Film writer David Sheffield was the top attraction at the 2008 Symposium and was inducted into MCJ’s Hall of Fame along with several other honorees. See Page 6 for details.

Also Inside:
• 2008 Career Day
• Photojournalism Project Success
• New Faculty Join MCJ’s Team
• MCJ Nets MPA Grant Award

Arthur Kaul remembered
MCJ students, faculty and alumni gathered to honor the memory of long-time mentor and faculty member Dr. Arthur Kaul. See Page 10 for details.
From the Director:
Mass communication and journalism in transition

If there is one word that captures what has been going on at Southern Miss School of Mass Communication and Journalism over the last year or so, that word would be *transition*. In the past 18 months, the university has hired a new president (Dr. Martha Saunders) and a new provost (Dr. Robert Lyman). The College of Arts and Letters, the school’s academic home, has a new dean (Dr. Denise von Herrmann).

The school itself is in the midst of a fairly major transition of its own. Last April, Dr. Art Kaul – a beloved member of the faculty for 23 years – passed away. Dr. Gene Wiggins retired in May after 34 years on the faculty. We began the fall 2008 semester with six new full-time faculty members.

Even the longtime custodians in Southern Hall are gone. Simmie Heidelberg, a friend to us all, also passed away last spring, and Lorean Smith recently took a new job nearer to her home in Petal.

We find ourselves preparing students for a media world that is itself in the midst of a significant transition. New technology – especially the Internet – is driving dramatic changes in the way media companies are doing business. And the very business of media is itself in a period of uncertainty. With the state, national and world economy in freefall, media companies are struggling to identify effective business models for a shifting media landscape.

The school’s faculty remains in constant dialogue about our curriculum, a dynamic discussion that has resulted in several recent changes. Our students are now required to show up with laptop computers. They all take an introductory course in digital media production. Journalism students – in broadcasting, photography or news-editorial – are now required to take a multimedia storytelling course. Virtually every writing, reporting and production course in the school now addresses online media.

That doesn’t mean we don’t still embrace the essentials of our mission. The faculty still believes that we primarily need to teach students to think critically, to write, to investigate, to be good storytellers. The tools they are using are different than they were a few years ago, but the fundamentals remain the same.

The roots of the program – established by people like Art Kaul and Gene Wiggins – remain very much in place, and I’m confident that our new faculty members embrace the school’s important mission. Dr. Kim LeDuff has stepped into Dr. Kaul’s role of assistant director, and Dr. Fei Xue has taken on Dr. Wiggins’ former duties as MCJ Graduate Coordinator.

Frankly, things are a little scary right now. Earlier in my career, I was pretty confident that I understood the jobs for which we were preparing students. These days, not so much.

Our 2009 graduates will be entering a brave, new media world. We can only hope that they’re leaving us with skills and values that will serve them well. The school has a proud history of doing just that.

As you read this edition of *MCJ Journal*, I’m sure that you’ll be as impressed as I am with the remarkable success of so many of our alumni, faculty and students. I expect we’ll get through this transitional period just fine.

--- Chris Campbell, Director

School of Mass Communication and Journalism

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An annual publication of the University of Southern Mississippi School of Mass Communication and Journalism

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Departmental News

MPA awards grant funds
Dr. Chris Campbell, left, director of the Southern Miss School of Mass Communication and Journalism, accepts $10,000 from the MPA Education Foundation from Patsy Speights, center, editor of the Prentiss Headlight, and Judith “Skippy” Haik, president and publisher of the Hattiesburg American. Funds will be used to help prepare students for technological changes in media industries and will help purchase equipment such as digital cameras.

Graduate program news

The School of Mass Communication and Journalism is home to a growing group of both new and returning students in its graduate program, pursuing masters or doctoral degrees in several mass communication emphasis areas.

A number of MCJ graduate students have already presented papers at a variety of conferences this year:

• Donna Stephens received the Top Student Paper Award at the American Journalism Historian Association, and presented at the AEJMC Southeast Colloquium in March 2009.

• Elizabeth Christian received her Ph.D. in mass communication from MCJ in December 2008, and will now have her dissertation published by the University Press of Mississippi. The title is, “Reading, Writing and Rabble-Rousing: Willie Morris, A Good Old Editor.”

• Mary Green had her paper, “Factors that predict digital game play,” published last year in the Howard Journal of Communication.

• Robin Kauth was selected to receive the Dr. Arthur J. Kaul Memorial Fellowship Award.

• W. Justin Martin was selected to present a paper prepared for Dr. Chris Campbell’s Critical and Cultural Theory class, to the USM Graduate Student Research Symposium, sponsored by the Graduate Student Council and Graduate program news

For so many of us, our days at Southern Miss were among the best days of our lives. We invite you to reconnect with the faces, places, and memories that made your college experience special.

