P. Bonner  
Mrs. Jen Bottom  
Mr. and Mrs. Donald V. Bowling  
Mrs. Melissa G. Bowman  
Mr. Derek G. Boyd  
Mrs. Kimberly T. Braasch  
Mr. Robert J. Bremer and Dr. Karen J. Cook  
Mrs. Jennifer H. Brooks  
Mr. and Mrs. Gerald C. Brooks Jr.  
Mrs. Barbara G. Brown  
Ms. Laura J. Brown  
Dr. Jennings F. Bryant Jr.  
Ms. Dori Burns  
Ms. Dianna L. Cagle  
Mr. and Mrs. Carlisle D. Campbell  
Ms. Margaret Caplis  
Ms. Ellie Carr  
Ms. Toni M. Carter  
Mr. Charles A. Casmus III  
Dr. Courtney and Mr. John R. Childers II  
Mrs. Elizabeth D. Chuck  
Mr. and Mrs. Donald K. Coe  
Community Foundation of West Alabama  
Mr. and Mrs. Rudy Cornelius Jr.  
Mrs. Rebecca F. Cornelius  
Corporate Executive Board  
Mr. Joseph H. Davis  
Dr. Timothy Dodge  
Ms. Rita R. Doughty  
Mr. Sean Doyle  
Mr. Soren K. Dresch  
Ms. Kayla S. Dunigan  
Mrs. Nancy B. DuPree  
Mr. Tedd Durden  
East Alabama Gem and Mineral Society  
Mr. and Mrs. Howard L. Einstein  
Dr. Marilyn K. Ellzey  
Lieutenant Colonel Paul L. English  
Entertainment Partners  
Ms. Nicole A. Fierro  
Ms. Noreen M. Fierro  
Mr. John L. Finley IV  
Mr. and Mrs. Douglas M. Firth  
Ms. Michelle E. Fowler  
Mr. and Mrs. Nim T. Frazer Jr.  
Ms. Kati L. Fugit  
Dr. and Mrs. Raymond B. Gonzalez  
Mrs. Rosalee R. Groover  
Mr. and Mrs. Turner L. Hannah  
Mr. and Mrs. James E. Harmon Jr.  
Mrs. Marie M. Harmon  
Mrs. Costella C. Harris  
Mr. Monroe Harrison Jr.  
Mr. Sam W. Harvey  
Ms. Linda G. Hatten  
Mr. and Mrs. Edward B. Hawkins  
Ms. Kim Hemphill  
Mrs. Laura Hill  
Ms. Monica I. Hill

## 2016 GIFTS TO C&IS (CONTINUED)

Mr. and Mrs. T. Alton Hill  
 Dr. Karri Holley and Mr. Richard J. Kim  
 Mrs. La Shannon N. Hollinger  
 Mr. and Mrs. Adam Hollingsworth  
 Home Rite, Inc.  
 Ms. Hollie V. Huey  
 Mr. and Mrs. David B. Hust  
 Ms. Virginia G. Imbrogno  
 Mr. and Mrs. Louis D. Ingram  
 Ms. Catherine James  
 Mr. Gerald A. Jenkins  
 Mr. Richard A. Johnson Jr.  
 Dr. Edward A. Johnson  
 Ms. Cinterro L. Jones  
 Mrs. Roberta S. Kaiser  
 Ms. Diane M. Kallenborn  
 Ms. Alison L. Kapp  
 Ms. Gloria R. Kelly  
 Ms. Brittney S. Knox  
 Mrs. Rose G. Knudson  
 Mr. and Mrs. James H. Kyzar III  
 Ms. Bonnie Lee  
 Ms. Marianne Leigh  
 Ms. Katherine F. Levitz  
 Ms. Kate S. Lewallen  
 Mrs. Stacey A. Liljeberg  
 Mr. Thomas L. Lindsey III  
 Dr. Jennifer B. Mackay  
 Dr. and Mrs. Ernest A. Mancini  
 Mr. Ryan S. Matthews  
 Mr. Michael L. Mayfield  
 Dr. Lola L. McCord  
 Mr. Bruce J. McKee and Mrs. Bonanza A. Hale  
 Mr. and Mrs. Robert L. McMillan  
 Dr. Thomas L. Meade and Dr. Colleen Malachowski  
 Ms. Glenda J. Merill  
 Mr. and Mrs. Frederick D. Miller  
 Ms. Sarah B. Minkel  
 Mrs. Kim A. Minkinow and Mr. Kirby W. Gaudin  
 Mr. James G. Mucciolo  
 Mr. and Mrs. D. Jay Murphy  
 Mrs. Samuella P. Nesbitt  
 Ms. Lacey D. Nisbett  
 Ms. Miranda L. Omer  
 Ms. Laura K. Owens  
 Ms. Lori A. Peace  
 Ms. Patty A. Pilkerton  
 Ms. Laura E. Pitts  
 Ms. Jodi W. Poe  
 Ms. Amy C. Prendergast  
 Dr. Erika J. Pribanic-Smith and Mr. Jason W. Smith  
 Mr. and Mrs. Benjamin S. Pyle  
 Mrs. Jennifer V. Rainer  
 Mr. and Mrs. Patrick F. Rakers  
 Dr. Catherine J. Randall  
 Dean and Mrs. Kenneth C. Randall  
 Mr. Phillip G. Rawls  
 Mr. and Mrs. Claude R. Rayfield  
 Mr. and Mrs. Virgil D. Reed  
 Mr. Jeremy K. Reid

