UofM student reports on golf’s biggest stage

By TOM HRACH

Thanks to a new scholarship that honors the late Phil Cannon, one UofM journalism student got to launch his career as a sports journalist by interviewing and following some of the biggest names in golf.

Those interviews ranged from Adam Scott, the 2013 Master’s champion, and Rickie Fowler, the four-time PGA tour winner.

Journalism student Jon Bell also got to follow the legendary Phil Mickelson around TPC Southwind at the 2017 FedEx St. Jude Classic. Bell was there as well when Daniel Berger finished off his winning putt on the 18th green to snag his second straight win at the Memphis PGA tour event back on June 11.

But perhaps the biggest thrill was just being shoulder-to-shoulder with the other national media members.

“It was real cool being in the media room. All the guys from the Golf Channel and media outlets like that there,” Bell said. “I was in there with all these other journalists who do this for a living. I got to see what I could be doing in a few years as a sports journalist after I get myself established.”

That opportunity came when tournament organizers decided to honor Cannon, who was tournament director for 16 years prior to his death in October of 2016 at the age of 63. An annual $2,500 scholarship will be awarded to one journalism student interested in...
Momentum building in retooled, rebranded and dynamic department

As we head into the 2017-18 academic year, the University of Memphis is abuzz in anticipation of football success based on last year’s exciting 8-5 season. Likewise, our faculty and students are excited about the momentum building in the Department of Journalism and Strategic Media with the retooling and rebranding of our advertising, journalism and public relations programs.

Yes, for those of you who weren’t paying attention last year, the department’s name now includes Strategic Media to better define what the department offers the students and the community. We’ve transformed our three concentrations into three separate majors: Advertising, Journalism and Public Relations.

To find our courses now you have to search three prefixes in addition to the old JOUR: JRSM, ADVR and PBRL. In addition, later this year we are hoping to add a fourth major, Creative Mass Media, as soon as we receive Tennessee Higher Education Commission approval.

We’ve rebranded our programs as majors for many reasons. For one thing, there are a few prospective students who have bought the lie that News is a four-letter word (FAKE) and don’t want to receive a B.A. in Journalism. That’s fine. Students now receive a B.A. in Advertising and a B.A. in Public Relations, which more appropriately describe the professional focus of their programs.

Let me assure you, however, that, as we always have, we emphasize factual reporting and ethical media practice whether we publish news stories, public relations releases or advertising promotions. We teach our students to be fair and accurate in their media practice.

Here’s the good news. Our students don’t believe that mainstream news outlets are churning out “fake news.” We’ve always had national leaders who demonize the news media. Remember Vice President Spiro Agnew’s 1970 attack on journalists as “nattering nabobs of negativism.” Our students are not running away from the news major.

Our department still has more journalism majors than it does public relations majors. We have a dynamic news faculty turning out the next generation of news professionals whether they publish in print, web or mobile formats.

Clear and accurate media writing is still the foundation for all our majors. We now have a younger faculty versed in the latest social media and multimedia skills to support the dynamic curriculum needed to equip students for media practice. Our latest addition to the faculty is Assistant Professor Ruoxu Wang from Penn State University, replacing advertising professor Ron Spielberger, who died unexpectedly nearly two years ago.

Our long-term faculty remain dynamic. In August, faculty member Dr. Sandy Utt received the Dorothy Bowles Public Service Award at our national educators conference in Chicago. In July Dr. Tom Hrach was selected by the American Journalism Historians Association to receive its 2016 Book of the Year Award for The Riot Report and the News: How the Kerner Commission Changed Media Coverage of Black America, University of Massachusetts Press.

CONTINUED PAGE 7
Department’s assistant chair receives nationwide honor

Sandra H. Utt expresses her gratitude to members of the Association for Education in Journalism and Mass Communication on Aug. 11 in Chicago after receiving the Dorothy Bowles Public Service award from association president Paul Voakes.

By TOM HRACH

The UofM Department of Journalism and Strategic Media received nationwide recognition when Assistant Chair Sandra H. Utt accepted the top public service award from the Association for Education in Journalism and Mass Communication.