Visit www.SouthernMissAlumni.com and

Join The University of Southern Mississippi Alumni Association Today!

See Graduate, Page 16
Career Day ’08 draws crowds

Held Nov. 13, 2008, Career Day offered a job and internship fair and panels of nationally known media professionals. Firms participating in the job fair included WLOX-TV; MSNBC.com; The United Way of Southeast Mississippi; The Hattiesburg American; The Laurel Leader Call; Blakeney Communications; W.A. Browne and Partners; WXXV-TV; WUSM-FM; USM Marketing and Public Relations; The Lamar Times; the City of Hattiesburg; Telesouth Communication; Dorothy Lucas, freelance writer; The Times Picayune; and WLBT-TV.

Above left, Bill Browne of W.A. Browne and Partners talks with senior advertising major Crystal Scretching at MCJ’s Career Day portfolio session.

Above right, film director Jennifer Ogden and publisher Bill Phalen were among media professionals serving as panelists for Career Day sessions. Other panelists included Nina Parikh, John Duffy, David Sheffield, Ward Emling, and Patrik-Ian Polk.

At right, students visited with representatives of media firms to learn about a variety of career opportunities.

Photos by Steve Coleman and Eric Shelton
2008 Symposium a success

Themed “Hooray for Hattiesburg: Film, Television and Mississippi’s Story,” the 2008 Symposium featured conversations with (above left) Patrik-Ian Polk and Jennifer Ogden; (above) David Sheffield; and (at left, on the left) John Duffy, all of whom have built distinguished careers in media industries.

Photos by Steve Coleman and Eric Shelton
Sheffield began his writing career at USM

By Charlotte Graham
Graduate Assistant

When David Sheffield was here at the University of Southern Mississippi in the late 1960s, he had every intention of becoming an actor. He took parts in school plays and made every effort to be the best he could be in his desired profession.

As destiny would have it, however, Sheffield wrote and produced a play while attending theater classes at USM. He developed a love for writing and production when he watched the response of the audience when his play, which was directed by a friend, was presented on campus.

“That’s when I realized that I really wanted to be a writer,” said the 1972 USM graduate. “I loved the experience of sitting in the back of the room in the dark, anonymous and hearing people laugh and react to something I have done.”

That’s when he decided to change majors and become a screenwriter, and as the old cliché goes — the rest is history. Sheffield’s big break came in the early 1980’s when he landed a job as a writer for NBC-TV’s “Saturday Night Live.”

His credits also include the screenplays of Police Academy II and the Eddie Murphy films Coming to America and The Nutty Professor, which he wrote with Barry Blaustein, his co-author of many film and television scripts since they were writers for “Saturday Night Live.”

“The most exciting thing that probably ever happened to me was ‘Saturday Night Live,’” said Sheffield. “Movies were fun and exciting in a different way, but there is nothing to take the place of live television… ‘Saturday Night Live’ was like boot camp for comedy writing.”

He knew “Saturday Night Live” was something special, but he didn’t grasp the full magnitude of the show’s greatness until he attended the show’s 25th reunion.

Everyone who ever hosted the show attended the reunion.

“We were all in Studio 8-H at the same time,” Sheffield reminisced. “You just look out and see this sea of all of these famous people, all these amazing people who came through there and the ones who hosted the show, some of them repeatedly.

“Steve Martin, Billy Crystal, Bill Murray, Tom Hanks and all of these wonderful people were all in the room at one time. That was amazing! I felt a kind of a kinship with the show. The show is not sappy. It’s never been a place where you get sentimental. But we were all wearing tuxedos, we had all come back to Studio 8-H; and it made me realize that I had been a part of something that was probably significant, at least in terms of television and entertainment.”

He’s written scripts and produced or co-produced a number of movies, but he said there is nothing quite like the hands-on experience of live television. “Saturday Night Live” writers not only had to write sketches for the show, they also had to produce them.

“So you actually run around during the show and you change lines; you run to the cue card guy and you tell him and you go to the make-up people and say, ‘You don’t have to do that quite so much;’ and you go to costume. That’s really excitement.”

Excerpts from Sheffield’s talk

By David Sheffield, USM ‘73

(Editor’s note: David Sheffield delivered the keynote address at the 2008 MCJ Symposium. Excerpts follow, though it’s important to note that the audience was also treated to Sheffield’s delivery of some uncanny impersonations.)

IT’S A GENUINE PLEASURE to be back in Mississippi. And I can’t begin to tell you how satisfying it is, and how good it feels to finally get the hell out of Los Angeles.