Mr. and Mrs. Stephen W. Reinhart  
 Mrs. Mary Elizabeth E. Rentfro  
 Mr. and Mrs. Donald R. Rice  
 Mr. and Mrs. Andrew Richardson  
 Ms. Patricia A. Robles  
 Mrs. Melissa P. Roney  
 Mr. and Mrs. Denes  
 Mr. Samuel C. Rumore  
 Mrs. Jewell Sandoval  
 Mr. Perry S. Scotola  
 Ms. Lara L. Seidel  
 Mr. Alex J. Seiver  
 Mr. Mark Sellers  
 Ms. Lindsey K. Sinclair  
 Ms. Angelina M. Smith  
 Mr. and Mrs. Robert D. Smith  
 Mr. Mike D. Smith  
 Mr. and Mrs. Justice D. Smyth IV  
 Mrs. Jennifer Speigner  
 Mrs. Marian H. Stevens  
 Mrs. Jaclyn A. Tarkington  
 Mrs. Karen J. Thomas  
 Tide Gold  
 Mr. and Mrs. Steve R. Tish  
 Mr. and Mrs. Benjamin J. Traylor  
 Trussville Public Library  
 Mr. and Mrs. Butch Veazey  
 Mr. and Mrs. Stephen F. Vickery  
 Mrs. Cecily M. Wall  
 Mr. Phillip D. White  
 Ms. Sara M. Whitver  
 Mr. and Mrs. J. Worth Wilkerson  
 Mr. and Mrs. Joseph M. Williams  
 Ms. Kristin M. Williams  
 Mr. and Mrs. Philip K. Williams  
 Mrs. Kathleen A. Willis  
 Ms. Mary L. Wimberley  
 Ms. Larhonda L. Windsor  
 Mr. and Mrs. Allen Woll

*Every effort has been made to ensure accuracy and completeness of this list. If we have inadvertently omitted your name or listed you incorrectly, please contact C&IS External Relations at UACCIS@ua.edu.*

*To make a gift to the College of Communication & Information Sciences, please visit [cis.ua.edu](http://cis.ua.edu) or contact us at (205) 348-4787.*



### SPOTLIGHT: ALYSE GOODWIN '05 OAKLEY SOCIETY MENTOR

Alyse Goodwin currently serves as a mentor within the Oakley Society, where she is paired with a current C&IS student. She enjoys staying connected with C&IS and empowering students to recognize what they can do now and in the future to become leaders in communication and information sciences. In her professional roles, Goodwin leads a team of business analysts responsible for strategy integration, planning and implementation of attractions and technology with the Walt Disney Company. Throughout her 15 years with Disney, Goodwin has worked in a variety of roles related to business strategy and analysis, integration, communication and marketing. When Goodwin had the opportunity to join a more business-oriented team, she was eager to apply what she knew about communication to strategy and implementation, and make a difference within the company.





The College of Communication and Information Sciences Master's programs offer traditional and online classes designed to prepare leaders for roles in various industries and organizations. Our programs propel graduates towards excellence in whichever path they take.



## MASTER'S PROGRAMS OFFERED

### ON-CAMPUS:

Advertising and Public Relations  
Book Arts  
Communication Studies  
Journalism  
Library and Information Studies

### ONLINE:

Communication Studies Specialization in Organizational Leadership  
Journalism  
Library and Information Studies



Support C&IS students by making a gift  
to the Capstone Communication Society.

With a gift to the Capstone Communication Society,  
you'll stay connected with C&IS through:

- Invitations to exclusive on-campus events  
including The Tailgate at Reese Phifer
- A subscription to monthly e-newsletters  
and college publications
- Opportunities to network with fellow C&IS alumni,  
parents and friends at regional events throughout the country

To make a gift, visit [cis.ua.edu](https://cis.ua.edu).

