A New Home in College Hall

The School of Mass Communication & Journalism will soon be on the move - see details, Page 2

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By Tish Butts  
MCJ Journal Assistant Editor

After more than five decades of being scattered over the University of Southern Mississippi’s campus, mass communication and journalism students will soon find a new home in a renovated College Hall, perhaps as early as January of 2013.

Students in the School of Mass Communication and Journalism now attend classes and work in labs and studios in Southern Hall, McCain Library and McClemore Hall, and the school shares Southern Hall with the math department. The renovation of College Hall, slated to begin in June of 2011, will allow the school to move all of its operations under one roof.

“The move to College Hall presents a great opportunity for the school. We’re going to have first rate facilities for the first time in a long, long time,” said Chris Campbell, director of the school. “Having things under one roof creates opportunities for collaboration and synergy, which is important given the way the media industry is going. Students need to be fluent in lots more areas than they used to be. You can’t really focus on one area anymore.”

Campbell said that the faculty is especially excited about the third floor of College Hall, which will house the Student Media Center, including state-of-the-art recording and television studios. Student media organizations, including the Student Printz, WUSM-FM, the Agency at Southern Miss and South City records, will have offices in the center.

The first floor will house offices and classrooms. More classrooms, offices and labs will be on the second floor. “That floor will also have two computer labs, plus a digital photography lab and a photo studio,” Campbell said.

Joel Lucero, USM major projects coordinator, says the plan is for renovations to begin in the summer of 2011 and end sometime in late 2012 or early 2013 – taking about 16-18 months to complete.

“I think having an up-to-date facility, but in a historical, traditional kind of building – that will be really nice.”

-- Dr. Chris Campbell, Director

“Once we’re done with the whole project itself, we should be up and ready to go. What we try to do is mold it all together,” said Lucero. “We’re hoping the building (which opened in 1913) will be ready for its centennial.”

He said the state legislature will provide more than $5 million in bond money for the construction, but that the university will need to seek funding to furnish and equip the building.

“We will be looking for our friends and alumni and the regional media to help us out. That’s something that I anticipate will be going on over the next few years,” said Campbell. “The big ticket items are the recording studio and the TV studio.”

College Hall originally housed all academics, the library, classrooms, faculty offices and the president’s office, with an auditorium on the third floor, Campbell said.

Designed by architect R.H. Hunt, College Hall was one of the first five buildings on campus. The others were Hattiesburg and Forrest County halls, a home for the president and an Industrial cottage for women, according to Dearly Bought, Deeply Treasured: The University of Southern Mississippi.

“The state and university are interested in having College Hall brought back to its original splendor,” said Campbell. “I think having an up-to-date facility, but in a historical, traditional kind of building – that will be really nice.”

Relocating will raise the profile of the department, already one of the most popular programs on campus, he said.

“What I see is increasing the number of students modestly but increasing the quality of students significantly. The new facility will make us more competitive in attracting top students from Mississippi, the South and, actually, from all over the country,” said Campbell.
Entertainment Industry program joins MCJ’s academic offerings

By Sicily Axton
MCJ Journal Assistant Editor

The School of Mass Communication and Journalism at Southern Miss welcomed the entertainment industry program as a new major of study in fall 2010, adding more than 150 students to the school who are majoring in recording industry management and recording industry production.

The entertainment industry program was established in the School of Music in 2006. Although this major may seem like a natural fit in music, the skill set, such as teaching students how to play music, was not actually what entertainment industry students needed, said Paul Linden, assistant professor and head of the E.I. program.

“Since the move to MCJ, students appear more focused, and there’s a greater symbiosis with what’s going on,” Linden said. He hopes the move to mass communication and journalism will allow the program to continuously grow, adding experienced professors as well as students.

Being in mass communication and journalism allows these students to take more classes related to their major because a large part of the recording industry is about communicating to the masses through entertainment, Linden said.

Writing, for example, is a key skill for a student majoring in recording industry management. “Students need the ability to spin an artist’s current events, bio or list of accomplishments in a way that is compelling to the media,” said Linden. “This translates into a greater visibility and often times greater success for the artist.”

Recording industry production, on the other hand, focuses more on training students to work in the studio. Students take advantage of media production courses offered in MCJ.

In addition to the classroom, students have the opportunity to learn more about real world record company operations by participating in the student run record program, South City Records. Working with the record company is optional for students but worthwhile because it brings together the two areas of emphasis, management and production.

Linden has been an assistant professor with the entertainment industry program since fall 2007 and became director in fall 2010.

He began working for USM in 2002 as an adjunct professor with the school’s Abbey Program in France. An accomplished musician and record producer, he also toured nationally with a blues group in the 1990s, taking breaks to finish his dissertation. He earned his doctoral degree from Emory University in 2003. For more information, contact Paul Linden at paul.linden@usm.edu.

Industry veterans join spring 2011 MCJ faculty

Two veteran entertainment industry professionals served as distinguished visiting lecturers in USM’s Entertainment Industry program for the spring semester.

Gina Charbonnet, owner of the New Orleans/New York-based GeChar Productions, and Drew Young, who produced records in London, New York and New Orleans, have joined the Southern Miss faculty.

“Our students are getting an excellent opportunity to learn from some high profile professionals who bring a ton of talent and experience to the classroom,” said Dr. Paul Linden, head of the program and assistant professor at Southern Miss. “Both Gina and Drew have excellent connections in the industry in New Orleans, and that’s a relationship that we believe is very important to the future of the entertainment industry program at Southern Miss.”