When we left to go out there, I told my wife Cynthia, “Okay, here’s the plan. Writing for Hollywood is going to be like pearl diving. I’ll hold my breath just long enough to grab as many pearls as I can. Then we’ll move back home to Mississippi.”

Well, that was 25 years ago. You wouldn’t believe how many oysters you have to shuck to find a pearl in that town. Hollywood is a place where almost anything can happen. And almost nothing ever does. It’s really true what Orson Welles said: You sit down at the studio commissary, order lunch, and the next thing you know you’re sixty….

IT’S TRUE THAT American society has made a lot of progress, but there are some nasty stereotypes out there in Hollywood that still linger. In this age of political correctness there’s almost no ethnic group left that Hollywood can ridicule with wild abandon. Except, of course, Rednecks.

How come Hollywood always portrays Southern men as tobacco dribbling rednecks. Tattooed. Wife-beater tee shirt. And of course, dentally challenged. You can almost hear the casting director: “You’ve got a good hillbilly look going but you’ve got too many teeth. Would you consider losing a few of your incisors for the part?”

Gangster movies come and go. The western has, for the most part, run its course. But there’s this sub-genre that still flares up (continued on Page 7)
The School of Mass Communication and Journalism inducted one former faculty member and four outstanding professionals into the school’s Hall of Fame as part of the second annual Mass Communication and Journalism Symposium, “Hooray for Hattiesburg: Film, Television and Mississippi’s Story,” held on the Hattiesburg campus Nov. 14, 2008.

Former professor Lawrence Albers was inducted posthumously along with the others, all having distinguished careers in film and television production.

- **JOHN DUFFY ’75**, an award-winning editor who has accumulated more than 85 screen credits during his 30-year career, including work on acclaimed programs such as the CBS Network Television series “Tour of Duty.”

- **PATRIK-IAN POLK ’94**, a writer-director-producer, who has achieved great acclaim with his independent feature film “Punks” and the hit cable television series “Noah’s Arc.”

- **DAVID SHEFFIELD ’72**, a veteran Hollywood screenwriter known for his television work on “Saturday Night Live” as well as his films “Coming to America,” “Boomerang” and “The Nutty Professor.”

- **JENNIFER OGDEN**, a producer and studio executive known for her work on film classics such as “Annie Hall” and “Hair” as well as notable contemporary films like “How Stella Got Her Groove Back.”

- **ALBERS** joined the Southern Miss faculty in 1970 after retiring from the U.S. Army Air Corp. He was credited with making the university’s film studies program the largest of any university in the Southeast at the time, largely due to his “hands-on” filmmaking courses. He was twice awarded both the George Washington Freedom Foundation Award.

Proceeds from the event benefitted the Lawrence Albers and Robert Gene Wiggins endowments, to support scholarships and fellowships for deserving students in the School of Mass Communication and Journalism.
The Ethics and Excellence in Journalism Foundation awarded the School of Mass Communication and Journalism a $55,000 grant to support a two-year project allowing 20 high school and college students from the region to work with several of the country’s top photojournalists.

The Southern Mississippi Photojournalism Project is headed by Clarence Williams, who is in his third year as photojournalist in residence in the School of Mass Communication and Journalism. Williams won the 1998 Pulitzer Prize for Feature Photography when he was a staff photographer at the Los Angeles Times.

“Clarence Williams is working very hard to elevate our photojournalism program,” said Chris Campbell, director of the School of Mass Communication and Journalism. “This project will be a big step forward.”

The project brings members of the Iris Photo Collective to the Southern Miss campus to work with students several times over the next two years. The collective is made up of Williams and three other highly respected photographers, including Andre Chung, winner of the George Polk and Robert F. Kennedy journalism awards who has worked for the Chicago Sun-Times and Baltimore Sun; Carl Juste, a photographer for the Miami Herald and also a Kennedy award-winner; and Pablo Martinez Monsivais, a photographer for the Associated Press Washington Bureau, where he was one of a group of photographers who won the Pulitzer Prize for Feature Photography for coverage of the impeachment process during the Clinton administration.

“We formed the Iris Photo Collective because the four of us share a passion for social justice, and we believe that photojournalism has the potential to affect important societal changes,” Williams said.

Twenty students – nine during the current academic year and 11 more in 2009-10 – will work on stories about the region that are sometimes overlooked in mainstream media coverage. Those stories will examine issues like poverty, racism and substance abuse. They will be published on the project’s Web site and in a publication modeled on the old Look and Life magazines, which featured photo essays.

“This will be an incredible opportunity for the students,” Campbell said. “We have pretty remarkable photojournalism alumni who are always willing to help us, and now we’ll be building another important partnership that will open more doors for students who will someday make their own impact as photojournalists.”

