

THE UNIVERSITY OF MEMPHIS

Meeman Matters

Newsletter of the Department of Journalism and Strategic Media

April 2017

UofM students make pitch to Tai Pei Foods

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INSIDE MM »

» Donate to Journalism and Strategic Media

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Chair discusses new dean, new faces » 2

GM exec visits campus » 2

Scholarship honors alumnus Cannon » 3

Bridal photos win top award » 3

Helmsman staff gets recognized » 3

NPR exec says race matters » 4

Sanford book about a boss, a king » 5

Meeman 901 gets new clients » 6

Alum writes book on Pat Summitt » 7



PHOTO MATT HAUGHT

Derrick Arrington, Brittany Lee, Nicole Johnson, Summer Spencer, Daniel Thompson and Charles Bettendorf represented the UofM at the 2017 Region 7 NSAC on April 7.

BY KEVIN EDWARDS

Six students represented the University of Memphis at the District 7 portion of the National Advertising Student Competition's event in Baton Rouge, Louisiana, on April 7.

The group did not place, but Sandra Utt, faculty advisor for the team, said the group did a great job representing the UofM and the Department of Journalism and Strategic Media.

"We did fine in terms of the presentation and the plans," Utt said. "We had adequate scores. We just didn't place - very competitive environment."

The student group that went to Baton Rouge consisted of Charles Bettendorf, Nicole Johnson, Summer Spencer, Brit-

tany Lee, Derrick Arrington and Daniel Thompson. The competition group was comprised of Bettendorf, Spencer, Lee and Thompson. Assistant Professor Matt Haught assisted with the team's efforts, which consisted of an advertising campaign for Tai Pei Frozen Foods.

The National Advertising Student Competition is sponsored by the American Advertising Federation. Utt, assistant chair of the journalism department, said the department has been sending a team to the competition since she started in 1985, and she suspects it has been longer than that.

Though the group did not place, two students were chosen as the recipient of

» CONTINUED PAGE 8

This month brings new dean, new milestone, new face

April marks the beginning of a new era for our college with the installation of Dr. Anne Hogan, who becomes Communication and Fine Arts Dean after the retirement of Richard Ranta last year.



ARANT

Dr. Hogan received her undergraduate degree from Harvard University and her Ph.D. from Brown University. She has worked in higher education in Europe, most recently as director of education at the Royal Academy of Dance in London, England. Many of you had the opportunity to welcome Dean Hogan at the reception the Journalism and Strategic Media Alumni Club held at The Bluff on April 20.



HOGAN

Welcome, Dean Hogan.

Our Department of Journalism and Strategic Media continues to revise its curriculum to address our ever-changing media climate. With the rebranding of our programs as separate majors, a B.A. Public Relations, a B.A. Advertising and B.A. Journalism, we have seen our overall numbers climb to a healthy 370 majors. We are currently finalizing approval for a fourth major, Creative Mass Media, to allow our students to specialize in multimedia presentation so critical to successful online/social media publication today.

We recently marked a milestone for our new sport media emphasis with its first named scholarship: Phil Cannon Memorial Scholarship, estab-

lished by the FedEx St. Jude Classic. Mr. Cannon, a 1978 Journalism graduate, served as the Classic's tournament director from 1999-2015.

Current journalism undergraduate and Daily Helmsman Sports Editor Jon Morgan Bell was named its first recipient at the Champion's Day Luncheon at Shelby Farms FedEx Event Center on April 19. In addition to receiving the \$2,500 award, Bell had the opportunity to profile last year's FedEx St. Jude Classic champion, Daniel Berger.

Bell will serve with media services at the 2017 St. Jude Classic Tournament in June. Last August Bell was one of 14 journalism students working as part of the news team of the Rio Olympic Games under the supervision of sport media professor Roxane Coche.

This year we also successfully concluded two new faculty searches. We hired Ruoxu Wang, who just completed her Ph.D. at Penn State University, to fill the position vacated by the death of alumnus Ron Spielberger. We also hired a career Navy officer Kim Marks as the online public relations coordinator.