Charbonnet is teaching a course in live event business. Her company, GeChar Productions, creates and executes high quality film, television and concert productions, as well as corporate and live events.

A native New Orleanian, she is a producer for the annual Essence Music Festival and oversees the festival’s ESSENCE Empowerment Experience, which has featured such high-powered speakers as Bill Cosby and Hillary Clinton.

Young, an accomplished musician with several solo albums, is teaching courses in recording industry operations and recording industry history. He has worked as a record executive for Putumayo World Music and the general manager of Clinton Recording Studios in New York City.

Now a New Orleans resident, he recently finished a full length CD of all original songs with appearances from legendary New Orleans artists Dr. John, Anders Osborne and Jon Cleary.

“We hope this is just the beginning of a long and fruitful tradition of bringing in professionals and connecting with the New Orleans market,” Linden said.

Housed in the Southern Miss School of Mass Communication and Journalism, the entertainment industry program was created at Southern Miss in 2006.

Currently, there are more than 150 students who are majoring in recording industry production and recording industry management.
MCJ alumni assume university leadership roles

By Tish Butts

MCJ Journal Assistant Editor

Expectations are running high for two mass communication and journalism alumni recently promoted to top leadership positions at Southern Miss.

Jim Coll and Jerry DeFatta both hold bachelor’s degrees from USM and master’s degrees from the School of Mass Communication and Journalism. Coll took the reigns as the university’s chief communications officer in December. DeFatta was named executive director of the Alumni Association last July.

President Martha Saunders said Coll’s appointment followed a restructuring of University Communications that resulted from university-wide budget cuts for the 2011-2012 academic year. She said the restructured office would provide services to other offices on campus as a “quasi-auxiliary” that would be somewhat self-supporting and that Coll would also oversee university efforts to address new media.

“With this whole phenomenon of social media, we recognized that we really needed someone to focus, almost exclusively, on the university’s social media activity. Some of the restructuring has been budget-driven; some of it has been media driven,” said Saunders.

Coll is in charge of the university’s marketing, social media, web services, creative services and media relations, and the department assists with such services throughout the campus.

“We’re here to tell the stories of the university – whether it’s on the web, through mass media or on the brochure,” said Coll. “It ensures that these stories are being told in such a way that shines a positive light on the University of Southern Mississippi.”

Saunders said she expects Coll to increase university visibility among its audiences, including prospective students, alumni and donors.

“We compete nationally and internationally for faculty and students in some of our programs,” she said. “They need to know what we’re doing. We want to inspire a source of pride and engagement with those groups, and we do it through communications.”

Saunders said she expects DeFatta, the Alumni Association’s new executive director, to promote growth in the association, to help increase the university’s visibility with internal and external audiences and to “assist us in engaging our stakeholders and principally, in his case, our alumni, and enlisting their support toward meeting our university goals. He has a lot of original ideas looking to expand the size of our alumni association,” said Saunders.

DeFatta was selected from a pool of candidates from across the United States. Saunders said DeFatta was extensively reviewed and chosen after a broad external search of “fine candidates.”

“For an internal candidate to weather an external search is impressive,” said Saunders.

DeFatta said he is continuing efforts with one of Southern’s alumni publications, The Talon, along with developing a five-year strategic plan of recruiting new students, generally from alumni, and generating funds for the association.

“It’s obviously an honor to be able to lead an organization that has had such success,” he said. “Jim and Jerry established strong track records on campus when they were working together at the Alumni Association,” said Chris Campbell, MCJ director.

Student broadcasters sweep awards with Hub City TV

By Tearanny Street

MCJ student broadcasters rose to the top to receive nine awards this year’s annual Mississippi Association of Broadcasters competition in Jackson, Miss. Four gold and five silver awards were given to Southern Miss’ WUSM radio and Hub City TV programs.

This honor marks the second major state award for Hub City TV, which won first place in the Associated Press awards in the spring.

Dr. Mary Lou Sheffer, assistant professor of broadcasting, said “It is truly rewarding to see their growth rewarded in these prestigious awards,” she said.

Hub City TV won gold as the Best TV Program for “Hub City TV Show 6.” DJay Johnson, a spring 2010 graduate in broadcast journalism from Richland, Miss., served as assistant producer.

Others involved with this segment are as follows: Meghan Graham, spring 2010 graduate in broadcast journalism from Pass Christian, Miss.; Kameo King, spring 2010 graduate in broadcast journalism from Aberdeen, Miss.; Mercer Morrison, spring 2010 graduate in broadcast journalism from Pensacola, Fl.; Holly Quiroz, junior broadcast journalism major from Petal, Miss.; and Kecia Easley, spring 2010 graduate in broadcast journalism from Mobile, AL. Hub City TV also won gold for the Best News Story “Policing Meth”, by King and Jason Lang, a spring 2010 graduate in broadcast journalism from Columbia, Miss.

Silver awards went to Johnson for Best Feature in “Trent Lott”; “Behind Extreme Home Makeover” as Program/Entertainment by Lang, Johnson, Morrison, Beth Alexander, a spring 2010 graduate in broadcast journalism from Little Rock, Miss., and Stefanie McDavid, a fall 2009 graduate in broadcast journalism from Columbia, Miss.; and “Beelicious” for Feature by Johnson.

In radio production, WUSM, FM 88.5 broadcasters also took home awards for its programming that spans the Pine Belt community as well. Tim Finnigan, WUSM’s former sports director, won gold in the student division “Sports Segment.”