The Iris Photo Collective was founded by the four photographers of color in 1998 because they were concerned with the way their communities were depicted in the media. For details visit http://www.irisphoto-collective.com/. The Ethics and Excellence in Journalism Foundation was established in 1982. For details visit http://www.journalismfoundation.org.
**Events**

**Student News**

**Associated Press chooses Shelton**

Eric Shelton, a senior photojournalism major at The University of Southern Mississippi, has been selected as a participant in the Associated Press’ Class of 2009 Photography Intern Program, one of the most competitive internship programs in all of journalism.

Shelton will spend 12 weeks in the summer at the AP Boston bureau. AP photo interns receive individually tailored training designed to further develop their journalistic skills. “Eric is an enormously talented photographer,” said Clarence Williams, photojournalist in residence in the School of Mass Communication and Journalism. “This is a great start to what promises to be an extraordinary career.”

Shelton is from Columbia, Miss. He’s scheduled to graduate in May 2009. During the summer of 2008, he was selected as an intern at the UNITY: Journalists of Color convention in Chicago. He is one of four Southern Miss photojournalism students selected last fall to participate in the Southern Mississippi Photojournalism Project, which was funded by the Ethics and Excellence in Journalism Foundation.

“Eric’s selection for the AP internship is a reflection of recent improvements in the photojournalism program since Clarence Williams arrived in 2006,” said Dr. Chris Campbell, director of the School of Mass Communication and Journalism.

Williams won the 1998 Pulitzer Prize for Feature Photography. In 2008, two other photographers joined the fulltime School of Mass Communication and Journalism faculty: Gina Gayle, a former San Francisco Chronicle photographer, and Dr. Steve Coleman, who previously served as an adjunct faculty member and freelances for the Associated Press.

“Southern Miss has produced some of the best photojournalists in the country, many of whom studied under (retired professor) Ed Wheeler,” Campbell said. “We’re getting back to those roots, and our photo program has a bright future.”

**GAC star selected to keynote MCJ awards banquet**

Television personality Nan Kelley was the keynote speaker at the annual awards banquet for the School of Mass Communication and Journalism Hall of Fame April 23. She was also inducted into the MCJ Hall of Fame.

A Hattiesburg native, Kelley graduated from Southern Miss in 1988. She is a fixture on the Great American Country television network, where she is the host of “Opry Live,” “The Top 20 Country Countdown” and other GAC specials, including the annual “Academy of Country Music Red Carpet.”

A former Miss Mississippi, her entertainment career has included globetrotting as an entertainer for American troops overseas and serving as a television personality on The Nashville Network and on a variety of other national TV programs.

“We were thrilled to have Ms. Kelley on campus and visiting with students,” Chris Campbell, director of the School of Mass Communication and Journalism, said. “She’s has such a dynamic personality. She was a real inspiration to us all during her time on campus and at our banquet.”

**Phalen to speak at Commencement**

Bill Phalen, CEO of Cities West Publishing and a USM journalism graduate, will be the commencement speaker for the May 8, 2009 graduation ceremonies in Hattiesburg.

Phalen was the MCJ awards banquet speaker in April of 2008, when he was inducted into the MCJ Hall of Fame. He was inducted into the USM Alumni Hall of Fame in October of 2007. Before founding Cities West, Phalen, a 34-year resident of Arizona, founded and co-founded three broadcasting companies that acquired 24 radio stations in the U.S. from 1970 through 1996. Phalen is past president of the Tucson Broadcasters Association and was a member of the advisory board of the ABC Radio Network and the Walter Cronkite Endowment Board of Trustees at Arizona State University.

“He’s an excellent choice for a graduation speaker,” said Chris Campbell, director of MCJ. “He’ll be addressing students who are heading into a difficult economy. He’s been through a lot, and I’m sure he’ll have a plenty of useful advice.”
Events

Subverting the Dominant Paradigm: Symposium remembers Art Kaul

The late Arthur Kaul, professor and assistant director of the School of Mass Communication and Journalism who died April 29, 2008, was honored at the Spring 2009 MCJ Symposium, “Subverting the Dominant Paradigm: Celebrating the Legacy of Arthur J. Kaul.”

During the event’s keynote luncheon, Kaul was inducted into the MCJ Hall of Fame. In addition, the Dr. Arthur J. Kaul Memorial Fellowship was presented to graduate student Robin Kauth.

Keynote speakers for the event included Jed Horne, retired metro editor of The Times-Picayune and author of Breach of Faith; Hurricane Katrina and the Near Death of a Great American City; and Ted Jackson, photogra-
Vetern educator Dr. Robert Gene Wiggins, professor and graduate coordinator in the School of Mass Communication and Journalism, retired last summer after 35 years of service. A reception in his honor was held May 7, 2008.