The award was presented to Utt during the group’s annual conference Aug. 11 in Chicago.

The Dorothy Bowles Public Service Award is presented to a member of the organization who has worked for more than a decade to bridge the gap between educators and professionals. AEJMC is the largest journalism education association in the country with more than 3,700 members around the world.

On accepting the award, Utt thanked the organization that she has been a member since the late 1970s.

“Service means giving back to those organizations that have enriched my life,” Utt said. “I always ask myself, ‘Where would I be without AEJMC?’ My answer, ‘I would not have had a such a varied career.’”

Utt has been the department’s assistant chair since the late 1990s, and she started at the UofM in 1984.

Her many roles in AEJMC include being chair of the organization’s Strategic Planning Committee, Standing Committee on Research and head of the Visual Communication Division. She has been co-editor of the Newspaper Research Journal since 2001.

Utt also thanked her UofM colleagues along with the late Steve Pasternack, former colleague at Texas A&M, and the late Guido Stempel, her Ohio University mentor. Her daughter Rebecca, who Utt said had been attending AEJMC conferences since she was 7, was at the ceremony to see the presentation.

“Without their friendship and support, I would not be who I am. Again, many thanks for this honor,” Utt said.

The award is named for Dorothy Bowles, professor emeritus at the University of Tennessee-Knoxville, and a long-time member of the journalism education organization.

Alumni awards program set for Oct. 12 at UofM

The Journalism and Strategic Media Alumni Awards program is set for 6 p.m. Oct. 12 at the University of Memphis Holiday Inn. The annual event provides an opportunity for alumni to gather and celebrate the contributions of their fellow alumni.

Awards to be distributed are the Herbert Lee Williams Award, the Emerging Journalist Award, the Charles E. Thornton Award, the Outstanding Young Alumni Award and the D. Pennington Award for Outstanding Mentoring.

The event is sponsored by the journalism alumni board. Angie Golding is board president. The other board members are Kristin Bennett, Brittney Block, Darrin Devault, Jay Eberle, Courtney Ellett, Dan Hope, Eric Janssen, Paul Jewell, Larry Messing, Greg Nelson, Wayne Norton, Kim Paras, Kini Plumlee, Mark Thompson, Phillip Tutor and Walter Veazey

Journalism historians name top book for 2016

The American Journalism Historians Association has named Tom Hrach’s “The Riot Report and the News: How the Kerner Commission Changed Media Coverage of Black America” as the 2016 Book of the Year.

The award will be presented at the group’s national convention in October 2017 in Little Rock, Arkansas. The American Journalism Historians Association Book of the Year Award recognizes the best book in journalism history or mass media history published during the previous calendar year.

Hrach’s book was published by the University of Massachusetts Press. The award has been presented every year since 2001, and previous recipients have included such notable works as “The Race Beat,” which won the 2007 Pulitzer Prize for history.
Department’s public relations program gets significant boost

The Linda and Steve Simon family and friends gathered at the University of Memphis on June 9 in celebration of a new faculty fellowship to enhance professional public relations education here.

“The University of Memphis is such a big part of Steve and my history,” Linda Simon said. “We met and fell in love on the campus and with the school itself. The U of M has contributed in making a wonderful life for me and my family and for that reason I want to pay it forward for future generations of students.”

The Linda and Steve Simon Family Fellowship seeks to attract outstanding public relations faculty to the Department of Journalism and Strategic Media by supporting the professional activities of these early career faculty.

UofM President David Rudd praised the Simon family for its generosity.

“Gifts such as this help us to attract and retain nationally and internationally renowned scholars from diverse backgrounds to the University of Memphis,” said President Rudd. “I sincerely appreciate the vision of the Simon Family to strengthen our ability to support young, dynamic faculty.”

Linda Simon earned her bachelor of science in elementary education from the University in 1970, which at the time was known as Memphis State University. Also, the couple were both members of the sports staff of The Tiger Rag in 1967-68. The Tiger Rag was later re-named The Daily Helmsman.