Assistant professor Kim LeDuff and WUSM General Manager Jeff Rassier received gold in the faculty division for Public Service program or series for “The Big Read.”
Saunders teaches PR Cases graduate class

By David Tisdale

University of Southern Mississippi President Dr. Martha Saunders taught a graduate public relations cases class for the School of Mass Communication and Journalism in Fall 2010.

Saunders holds a doctorate in communication theory and research and has expertise in the areas of crisis communication and public communication campaigns.

“Teaching is the best way for an administrator to touch the pulse of the campus and understand, firsthand, current opportunities and challenges,” Saunders said. “I can think of no better use of my time than by connecting with our students and our academic programs. Southern Miss made all the difference to me as a student, in preparation for life and a career.”

Saunders has published extensively about public relations and is a winner of the Silver Anvil, the highest award of the Public Relations Society of America.

“We’re fortunate to have had her wealth of experience and knowledge in our public relations classroom,” said Dr. Chris Campbell, director of the school. “And it’s not often that students have the chance to take a course from their university president.”

Shin co-authors innovative new PR textbook

By Tearanny Street

A new book co-authored by MCJ professor Dr. Jae-Hwa Shin helps students develop a fundamental understanding of current issues affecting public relations practice today.

“THINK Public Relations,” is a magazine-styled textbook that introduces students to innovative public relations cases and examples in the context of relevant theory and core concepts.

Shin, an associate professor of public relations, is widely recognized as a prolific researcher in the field of public relations. Her latest book is a clean, full-color magazine layout designed to be affordable, retailing for less than half the cost of most introductory public relations textbooks.

“Students often have difficulties absorbing a lot of factual and conceptual materials,” Shin said. “Through short, targeted sections, we present an array of perspectives in manageable segments adapted for classroom discussion and lecture.”

“THINK Public Relations,” is supported by The Think Spot, an open access website that provides numerous learning and study tools for students including, chapters in PDF format, printable flashcards that are also accessible on cell phones, chapter-by-chapter quizzes, audio summaries and downloadable audio chapters.

Over the last decade, Shin has incorporated her professional experiences into her research and teaching and worked on a wide range of topics in public relations, including strategic conflict management, contingency theory of public relations, agenda building in the media process, and health communication. Her research has been published in Journalism & Mass Communication Quarterly, Public Relations Review and other renowned journals, and she has presented her work at national and international conferences.

PRSSA celebrates 30 years at Southern Miss

The Public Relations Student Society of America (PRSSA) at The University of Southern Mississippi celebrated 30 years on October 30, 2010. “30 on the 30th” began at 8 a.m. in front of Southern Hall prior to the Southern Miss vs. UAB football game.

Current members, several key alumni, as well as many professionals in the Hattiesburg area comprised the nearly 50 guests in attendance.

The 2010-2011 USM Chapter President, Samantha Greco, said, “Many of our students were able to connect with key alumni and be introduced to those who made the School of Mass Communication and Journalism what it is today. They left a legacy here; PRSSA is working to carry that on to the next generation of PR students.”

Festivities included brunch, networking and a raffle. Sponsors for the event included Page Family & Sport Chiropractic, Barnes & Noble, Island Rayz Tanning Inc., Shipley’s Do-Nuts, Smoothie King, Qdoba and Folgers Coffee Co.
Hearst TV visits MCJ students

Seven executives from Hearst Television, Inc. visited the Southern Miss School of Mass Communication and Journalism Friday, April 15.

“Hearst Day at Southern Miss” featured presentations by Hearst’s national vice-president for news and the general managers of three Hearst-owned television stations, including WAPT in Jackson and WDSU in New Orleans.

“This was an amazing opportunity for our students,” said Chris Campbell, director of the School of Mass Communication and Journalism. He said the school’s students applied for the opportunity to take part, and the faculty selected 20 participants.

Journalism alumnus Hank Price, a member of the School of Mass Communication and Journalism Advisory board and the president and general manager of Hearst-owned WXII in Winston-Salem/ Greensboro, North Carolina, spearheaded the visit by Hearst.

Price was inducted into the Southern Miss Mass Communication and Journalism Hall of Fame last November. “While I was on campus, I got the opportunity to meet with students and faculty members, and it occurred to me that Hearst would do well to be looking at Southern Miss grads as potential employees,” Price said. “The talent and the diversity of the student body is something that any national company ought to be interested in.”

The students who participated had a chance to meet one-on-one with the Hearst managers, who reviewed the students’ portfolios.

“Our students got feedback from some of the country’s top television managers,” said Campbell. “Additionally, the faculty got feedback about how well our students are doing and how well they’ve been prepared for careers in the industry. That’s very important to us, because we’re always trying to figure out how we can do better.”

Price was joined by Barbara Maushard, vice president for news at Hearst Television; Stuart Kellog, president and general manager of WAPT-TV; Joel Vilmay, president and general manager of WDSU-TV; Bruce Barkely, news director at WAPT; Jeff Wolfe, general sales manager at WAPT (and a Southern Miss alumnus); and William Johnson, research director at WDSU.
Haiti project wins national award

By Tearanny Street

In January of last year, the world watched as the small country of Haiti was rocked by a catastrophic earthquake that left thousands dead, millions homeless and communities in ruin.

In the aftermath of the quake, two University of Southern Mississippi photojournalism students journeyed to Port-au-Prince, Haiti to document the devastation. The Associated Collegiate Press recently honored David N.B. Jackson, a recent graduate from Hattiesburg, Miss., and Eli Baylis, a senior photojournalism major also from Hattiesburg, for their gripping slideshow of photos that captured the tragic consequences.