“We are grateful for Dr. Wiggins’ many years of service to our university and wish him all the best in his future endeavors,” said Dr. Denise von Herrmann, dean of the College of Arts and Letters. “He has made an indelible mark at Southern Miss as an educator, researcher and a great friend to those who have had the pleasure to work with him. He will certainly be missed.”

After earning his bachelor’s and master’s degrees from Southern Miss and a Ph.D. from Southern Illinois University, Wiggins became a member of the Southern Miss faculty in 1973, teaching courses in journalism, media law and public relations. He served as director of the university’s School of Communication from 1983 to 2001, then became graduate coordinator of the School of Mass Communication and Journalism.

“Dr. Wiggins has had a profound impact on the journalism and mass communication industry in Mississippi and across the country,” Chris Campbell, director of the School of Mass Communication and Journalism, said. “He’s really one of the world’s foremost educators, and he’s had a direct impact on literally thousands of Southern Miss students. Plus, he’s such a great guy – funny, smart, committed. He’s been here 35 years without making an enemy.”

Wiggins worked for The Jackson Daily News and for The Hattiesburg American and as a public information officer in the United States Air Force. He has authored numerous books, book chapters and journal articles in mass communication law. In 2006, Wiggins was the first inductee into MCJ’s Hall of Fame, when the school established the Robert Gene Wiggins Endowment. For endowment details, visit www.usm/mcj.edu.
Television executive Randy Swan couldn’t be more proud of University of Southern Mississippi alums David McRaney and Kevin Wheeler if they were his own children. Swan, news director and evening anchor of WDAM-TV 7 in Hattiesburg, has seen the young men mature and excel in their profession. He calls McRaney a “Web master” and Wheeler, a “great broadcast journalist.”

Swan says McRaney, WDAM’s Web manager, has been a station employee for about a year. Wheeler, the station’s weekend anchor and reporter, has been a full time employee since May 2008. He has worked at WDAM since January.

Kevin Wheeler

“I hired Kevin to work part time after seeing him at one of USM’s job fairs,” explained Swan. “I recognized he had a special talent and I didn’t want him to get away. So I told him I would bring him on part time if he would agree to come back to work with us full-time once he completed his internship and graduated in May (2008). He did just that.”

A native of Birmingham, Ala., Wheeler’s broadcast experience began at an early age. He fondly recalled reading the morning announcements for his elementary school’s broadcast. He went on to work as a reporter at his high school newspaper. His goal was to become a meteorologist.

“I used to watch the news on television while growing up in Birmingham and there was this meteorologist called ‘Big James Spann’ who really inspired me to become a meteorologist,” he said. “He did a great job and seemed to enjoy what he’s doing.”

“He’s still working as a meteorologist at ABC 33/40 in Birmingham. The only reason I didn’t pursue becoming a meteorologist is because you had to do a lot of math. I was never really good at math.”

As far back as he can remember, though, Wheeler has always been a good communicator. It’s a trait that has carried him far in life and he hopes it will take him even farther.

“It’s my ultimate dream, as perhaps with other journalists, to become a network anchor,” he said. “I know I don’t have what it takes yet, but I’m working hard and striving to improve each day.”

His advice for those seeking careers in mass communications and journalism is to do whatever it takes to get hands on experience. Although his area of concentration was not radio, Wheeler did a lot of volunteer work at USM’s radio station. The objective was to develop and improve his speaking voice.

“One of the good things about being on the radio was you were not on the television screen,” he said. “You could work there at the station and the only thing you had to be concerned about was your voice.”

Wheeler continued to develop his broadcast skills as an intern at ABC 33/40 and WTVT – FOX 13 in Tampa, Fla. He said the video tape that helped land his job at WDAM was one made during his internship at the Florida station.

Wheeler also describes his time at USM as rewarding. It was also quite challenging, too. He believes he couldn’t have made a better choice of school.

David McRaney

McRaney also has kudos for the department’s teachers. He gives them credit for a reference guide he developed and uses to help others build and maintain effective Websites.

“David can do remarkable things on the computer,” said Swan. “Since he’s been the station’s Web manager, visits to the company’s Web site have tripled. We’re all so proud of him around here.”

According to McRaney, Raycom management asked him to teach the essentials of news writing at all of their stations across the country. “Based on reference guides I wrote while at the Student Printz, corporate asked me to teach a class to the staff of each station,” he explained. “Raycom wants to directly compete with newspapers for Internet eyeballs. As part of a new strategy, they want to produce better text-based news stories, but they don’t have many print journalists in their company to draw knowledge from.”