A photo of the two appeared in the 1968 edition of The Desoto yearbook, which was the yearbook for Memphis State University, showing the two and others working the sports desk at The Tiger Rag.

Steve used his experience as press secretary for the mayor of Memphis and at several executive positions at PR agencies in Chicago to launch S&S Public Relations Inc. in 1978. The firm specialized in franchise PR and evolved to support the booming technology industry at the birth of the Internet. With multiple offices across the U.S., the newly incorporated SSPR, LLC is a nod to his namesake and thrives on his legacy.

Steve Simon died in January 2015 in Chicago.

Linda Simon announces the establishment of the Linda and Steve Simon Family Fellowship at a ceremony on June 9 at the Heritage Room in Brister Hall at the University of Memphis.
Professor from Mainz to discuss rise of KKK, terrorism in Germany

One topic that has dominated headlines this past summer has been the rise of right-wing white supremacist groups, and it is not just in the United States where such groups are in the news.

In Germany, right-wing terrorist groups are also a concern, according to Tanjef Schultz, professor of journalism at the Johannes Gutenberg University in Mainz. Schultz will discuss his recently published book about the Ku Klux Klan in Germany at 6 p.m., Tuesday, Sept. 12, at the UC River Room.

The Department of Journalism and Strategic Media is hosting Schultz for his presentation, which is titled “The Ku Klux Klan and Right-winged Terrorism in Germany.” All are invited to attend and discuss the topic.

Schultz was a staff member at the Süddeutsche Zeitung for more than 10 years, until he took over the professorship at the university in Mainz in February 2016. He worked closely with the online editorial team and the investigations team where he was involved in complex research projects.

Süddeutsche Zeitung is the largest circulation daily newspaper in Germany. Schultz’s bio from the university said he studied philosophy, psychology, communication science, political science and German Studies at the Freie Universität Berlin, the FernUniversität in Hagen and the Journalism School at Indiana University in Bloomington.

He earned a master’s degree in Germany and a master’s degree in the United States, and he later graduated in political science at the University of Bremen with the dissertation “Chatter or Discourse? The Rationality of Political Talkshows on TV.”

At the University of Bremen he was involved as a research associate at a DFG-funded study on identities of Turkish immigrants.

The Department of Journalism and Strategic Media every semester hosts students from Mainz and invites a faculty member to come to Memphis.

This past May, the department hosted a study abroad trip to the university in Mainz. As part of the trip, students toured media facilities including the studios of ZDF.

Research recognized at national conference

Six journalism and strategic media faculty members were recognized by the Association for Education in Journalism and Mass Communication for their research at the organization’s annual conference in Chicago on Aug. 9-12.

Assistant Professors Melissa Janoske, Robby Byrd and Stephanie Madden received Top Poster Award for the presentation of their research paper, “One Liners and Catchy Hashtags: Building a Graduate Student Community through Twitter Chats.”

Janoske and Madden, in authorship with West Virginia’s Geah Pressgrove, presented a research paper, “Changing the Story: Implications of Narrative on Teacher Identity.” Assistant Professor Roxane Coche with co-author North Carolina’s C.A. Tuggle presented a research paper, “From 1996 to 2017, Two Decades of NBC’s Primetime Olympic Coverage.”

Assistant Professor Matt Haught presented with co-author Colorado’s Erin Willis their research paper, “Blinded by the Blue Light: Consumer Perceptions and Electronic Cigarette Advertising Strategies.”

Byrd and Professor Pamela Denney received a third place award for their research paper, “Chatter or Discourse? The Rationality of Political Talkshows on TV.”
Awards honor top students from 2016-17 school year

Top students from the UofM Department of Journalism and Strategic Media were recognized at “An Evening of Excellence” on April 27 at the University Club of Memphis for their outstanding work during the school year.

Here is a look at the award winners.