“For them to be acknowledged with an award in relation to their work is just the icing on the cake,” said Clarence Williams, Pulitzer Prize winner and Southern Miss Photojournalist in Residence. “For them to have gone is incredible in itself.”

Jackson and Baylis placed first out of 239 entries in the Photo Slideshow category of the 2010 Multimedia Story of the Year award, which is co-sponsored by the American Society of Newspaper Editors. The Story of the Year competition recognizes initiative and original reporting of a situation and the dead, and doing it well, is not easy even for seasoned veterans. This slideshow proves that having the right stuff for serious photojournalism does not always depend on age or experience.”

Jackson and Baylis decided to venture to Haiti after speaking with Williams. The two stayed with collective friends of Williams in Miami before making their way to Port-au-Prince.

“When I answered Clarence’s call, the first thing he said was, “Are you on your way to Haiti?”’” recalled Jackson, who now works as a photographer for The Vicksburg Evening Post alongside two other Southern Miss graduates.

“I realized that I had to get down there to see if I could have even a small impact on the Haitian people. I fell in love with photojournalism because of the idea that my images could change lives. Haiti was a perfect situation for this.”

“Part of me wanted to close my eyes, but I knew that wouldn’t help anyone but me,” Jackson said. “So, I put the camera to my eye and documented what I could. I’m glad more people will see the images and think about the people in Haiti again. Americans tend to move on to the next news story and forget about people who are still struggling to live.”

Eight days after the earthquake that destroyed much of Port Au Prince, a Haitian man demolishes part of a house to salvage building materials. (Photo by Eli Baylis)

Three join MCJ Student Media Center staff

The University of Southern Mississippi School of Mass Communication and Journalism has named three new professional staff members to leadership positions in its Student Media Center.

Chuck Cook, a Southern Miss photojournalism graduate who worked as a photographer at The Times-Picayune for more than 20 years, has been named news content advisor. His primary responsibility is advising the editors of The Student Printz and studentprintz.com. He is also teaching photojournalism courses.

Justin Martin, a doctoral student in the School of Mass Communication and Journalism who holds a law degree from Mississippi College School of Law and a bachelor’s degree in mass communication from Middle Tennessee State University, has been named general manager of WUSM-FM. Martin also teaches courses in radio production.

Martin had been overseeing many of the station’s operations as a graduate assistant in the School of Mass Communication and Journalism. A veteran of the radio industry, his family has owned WABO in Waynesboro since 1956.

Lesley Sanders-Wood, who was previously a sales executive for Blakeney Communications in Laurel, has been named business manager of the Student Media Center. Sanders-Wood holds a bachelor’s degree in journalism from Southern Miss. She oversees advertising operations at The Student Printz and program sponsorship at WUSM.

“We’re very excited to have these three joining the school,” Chris Campbell, director of the School of Mass Communication and Journalism, said. “They bring a ton of professional experience that should serve our students well.”

Campbell said that the Student Media Center is a work in progress: “The school’s faculty developed an ambitious strategic plan several years ago, and one of its key components was the creation of a center that houses all of its student media operations.”

He said those operations include the Student Printz and WUSM as well as new operations like The Agency at Southern Miss, a student-led advertising and public relations agency; The Crew, a student-run television production team; and South City Records, a student-operated record label. Campbell said the school’s strategic plan calls for student media operations to eventually be housed together in improved facilities.

Former WUSM general manager Jeff Rassier has become a full-time instructor in the recording industry program, which was relocated from the School of Music to the School of Mass Communication and Journalism in July. Former Student Printz advisor Maggie Williams has become a full-time instructor of journalism and will continue to coordinate the school’s internship program.
Symposium participants ponder

The 2010 MCJ Hall of Fame induction luncheon honored new inductees during its November symposium, “Journalism at a Crossroads: How it Was, How it Is.” The MCJ Hall of Fame was created in 2006 to give the School of Mass Communication and Journalism a way to honor its most distinguished graduates as well as other Mississippians who have excelled as media professionals and educators.

“It’s a very impressive group,” Chris Campbell, director of the School of Mass Communication and Journalism, said of the inductees. “These are remarkably talented people who have had a major impact on journalism.”

Proceeds from the annual luncheon honoring inductees support three funds established in the School of Mass Communication and Journalism in the names of former professors Frank Buckley, Gene Wiggins and Ed Wheeler.

Three prominent Mississippi journalists were inducted posthumously: Frank Buckley, former chair of the Southern Miss journalism department; Ace Cleveland, longtime university sports information director; and Pic Firmin, former editor of the Delta Democrat Times and The Sun Herald. Seven living alumni were also inducted:

**James Bates** is a Southern Miss graduate and accomplished photojournalist. Bates currently works for The Sun Herald in Biloxi. His work has appeared in The New York Times, The Los Angeles Times, The Miami Herald, The Dallas Morning Star, Shock!, U.S. News & World Report, Time, Newsweek, Rolling Stone, People and many other publications. Bates was named a finalist in the international 2002 Gordon Parks Photography Competition. His work documenting the Ku Klux Klan in the 21st century has been exhibited in Europe, and his interest in human behavior sets the stage for unique perspectives captured on camera.