McRaney is honored to be considered knowledgeable enough to teach others. The reference guides he wrote were inspired by some of his professors, namely, the late Dr. Arthur Kaul, Dr. Dave Davies, Maggie Williams, Clarence Williams, Dr. David Bennett and Dr. Gene Wiggins.

“They all taught me how to be a journalist,” he said with much gratitude. “Each came at the idea from a unique angle, and each was right in different ways. Clarence and David understood passion and humanity. Kaul understood how journalism is essential to building a better society. Davies and Maggie Williams understood the nuts and bolts, the mechanics of it, and the business. Wiggins saw it from a historical perspective.”

In addition to these professors, McRaney has been greatly influenced by journalists Charlie LeDuff, Michael Perry and John Jeremiah Sullivan, and fiction writer Larry Brown.

“I like the gritty, unpretentious, documentary-film-style of work these guys produce,” he noted. “It’s honest and empathetic, and at times very subjective.”

A 2007 USM graduate, McRaney said that while the university and its faculty has had a great impact on his life, like many people, he attended USM out of convenience.
**Alumni News**

**DANIEL DE LA PUENTE ALZAMORA** (PR, 2006) reports he is now married and is living in his hometown of Lima, Peru. “I am the public relations director for Peruvian Amazon Line, a shipping company, and I am very happy,” he said. “I get to travel a lot which is always a lot of fun!”

**BENJIE BARHAM** (Journalism, 1987), recently completed the four-part, National Development Council (NDC) training course, to be recognized in the profession of economic development as an (EDFP) Economic Development Finance Professional. Barham majored in journalism with a public relations emphasis and minored in marketing.

**LEIGH BROWNING**, Ph.D., serves as director of broadcasting and coordinator for Maroon Productions, and as advisor to KWTS, 91.1 FM and NBS at WTAMU in Canyon, Texas.

**SANDY (MAY) BYNUM**, APR, (BA 1974), has been promoted to manage the communications and advertising department for Mississippi Development Authority/Tourism, where she formerly managed advertising. She earned her undergraduate degree in Radio, Television, and Film.

**CINDY CARTER** (RTF, 1992) works as a general assignment reporter for Fox 17 News in Nashville, Tenn. In 2008 she was a regional Emmy nominee for Best Spot News Coverage. She was also honored to be asked to serve as an adjunct at Belmont University for the Fall 2008 semester where she taught Entertainment Production and Press Coverage as an elective for students studying the music industry.

**KATIE F. CARTER** (Photojournalism, 2007) is now a full-time staff photojournalist at The Vicksburg Post.

**BRANDON DELANCEY** (Film, 2004) has been living in Los Angeles for the past four years and is currently employed as an editor at a company called mOcean, which produces trailers and TV commercials for movies.

**EAN ROBERT HUNTER DEULING** (MS 1998) is Senior Partner with a small international agency and has worked for the past four years in East Africa (Tanzania, Kenya, Uganda, and Rwanda) on various projects from the development of new ventures, creating a venture capital fund as well as working with regional telecoms and Internet startups. “In 2007 I was hit with a great tragedy,” Deuling said. “My spouse of 7 years passed away from a heart attack. I continue living in the Netherlands and am currently working toward a Ph.D. in Economics with emphasis on Natural Capitalistic Entrepreneurship at CeTIM, a research center at Leiden University.”

**LATIKA RODGERS** (RTF, 1999) has lived in Atlanta, Ga. for the past 13 years. In March 2009 she created a USM Alumni Website, The University of Southern Mississippi Alumni Virtual HUB, with more than 2,200 members. The site can be seen at http://southernmississippi Alumni.ning.com/

Rogers is a territory sales manager for DIRECTV covering the Carolinas, Tennessee, Georgia and Alabama. She holds nine marketing and selling certifications and has completed three well-established marketing and sales programs. She also done freelance marketing for So So Def, DTP, and DJ Nabs, and others.

She served as an Ambassador for Big Brothers Big Sisters Atlanta and also a “Big” sibling. She is a member of Hands of Atlanta and Hosea Williams Feed the Homeless and Helpless; the National Association of Professional Women; Cambridge’s Who’s Who. She is also creating a non-profit organization named after her mother, the iHelpEulaForteFoundation. It will be a financial institution for single parents.

**PATRICK FRIES**, (RTF, 07) is pursuing a Master of Arts in Communication at the University of Dayton (Dayton, Ohio). “I am in my first year of the two year program. I am also a Graduate Teaching Assistant, responsible for teaching Informative Public Speaking, Interviewing, and Small Group Decision Making classes.”

**ALEX GERINER**, ’08, interned at Peter Mayer Advertising in New Orleans in the firm’s public relations department and was then hired to join the staff of its traffic and production department. “My job is to manage projects going with my clients and to make sure deadlines and client expectations are met. I get to work with a variety of clients and get a feel for the entire agency experience. It’s a really great foot into the advertising door!”