Top Scholars:
- Audrey Chaney, Outstanding Graduate Student; Kevin Edwards, Outstanding Graduate Student; Ana Alford, Outstanding Public Relations Student; Blythe Wilson, Outstanding Online Public Relations Student; Felicia Ingram, Outstanding Lambuth PR Student; Brittany Lee, Outstanding Advertising Student; Jonathan Capriel, Otis Sanford Outstanding Journalism Student.

Leadership recognition:
- Brittany Lee, American Advertising Federation Student Chapter Leadership Award; Jonathan Capriel, The Daily Helmsman Editor 2016-17 in appreciation for leadership and professionalism; Jordin Howell, Meeman 901 Leadership Fall 2016; Garrett Pilgrim, Meeman 901 Leadership Spring 2017; Kyland Evans, NABJ Ida B. Wells Award for Outstanding Leadership; Audrey Chaney, PRSSA Memphis Leadership; Kirk Towater, PRSSA Lambuth Leadership; Jacob Woloshin, Tiger News Leadership Award.

Achievement Awards:
- John Klyce, 1st place Elinor Grusin Excellence in Writing Award; Gus Carrington, 2nd place Elinor Grusin Writing Award; Mitchell Koch 3rd place Elinor Grusin Writing Award; Amber Williams, 1st place Marc Perrusquia Excellence in Reporting Award; Lauren Berry, 2nd place Marc Perrusquia Reporting Award; Adelyn James, 3rd place Marc Perrusquia Reporting Award; Tatjana Schuster, 1st place Lurene Kelley Video Story Award; Jurnee Taylor, 2nd place Lurene Kelley Video Story Award; Adelyn James, AAF Memphis ADDY AWARD; Brittany Lee, AAF Most-promising Multicultural Student; Jon Morgan Bell, FedEx St. Jude Classic award; Kyland Evans, Public Relations Textbook Award 2017; Austin Anderson, The Saul Brown Press-Scimitar Award for excellence in photography 2017; Makayla Boswell, The Saul Brown Press-Scimitar Award for excellence in reporting 2017; Jeff Carter, Nathan Josel Memorial Fund for journalistic creativity; Garrett Pilgrim, Ron Spielberger Memorial Award; Emilee Robinson, Web Designer of the Year; Makayla Boswell, Media photographer of the year; Jordin Howell, Media designer of the year; Jessica Cheeks, PR Rookie of the Year; Hira Qureshi, Journalism Rookie of the Year; KaLyn Williams, Advertising Rookie of the Year; Saira Sikandar, Creative Mass Media Rookie of the Year.
More than $25,000 in scholarships distributed to journalism students

The Department of Journalism and Strategic Media annually distributes more than $25,000 every year in student scholarships, and this year is no exception.

Student scholarships were distributed to some of the best students in the department at “An Evening of Excellence” on April 27 at the University Club of Memphis. Sixteen students received awards at the banquet.

They were:
- Amber Ray, Frank Ahlgren Scholarship;
- Mason Whitman, Billy Jones Scholarship;
- Corinne Baldwin, Michael David Green Memorial Scholarship;
- Morgan Perkins, John Paul Jones Scholarship;
- Nicholas Lingerfelt, Kathy Krieger Memorial Scholarship;
- John Klyce, Joe & Lila Norton Scholarship;
- Garrett Pilgrim, Eleanor B. O’Neill Scholarship;
- Angel Kelly, Ken Sossaman Scholarship;
- Bailey Clark, Gridiron - John Hurd Scholarship;
- Jurnee Taylor, Gridiron - Jim Mcgee Scholarship;
- Brett Mitchell, Gridiron - Archie Quinn Scholarship;
- Tristen Fletcher, Gridiron - Wayne Trotter Scholarship;
- Mitchell Koch, Gridiron - Mike McGee Scholarship;
- Nathan Galloway, Variety Club;
- Camile Matthews, Olin Morris Fellowship;
- Jurnee Taylor, John DeCleux Scholarship.

