

Sanders Named Director of Student Media Center at Southern Miss

Contributed by Van Arnold - 601.266.5568
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Stanley Sanders has been named director of the newly formed Student Media Center in the School of Mass Communication and Journalism at The University of Southern Mississippi.

Sanders has more than 26 years of broadcast journalism experience and previously served as director of news and operations, managing editor, news director, videographer and assistant manager while employed at WCMH-TV in Columbus, Ohio. He will oversee operations to combine The Student Printz, WUSM (FM 88.5), The Agency at Southern Miss and broadcast and television services into a comprehensive media center.

"Stanley brings remarkable professional credentials and leadership skills to the job," said Dr. Christopher Campbell, director of the school. "The school's faculty recognizes the importance of providing our students with 'real world' experience, and he understands how we can increase and improve the opportunities that are available in student media. We intend to make first-rate opportunities available to students in all of our majors."

The Center's design is based on combining the synergy of the school's student media to have a cohesive approach toward serving the students, faculty and staff at Southern Miss. From internships to paid positions, the Center will seek to find opportunities for students to maximize growth in the classroom and within their chosen fields.

Sanders hopes to use his experiences in commercial media to align the new center's operations with current standards and practices found in today's media world.

"The recent Extreme Home Makeover: Home Edition project (held in Hattiesburg) is a good example of everyone working together to successfully complete a major project, and complete it with excellence," Sanders said.

Public relations graduate student and Brandon native Samantha McCain helped coordinate the online communication forum between the media tent volunteers who worked on the site with Extreme Home Makeover: Home Edition. She and other Southern Miss students worked side by side with the Extreme Home Makeover: Home Edition crew and local media to promote the event which took place in early December.

"We can only learn so much in class. By allowing students to work in a real environment regarding their disciplines, we learn pivotal tools to take into the real world and be successful. I think the center is an impeccable opportunity for Southern Miss students," McCain said.

While the formation of the center has not yet been finalized, the school intends to move all of its student media operations under one roof in the near future. In the meantime, Sanders is working intently to utilize existing resources within the center.

"The students, faculty and staff are a very talented group," Sanders said. "The center hopes to use their talents to support projects within Mass Communications, the College of Arts and Letters, the university as a whole and within Hattiesburg."

Stanley Sanders

About The University of Southern Mississippi

The University of Southern Mississippi, founded in 1910, is a comprehensive doctoral and research-extensive university fulfilling its mission of being a leading university in engaging and empowering individuals to transform lives and communities. In a tradition of leadership for student development, Southern Miss is educating a 21st century work force providing intellectual capital, cultural enrichment and innovation to Mississippi and the world. Southern Miss is located in

Hattiesburg, Miss., with an additional campus and teaching and research sites on the Mississippi Gulf Coast; further information is found at www.usm.edu.