SONYA T. (RATH) GORDON, APR (Journalism, 1985) recently joined the board of directors for the Public Relations Association of Louisiana. She is married to David L. Gordon, who graduated in 1983 from USM with a radio television (Continued on Page 14)
Alumni
(Continued from Page 13)

film production degree. David is president and general manager of public radio station WRKF-FM. They have a daughter, Tessa, age 3.


NICK PAYNE (2008, ADV) became Production Coordinator at Peter A. Mayer Advertising in New Orleans, La. in February 2008 and has worked full time for the firm since June 2008. He is a member of the New Orleans Ad Club and is moving into print production management.

JOHN READ, (1980, RTF/Film) is a past member of the Directors Guild of America and the International Alliance of Theatrical & Stage Employees. He has worked for more than 20 years in motion picture production in southeastern United States and is a former assistant manager of the Mississippi Film Office. He is a member of the National Cartoonists Society and since March 2008 has worked as publisher and editor of Stay Tooned! Magazine.

PATT FOSTER ROBERSON, (1985, PHD, MC) has retired after 20 years teaching mass communication courses at Southern University, Baton Rouge, and advising the yearbook and student newspaper.

LISA H. SHOEMAKER, APR (2005, PR/MS) is the Director of Communications for State Auditor Stacey Pickering, who has recovered nearly $2 million since taking office in 2008. She is actively involved in the Public Relations Association of Mississippi, serving on the board of directors, and is currently serving on the Publications Board of the USM Alumni Association. Prior to working for State Auditor Pickering, Lisa worked at East Mississippi Electric Power Association in Meridian.

BILL SNYDER was named Sports Information Director at Mississippi Gulf Coast Community College in July 2008.

SARAH STONE (2006, RTF), now works for Viacom-MTV Networks, as a freelance production assistant. She recently helped out with the production of “Rah! Paula Abdul’s Cheerleading Bowl” that aired on MTV last November and December. She lives in Washington, D.C. and commutes back and forth to New York City where Viacom is located. She also does freelance work in the D.C. area and hopes to move to New York City soon. “I never thought I would actually working my dream job in TV production. I love it!” she said.

MEGAN STUARD (PR, 2008) now attends Mississippi College School of Law and expects to graduate with a Juris Doctorate in May 2011. Last summer she worked for Sen. Thad Cochran in Washington D.C. as a summer intern. She served as his press secretary.

CLIFTON R. TOPP (1969, RFT/minor journalism) is the owner of Topp Commercial Lending and Leasing, serving 50 states from its home location in Boise, Idaho. He is married Barbara Topp, and the couple has one son, Jeff Topp, 38 who also lives in Boise. Clifton was a member and president of Iota Beta Sigma, a broadcast fraternity.

ROXANNE TOWLES (1988, PR) was recently named Outstanding Academic Advisor for Region IV, and has received National Certification as a Trainer for the Applied Suicide Intervention Skills Training program. She has also been certificated as an Emergency Crisis Response Team member for the Gulf Coast Region.

Send your alumni updates, awards, promotions and other news releases to the MCJ Journal via email at mcj@usm.edu, attention Mandy Nace.
New faculty join MCJ’s team

Editor’s Note: Undergraduates Christen Amick, Apryl Jackson, Katherine Eley, Kate Hunte and Laura Laughlin; and graduate students Leslie Burge, Alison Crumpton and Charlotte Graham contributed to these reports.

Steve Coleman
After completing his undergraduate degree in photojournalism and master’s degree in communication, Dr. Steve Coleman went back to the books for his Ph.D. in mass communication. The Mobile, Ala., native became interested in photography in high school and sought out Southern Miss because it was the only school in the region to offer that major. After 29 years as an award-winning photojournalist, his works cover a wide spectrum and have been featured in Sports Illustrated, USA Today, The New York Times, People Magazine and Glamour Magazine.

“Photographing the Pope in the early nineties and working with the Associated Press with the 1996 Atlanta Olympic games are highlights of my career,” Coleman recounted. Today he is a professor of practice and technology support director at his alma mater.

Gina Gayle
“Photography is an incredible opportunity and it’s an honor to tell a story every day,” said Professor of Practice Gina Gayle about her love for photography.

A native of Cleveland, Ohio, Gayle has a bachelor’s degree in marketing from the University of Cincinnati and a master’s degree in arts, entertainment, and media management from Columbia College, Chicago. Her fascination with photography began during childhood.