Momentum pointing to student success

CONTINUED FROM PAGE 2

Yes, the department has momentum, building on our past strengths but moving forward by enhancing existing programs and developing new programs to meet the needs and demands of the current media marketplace. Your continuing support for our students propels us forward in this ever-changing media climate.

Earlier this year a generous gift from the Linda and Steve Simon Family endowed a faculty fellowship to support professional initiatives in our public relations program. Read more about the Simon family’s gift in this publication.

Our student strategic media firm, Meeman 901 Strategies, continues to serve an impressive clientele and offers our students fabulous opportunities for professional development.

The Daily Helmsman thrives as one of the few remaining daily student newspapers in the USA. Alumni support for its continued vibrant operation is critical in the current advertising market. We are building on the momentum from the new FedEx St. Jude Classic sports scholarship and Dr. Roxane Coche’s Rio Olympics student internship program to grow our sports media program.

We can’t sit still in professional media’s roller coaster environment. We adapt, change and grow or we become irrelevant to the current marketplace. See the stories below to see some of what we’ve done this year, and join us on our media roller coaster as we build out our programs and launch our students as leaders in the media professions.

David Arant is chair of the Department of Journalism and Strategic Media.
pursuing a career in sports journalism.

As part of the scholarship, the student also gets to intern at the FedEx St. Jude Classic, which is conducted every year in early June in Memphis. Cannon was a 1978 graduate of the UofM journalism department who started volunteering for the tournament at age 16 as a White Station High School Student.

Current tournament director Darrell Smith said Cannon always had a soft spot for college students and young people who were interested in the game. In fact, Cannon gave Smith a chance right out of college in 2005 to work at the tournament, and then he became his successor.

“Phil was a journalism guy through and through. He considered himself a newspaper guy,” Smith said. “We just decided hey – what would Phil appreciate? A scholarship tied to University of Memphis journalism is a perfect way to do it.”

On the final day of the tournament after Berger gave his press conference, the media center at TPC Southwind was dedicated in Cannon’s honor. It is now known as the Phil Cannon Media Center. It was, after all, where Cannon got his start back at the age of 16.

“Phil always had a great relationship with the media, and we felt the scholarship was a perfect way to honor Phil,” Smith said.

Bell said getting access to the players allowed him to see what sports journalism was all about. Because he had a media pass during the tournament, he was inside the ropes and got to hear what the pros were saying to each other and their caddies.

UofM journalism student Jon Bell interviews Memphis legend Penny Hardaway and Darryl Weatherford for a story about how the FedEx St. Jude Classic tournament is supporting the Wounded Warrior project. Bell got the chance to intern at the tournament this past June after being named the first recipient of the Phil Cannon Memorial Scholarship.

“This was a journalism guy through and through. He considered himself a newspaper guy. We just decided hey – what would Phil appreciate? A scholarship tied to University of Memphis journalism is a perfect way to do it”

— Darrell Smith, FedEx St. Jude Classic Tournament director

The biggest following at the tournament was with Mickelson, who made some headlines before the tournament by announcing that he would play in Memphis but skip the U.S. Open the following week.

“I remember I was sitting there and Brooks Koepka and others were joking around with Phil Mickelson about him getting old and how he will be able to play on the senior tour in a few years,” Bell said. “That was interesting. I got to hear that.”

What is even more interesting is that Koepka would go on to win the U.S. Open less than a week after that exchange with Mickelson.

During the tournament, Bell wrote news stories about the tournament including one about how the PGA tour was assisting the Wounded Warriors project and then a story about a St. Jude hospital patient who was involved in the tournament. The tournament is a fundraiser for St. Jude Children’s Research Hospital.

Bell of Hernando, Mississippi, now gets to add PGA tournament golf to his resume of events he has covered, which also includes the NCAA Southeast Regional in March and the Memphis Redbirds this past summer. He returns this fall as sports editor of The Daily Helmsman, and he plans to graduate in December.

“I hope to land a job in sports journalism somewhere,” Bell said. “This definitely helps because now I can put on my resume I covered a PGA golf tournament. I can cover this and write stories about it.”