**Jinx Coleman Broussard** is the William Dickinson Distinguished Professor in the Manship School of Mass Communication at Louisiana State University. She previously taught and served in a variety of positions at Dillard University, including co-chair of the mass communication department from 2004-06. Broussard was the first African-American to earn an undergraduate degree in journalism from LSU, where she also earned her M.A. She earned her Ph.D. in mass communication at the University of Southern Mississippi. Broussard is the author of Giving a Voice to the Voiceless: Four Pioneering Black Women Journalists, which was published in 2004. She is the owner and president of Jinx Broussard Consulting and Public Relations, Inc.

**Teresa Pace Collier** is director of live operations for Mississippi Public Broadcasting, overseeing news and public affairs, radio operations and live television. She joined MBP in 1994 as a public affairs producer, where she was co-creator and producer of “Statewide Live,” a live weekly public affairs program. She also produced MPB’s hour-long legislative program, “Quorum.” Collier is the recipient of several Mississippi Associated Press Broadcasters awards for public affairs reporting and was news director when MBP won two national Edward R. Murrow awards for feature and hard news reporting. She serves on the School of Mass Communication and Journalism Advisory Board.

**Dr. Chris Campbell** introduces guests at the 2011 Symposium and opens up the event’s day of discussions focused on Journalism at a Crossroads. Participants (at top) included Hank Price, Randy Swan, Jinx Broussard and Allan Nation; and (at bottom) Teresa Collier, Jamie Bates and Kevin Cooper. (Photos by Steve Coleman and Bryant Hawkins).
‘Journalism at a Crossroads’

Kevin Cooper was hired as a staff photographer at The Natchez Democrat after graduating from the University of Southern Mississippi in 1993. He joined the Sun Herald in 1995 as a staff photographer, and his work earned the C.P. Liter award for photojournalism given by the Mississippi and Louisiana Associated Press Managing Editors Association. He became publisher of The Ironton (Ohio) Tribune in 2002, working there until returning to Natchez in 2006, first as associate publisher and later publisher. His work in Ironton and Natchez has earned numerous state, regional and national awards. He is a member of the School of Mass Communication and Journalism Advisory Board.

Allan Nation is the editor and publisher of The Stockman Grass Farmer magazine, an international publication that covers management-intensive grassland enterprises for producers of pasture-raised livestock. A native of Greenville, he started his journalism career at age 16 as an agricultural reporter for the Delta-Democrat Times. While a student at Southern Miss, he served as the editorial cartoonist for the Student Printz and worked in the advertising department at WDAM-TV. He served as art director at WDAM after graduation until he was later hired to open a branch office of an advertising agency in Jackson. He bought the Mississippi Valley Publishing Company in 1977 and has spent more than 30 years publishing his magazine and consulting and speaking on grassland farming. He is a member of the School of Mass Communication and Journalism Advisory Board.

Henry “Hank” Price is the president and general manager of WXII-TV, the NBC affiliate in Winston-Salem, North Carolina. He is also senior director of Northwestern University’s Media Management Center in Chicago. Price spent four years as vice-president and general manager of WBBM-TV in Chicago. He spent twelve years with the Gannett Company in a variety of positions, including president and general manager of KARE-TV in Minneapolis. In 1995, Price was given a Gannett Excellence in Management Award. In 2010, he was given the North Carolina Association of Broadcasters Distinguished Service Award for Outstanding Contributions to Broadcasting. Price holds a bachelor’s degree from the University of Southern Mississippi. He is a member of the School of Mass Communication and Journalism Advisory Board.

See Honorees, Page 12

MCJ Hall of Fame 2011 Inductees participated in round-table discussions and question and answer sessions with students, faculty and guests during the symposium. Shown clockwise from upper left are Jinx Broussard, Teresa Pace Collier, Hank Price, Kevin Cooper and Randy Swan. (Photos by Steve Coleman).
Family tradition: Rick Cleveland is first sportswriter to win Richard Wright Award

By Tish Butts
MCJ Journal Assistant Editor

Rick Cleveland loves writing about small town sports rivalries – despite having covered 29 Superbowls during his impressive 45-year career.

“They’re playing for their town, not millions of dollars,” Rick said. “The whole town comes out to watch.”

Cleveland, a sportswriter for the Clarion Ledger for nearly 32 years, has written about executions, tornados and hurricanes – including Hurricane Katrina, and he says writing about the storm was the most significant event of his career. Cleveland’s outstanding body of work recently landed the University of Southern Mississippi alumni with more than 30 Richard Wright Literary Excellence Award recipients. The list includes writers such as John Grisham and Eudora Welty, according to the Copiah-Lincoln Community College. Cleveland accepted the honor on Feb. 26, 2011, during a ceremony in Cleveland, Miss. as the first sportswriter in the award’s history.

The award was established in 1994 to honor Richard Wright, a Mississippian who authored Native Son and Black Boy.

The award is just the latest in a remarkable string of successes for the Cleveland family, three generations of journalists with Southern Miss ties.

Rick Cleveland began his shining career by covering 29 Superbowls during his impressive 45-year career.

“Back then, if you could type and put a sentence together, you qualified,” Bobby said. “The man could write. He understood how it was to be done. He was fast and accurate.”

According to the Mississippi Sports Hall of Fame and Museum, Ace Cleveland covered 325 consecutive football games at USM.

Rick said Ace also had worked as USM’s public relations director. Named in his honor, the Ace Cleveland Press Box sits on the west side of Roberts Stadium and seats about 70 people with booths available for media and coaches.

Ace wrote news articles for the Jackson Daily News before his time at the university. Before that, he edited sports pages at the Hattiesburg American newspaper.