“I was afraid of photography at first,” she said. “My father was a great photographer at the Cleveland Plain Dealer and I didn’t know if I could ever be as good as him at capturing and telling a story.” In addition to teaching multimedia, Gayle continues her award-winning freelance photography for philanthropic endeavors and plans to share the multimedia world with her hometown all-girls’ high school.

Joey Goodsell
“It sounds cliché, but if we build it, they will come,” said Joey Goodsell, professor of practice and director of television operations. Goodsell, who has over 20 years experience in the field, is enthusiastic about returning to his alma mater and enhancing the television production program.

“When I attended Southern Miss in the 70’s and 80’s it was a destination school for TV production, and I see it being that again,” he said. “I hope that with the new entertainment-focused production classes and television series like ‘Southern Sessions’ that USM can offer a focus that other colleges in the state do not.”

Goodsell received a bachelor’s degree in radio, television and film and a master’s degree in communication from Southern Miss. He has won numerous awards for including 2007 Telly and Accolade Awards as well as a 2003 regional EMMY nomination.

Leyla Goodsell
“Having this job reminds me of why I wanted to practice public relations in the first place,” said Leyla Goodsell, visiting professor of Practice, on her return to USM in 2008.

Goodsell graduated from Georgia Southern University with a bachelor’s degree in communication arts and from USM with a master’s degree in communication. Over the last 12 years she has practiced public relations in many sectors including nonprofit, government and higher education.

“My favorite aspect of teaching is incorporating my experience as a practitioner into the classroom,” she said. “I think that helps students understand how they will apply what they learn here in their future careers.”

Goodsell is involved in many public relations organizations and freelance projects and advises USM’s PRSSA chapter and The Agency at Southern Miss.

Cheryl Jenkins
Dr. Cheryl Jenkins has been named assistant professor in the School of Mass Communication and Journalism. She was raised in Laurel, Miss., and received her undergraduate degree in journalism and master’s degree in mass communication from USM. Later Jenkins moved to Washington, D.C., to earn her Ph.D. from Howard University. She now resides in Hattiesburg, Miss.

“I feel honored to be back working with the professors who once taught me,” she said of returning to her alma mater. Jenkins enjoys researching critical and cultural studies. Before becoming a professor, she worked at the Hattiesburg American as a news reporter.

Mary Lou Sheffer
When Dr. Mary Lou Sheffer joined the University of Southern Mississippi’s broadcast journalism faculty in the fall of 2008 as sequence head, she was aware of some of the challenges ahead of her, but says no one could have predicted the economic crisis the country now faces.

“The state needs to value higher education and make every effort to make sure funds are there to assist schools in providing the best education possible,” she says. Before joining the USM faculty, she taught at Texas Tech and the University of Texas at Arlington. She earned bachelor’s and master’s degrees from Southern Illinois University Carbondale and a Ph.D. from Louisiana State University.
Graduate
Continued from Page 3

Graduate Studies Office. His work focused on television portrayals of the disabled.

• **Casey Hart** was also selected to present a paper from Campbell’s class at the USM Symposium. His paper focused on portrayals of manhood in TV ads.

• **Alice C. Ferguson** presented three papers including two from Campbell’s class and one from Dr. Jae-Hwa Shin’s research class, at conferences. All were presented at the USM Symposium, where Ferguson also served as chair of an additional panel. One of her papers won the departmental Top Paper Award at the USM event. She also presented at AEJMC’s Midwinter Conference and the PCA/ACA 2009 National Convention in New Orleans.

Sheffield
(continued from Page 7)

No! Never! You don’t say y’all to one person. When you hear a character in a movie address a single person as “y’all,” then you have a right to righteous indignation. What is she thinking? That the guy is schizophrenic? That he has multiple personality syndrome? That he’s got an evil twin hiding under the car seat? Y’all is plural. Period. And I think y’all know what I’m talking about….

**HATS OFF TO THE** Coen Brothers for “O’ Brother Where Art Thou.” I loved that film. The Coens amaze me. A couple of guys from Minnesota who seem to have a remarkable insight into the lives of Southerners.

I love the scene where the actor who played cousin Hogwallop was asked where his wife was. And he said, “Mrs. Hogwallop has done r-u-n-n-o-f-t.” So, recently, after 25 years in Hollywood, I traded my car for a ¾ ton pick up and pointed it south towards home, back to Mississippi. When I stopped at a gas station in Nevada, I saw that my brother Buddy had written -- in the dust on the hood of my truck – “Dave has done r-u-n-n-o-f-t.” Yes, I have. Back home to Mississippi. Where I will continue to write. Who knows, maybe I’ll finally get to write something about the South. If I don’t get it right, I’m sure y’all will set me straight.

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Film writer David Sheffield took time to visit with student journalists during his visit to campus for the MCJ Symposium.

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