Bobby has won several design and writing awards along with Best Sports Columnist from the Mississippi/Louisiana Associated Press and Rivals.com.

“Tyler is good at what he does,” said the proud father. Both brothers admit he might be a better writer then they were.

Today, Rick and Bobby are award winners. Along with winning the Richard Wright Literary Excellence Award, Rick has won several state, regional and national sports writing honors including eight of 10 recent sports columnist awards with the Mississippi/Louisiana Associated Press.

Bobby has won several design and writing awards along with Best Sports Columnist from the Mississippi/Louisiana Associated Press.

“Rick and I were winning back and forth at one time. If he didn’t win, I did,” said Bobby. “I was just trying to put out the best sports section I could.” Both writers admit the best advice they have received regarding their career was passed from their father: “Just write it the way you tell it.”
Photographer James Edward Bates, who was inducted into the Southern Miss School of Mass Communication and Journalism Hall of Fame in November of 2010, exhibited “Passing the Torch: Documenting the 21st Century Ku Klux Klan,” a project he has been pursuing for more than 13 years, at Cook Library in April and May, 2011.

“Many people believe the KKK has died off, or that it’s a relic from the 1960s,” Bates said. “But it exists in the 21st Century, and I think it’s important that people have the opportunity to see the photos and to talk about what they mean.”

Bates also spoke to students in classes from a variety of disciplines while the exhibit was on display.

“The exhibit represents an excellent opportunity for the community to address difficult issues,” said Curtis Austin, professor of history and the director of the Center for Black Studies, one of several offices on campus that is sponsoring the exhibit.

“The fact that the KKK and other hate groups continue to exist in America is obviously very disturbing, and the need to discuss these issues remains as important as ever,” Austin said.

The exhibit was also sponsored by the School of Mass Communication and Journalism, University Libraries, the College of Arts and Letters, the Center for Oral History and Cultural Heritage, and the departments of anthropology and sociology, communication studies, history, political science and international development and affairs.

Bates has exhibited the work in England, France and Scotland, but never before in the United States.

“Obviously, this is a sensitive subject, and I’ve run into plenty of resistance from editors and gallery owners who aren’t exactly eager to pursue this project,” Bates said. “I’m pleased that my alma mater agreed to put on the exhibit.” Along with the pictures, the exhibit displays an adult robe and a child’s robe.

See Historic Photos, Page 12
Bates explained his most controversial picture in his collection is one that shows a child playing in a tree where an African-American doll is hanging in a noose. Even though Bates was given permission to publicize the picture including a caption containing the child’s name and hometown, the child’s parents became outraged and demanded the photo be removed from his collection. Bates collaborated and agreed to take out the child’s last name and hometown, and the photo received praise from publications around the world.

The pictures range from photos of Klansmen building a giant cross for burning to a child participating in his first torch lighting ceremony. The robes inside glass casing added tangibility to the exhibit, and a case full of books, patches and stickers produced feelings of anger among some students. One of the stickers illustrated a white man urinating on a black man with the phrase “Affirmative Action” across the top of the sticker.

Bates also presented a video slideshow of images, video recordings and sounds from actual Ku Klux Klan meetings that he has attended. One of the most chilling images displayed on the slideshow is a video of a child telling another child not to run inside the middle of the circle during a torch ceremony.

Bates, a 1995 USM graduate, also led a thought provoking question and answer session with students. Bates said his exhibit is significant because it brings attention to issues of racism that are still alive today.

**Career Day: Students, professionals gather over portfolios**

**During Symposium and Career Day festivities, students had the chance to get professional evaluation and guidance for their individual portfolios. Students prepared work samples of every kind and format, to be reviewed by the visiting experts and Hall of Fame honorees.**

At left, senior Cassandra Phares discusses her portfolio with Natchez Democrat Publisher Kevin Cooper and Managing Editor Julie Cooper.
Haque retires after 26 years

After 26 years of service to The University of Southern Mississippi, Dr. Mazharul Haque retired from his post as professor in the School of Mass Communication and Journalism in Summer 2010. A reception was held in his honor on July 28 in the R.C. Lounge in the Student Union on the Hattiesburg campus.

Haque served Southern Miss since 1984 teaching undergraduate and graduate courses in media theory, research, law, ethics, international communication and various other areas.

A brilliant and demanding teacher, Haque is a prolific scholar who has lectured at conferences across the United States and at universities around the world. His legacy has left a lasting mark on the program at Southern Miss, according to Dr. Chris Campbell.

“He’s one of the brightest people I’ve ever known, and that’s an opinion shared by all of his colleagues and students. He’s left a real impact on the program here, and he’s touched the lives of thousands of students,” Campbell said.

Haque earned master’s and doctoral degrees from Ohio University and bachelor’s and master’s degrees from the University of Dacca in Bangladesh. Before his academic career, he served for seven years as an information officer for the governments of Pakistan and Bangladesh.

From 1990 to 1995, he served as director of graduate studies in the Southern Miss School of Communication. He directed the dissertations of more than 30 mass communication doctoral students, and he served as a member on the dissertation committees of many more.

“Dr. Haque chaired my dissertation when I was a doctoral student at Southern Miss, so I’m well aware of the high level of expectations that he had for his students,” Campbell said.

An accomplished writer, Haque has published dozens of journal articles, book chapters and monographs.

He is the author of “What is News in India? A Content Analysis of Elite Dailies” and co-author of “Representations of the Cultural Revolution in the Films of the Fifth Generation Filmmakers of China.”

Graduate students rack up successes in 2010-2011

USM Graduate Research Symposium

Several students presented research at the 2011 USM Graduate Research Symposium. Kaylene Armstrong presented Framing tragedy: A study of the reporting in Mississippi and Ohio college student newspapers following the Kent State and Jackson State shootings in May 1970 and In the Beginning: Development of student newspapers in the 1800s. Thomas Broadus presented Old Spice: Viral goes social in postmodern advertising. Casey Hart presented Heroine worth her Salt?: A semiotic analysis of the role of women in action films through the movie Salt. Sidharth Muralidharan and Kristie Dillistone presented Deepwater Horizon: Extending the theory of image restoration discourse in the realm of social media. Pam Parry presented Prescription for news: An analysis of the Eisenhower administration’s medical disclosure policy. Judith Roberts, Kristie Dillistone, Rebecca Scott, and Dr. Jae-Hwa Shin presented From the Classroom to the Newsroom: Students’ Perception of Multimedia and Social Media in Their Education and Careers. Pictured (l-r) are Jae-Hwa Shin, Robin Kauth, Pam Parry, Sid Muralidharan, Kaylene Armstrong and Thomas Broadus.

Top Student Papers at SSCA Conference

Congratulations to Top Student Paper award winners in their divisions at the 2011 Southern States Communication Association (SSCA) conference in Little Rock: Kristie Dillistone, Sidharth Muralidharan, Leslie Rasmussen, Judith Roberts and Rebecca Scott are shown with Dr. David Davies. Dr. Davies, Dr. Fei Xue and doctoral student Kaylene Armstrong also presented their research at the conference. Pictured (l-r) are Dave Davies, Pam Parry, Leslie Rasmussen, Fei Xue and USM doctoral alums Dedria Givens-Carroll and Allison Foster Slade.
Nation discusses local food production as EcoEagle speaker

By David Tisdale

A renewed emphasis on local farming, including small gardens established and cultivated by individuals in their own backyards, can improve the financial and physical health of the country.

That was the message from Allan Nation, featured speaker at Wednesday’s first spring 2011 semester EcoEagle Lecture at The University of Southern Mississippi, sponsored by the university’s Office of Sustainability. Nation also spoke about the impact of technology on food preparation, preservation and consumption, and ethnic influences on food production and preparation in South Mississippi.

“During and prior to World War II, about 40 percent of America’s food production came from backyard gardens,” he said, noting also the success of “victory” gardens established and maintained during World War II. “What we’ve been through is a guide for how we can go back.”

Nation, a Southern Miss alumnus and member of the university’s School of Mass Communication and Journalism Hall of Fame, is the editor and publisher of The Stockman Grass Farmer magazine. The international publication covers management-intensive grassland enterprises for producers of pasture-raised livestock.

He is also the author of The Moving Feast, published in 2009, which focuses on the history of food production in South Mississippi. Nation said a return to production and consumption of “heritage” foods, such as sweet potatoes, corn and sugar cane, among many others, would prove beneficial both economically and for individual health.

In the early 1900s, food produced in South Mississippi was sold or distributed no further than about 40 miles from the point of production. In 1936, there were about 28,000 farmers in Hattiesburg who grew almost all of the food consumed in the area. Today, it is rare to meet someone engaged in farming full-time, Nation said.

With the establishment of a rail line from Gulfport to Jackson in the late 1800s, Hattiesburg gained access to ice produced on the coast. This allowed families to keep food from spoiling. Previously, a family meal had to be consumed at once, as leftovers were not feasible.

“Before 1897, there was no refrigeration. Most milk went sour. We concentrated on small animals for meat at meals, including chickens and other fowl, fish and pork. For the first time, you didn’t have to eat everything at the meal (to avoid waste),” he said.

Nation also discussed the ethnic influences on food production and preparation in South Mississippi, including by Native Americans, Scotch-Irish and African Americans.

Sponsored by the Southern Miss Office of Sustainability, EcoEagle Lectures feature expert presenters and films that provide educational experiences on various topics in sustainability.

Koch named book award finalist

MCJ alumna and author Kathleen Koch visited the Hattiesburg campus last fall to sign copies of her book on Hurricane Katrina. Rising from Katrina: How My Mississippi Hometown Lost It All and Found What Mattered is a finalist for the 2010 Book of the Year Awards in the regional category.

ForeWord Reviews announced the book was selected from 1,400 entries in 56 categories as a 2010 Book of the Year Award Finalist. It called the finalists “examples of independent publishing at its finest.”

A native of Bay St. Louis and member of the Southern Miss School of Mass Communication and Journalism Hall of Fame, Koch is the author of Rising from Katrina. Released earlier this year, it made Amazon.com and Southern Independent Bestsellers Lists in their non-fiction categories.

As a reporter for the Cable News Network (CNN), Koch was on the ground covering Katrina’s impact on the Gulf Coast, including her hometown. Her coverage was the subject of her acclaimed CNN documentary “Saving My Town: The Fight for Bay St. Louis” followed by the sequel “The Town that Fought Back.”

Rising from Katrina is a story of the kindness of strangers, of minor miracles—and, above all, of how despite bureaucratic snarls and insurance battles a region rolled up its sleeves and rebuilt. It is also the story of a veteran reporter who, struggling to maintain her objectivity amid loss, traveled her own personal path from devastation to recovery.

John F. Blair, publisher of Rising from Katrina, has been publishing books on the southeastern United States since 1954. Based in Winston- Salem, N.C., this independent, family-owned company specializes in history, travel, folklore, biography and fiction. ForeWord Reviews’ Book of the Year Awards program was established to help publishers shine an additional spotlight on their best titles and bring increased attention to librarians and booksellers.
Alumni Updates

1970s

Clarence Sivley Hamilton, Jr. (‘72) received a National Endowment for the Humanities grant at his library at Washington Middle School in Mobile, Ala. This grant, Picturing American, included 44, 24x15 laminated photos from American History, including a 104-page color teacher’s guide.

Jamie Wilson Leach (‘75) retired after 36 years of service with the U.S. Army Corps of Engineers in Vicksburg, Miss. She plans to spend her time with her nine grandchildren.

1980s

Pamela Bass (‘80) is a makeup stylist for television and film. Her extensive line of work can be seen on CBS, NBC, CNN and FOX News.

Dr. John E. Forde (‘84, ’88), Associate Professor and Head, Dept. of Communication at Mississippi State University, was recently accepted for the Public Relations Society of America College of Fellows.

1990s

Penni J. Mitchell (Speech Comm. ‘90) has returned to USM and is working toward a second degree in accounting.

Boni-Lynn Boyd (M.S. Communication ‘93) was recently chosen as one of four of EXHIBITOR Magazine’s 13th Annual All-Star Award Recipients, honoring the individual accomplishments of exhibit and event managers worldwide. She currently serves as the East Region Director of Marketing for ista North America, an energy management and utility billing provider in Jacksonville, Fla.

John Allen Hendricks (Ph.D. ‘97) is Director of the Division of Communication and Contemporary Culture as well as Professor of Communication at Stephen F. Austin State University. He recently published two books titled, “Techno Politics in Presidential Campaigning: New Voices, New Technologies, and New Voters” (with Lynda Lee Kaid, University of Florida) and “The Twenty-First-Century Media Industry: Economic and Managerial Implications in the Age of New Media.”

2000s

Alma Corley (Ph.D. ’00) is an assistant professor in the Department of Speech and Public Relations at the University of Central Arkansas in Conway, Arkansas.

Traci Holmes Rouse (B.A. Communication ’00, M.S. Public Relations ’02) recently accepted a position as Vice President of Marketing for Wesley Medical Center in Hattiesburg, Miss. Prior to accepting this position, she was Communication/Marketing Director for the Hattiesburg Convention Commission.

Toni Konz (‘03), an education reporter for The Louisville Courier-Journal, has collaborated with two other employees for the ongoing series “Schools on the Brink,” which focuses on 12 low achieving schools in Jefferson County. The series won a second place award from the Education Writers Association in the series category for large-market newspapers. Konz has been covering statewide education and Jefferson County Public Schools for...

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Looking to the Next 100 Years

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Alumni Updates  Continued from Page 15


Danielle Clarke (‘04) is currently working as a Student Success Coordinator in the College of Business at Southern Miss. In December 2010, she completed her M.Ed. in Counseling and Personnel Services, Student Affairs Administration.

David McRaney (‘07) has landed a book deal based on his blog, youarenotososmart.com.

CJ Burks (‘08), a television producer at Mississippi Public Broadcasting, created “Ed Said,” a children’s “edutainment” project targeted at Mississippi’s high childhood obesity rate. Making music that would teach and motivate Mississippi’s kids to move was the goal of this first-time composer/lyricist.

Mindi Shaalan Kern (M.S. ‘08) is an Account Coordinator for Mad Genius, an award-winning advertising and branding agency in Ridgeland, Miss. Mindi also serves as a Diplomat for the Ridgeland Chamber of Commerce. She was recently married to fellow USM alum Joey Kern (MBA ‘07) in October 2010.

Catherine (Hager) Lott (’08) has been promoted to Communications and Events Director at the Area Development Partnership (ADP) in Hattiesburg. Lott is responsible for all communications and for planning and implementation of all ADP events.

Katharine Rudzki Uhle (‘08) was married in July 2010 and has worked as chief Account Planner for CPR + Partners in New Orleans for the past year.

Charlotte A. Graham (M.S. ’09), a reporter at the Laurel Leader Call, was awarded the Bill Minor Award for Excellence in General News Reporting at the Mississippi Press Association’s annual Better Newspaper Contest in Tunica for her story on a Ku Klux Klan rally in Raleigh. It was one of two awards the veteran journalist received.

Samantha McCain (B.A. ’09, M.S. ’10) has been accepted into the American Red Cross Advanced Public Affairs Team (APAT). APAT Communicators deploy to national disasters to proactively communicate with national press to generate extensive coverage of the Red Cross response.

Lisa Parker (B.A. ’09, M.S. ’10) was hired as a Marketing Specialist for Southern Miss Career Services in October 2010.

Mary Margaret Turner (M.S. Public Relations ‘09) is employed as Administrative Assistant for External Relations at William Carey University.

Scott Thornburg (’10) serves as a Public Relations Coordinator at Red Square Agency in Mobile, Ala.

Lesley Walters (’10) is currently enrolled as a Juris Doctor candidate at Mississippi College School of Law. She made the Dean’s List after the first semester and is ranked 39th (top 20%) in her class.

Carissa D. Williams (M.S. ’10) serves as Coordinator of Student Life at Mississippi Gulf Coast Community College, Perkinston Campus.

Haley Lewis (B.A. ’08, M.S. ’10) was recently promoted as the Coordinator of Transfer Recruitment at The University of Southern Mississippi.