We close this academic year with the Journalism and Strategic Media Student Awards Banquet, where we celebrate the outstanding achievements of our students and announce the winners of the named scholarships made possible by our alumni and friends. The banquet itself is underwritten by your annual support for our Journalism and Strategic Media Gift Fund. Thank you.

David Arant is chair of the Department of Journalism and Strategic Media.

GM exec shows students insights into brand, media

Patrick Sullivan of General Motors visited campus March 20 and spoke about media, public relations, and branding at General Motors.

Sullivan is an assistant manager of autonomous technology communications at GM.

"I started in the digital role of communications, but I moved on to autonomous technology. You have that flexibility," Sullivan said.

Sullivan's visit follows assistant professor Melissa Janoske award of a Plank Fellowship in 2016.

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Phil Cannon honored with fund

The FedEx St. Jude Classic and the UofM have collaborated to create the Phil Cannon Memorial Scholarship Fund to benefit journalism students who have demonstrated a commitment to the community.

Phil Cannon, a 1978 UofM journalism alumnus, was involved in the St. Jude Classic golf tournament for 50 years, and he served as tournament director from 1999 to 2015.



CANNON

After his death this past October, friends of Canon and the tournament decided to establish the fund in his honor.

"The Phil Cannon Memorial Scholarship will significantly enhance our department's new sports journalism program," said David Arant, chair of the Department of Journalism and Strategic Media. "Sports journalism is a rapidly growing area for journalism study at the University of Memphis, and this scholarship spotlights the opportunities for our students in the field of sports journalism."

Current FedEx St. Jude Classic Tournament Director Darrell Smith sees this as a perfect way to celebrate Cannon's legacy.

"We are honored to partner with the University of Memphis, a place that meant so much to Phil throughout his life," Smith said. "Phil had a passion for journalism and the people that work in the industry."

The tournament is conducted in June at the TPC Southwind golf course, and it attracts the biggest names on the PGA tour. Contributions to the fund can be made to the FedEx St. Jude Classic.

NEWS BRIEFS

Southern Bride photos win award for student

Journalism student Addie James was awarded a silver ADDY award in February for her photographs in the winter/spring issue of Southern Bride Magazine. Student entries are judged by a panel of creative professionals, and the trophies are presented at the American Advertising Awards event each year. James graduates in the spring 2017 semester.

New dean welcomed to UofM college

The College of Communications and Fine Arts welcomed new Dean Anne Hogan to the University of Memphis on April 3.

Hogan brings new leadership to the college that houses the Department of Journalism and Strategic Media after more than 40 years. Former Dean Richard Ranta retired in July 2016, and the college has been capably headed by Associate Dean Moira Logan since then.

Hogan brings a wealth of experience to the college having served as the director of Education at the Royal Academy of Dance, based in London, and as its senior advisor for International Partnerships, based in the U.S.

Helmsman staffers recognized

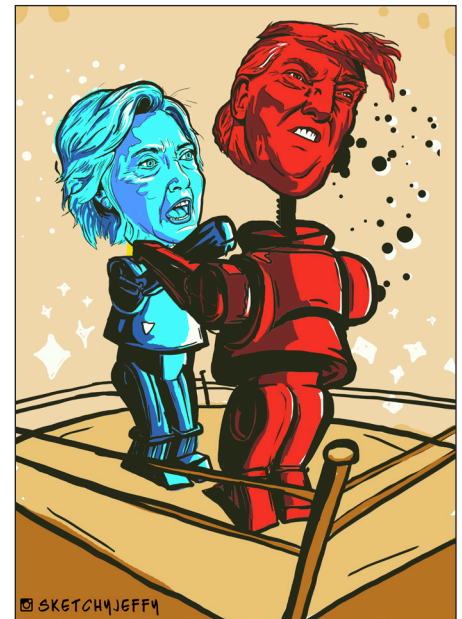
Daily Helmsman staffer Jeff "Sketchy Jeffy" Carter took first place in the Society of Professional Journalist's regional Mark of Excellence awards for editorial cartooning at the group's regional convention on April 1 in Knoxville.

Carter was recognized for his work on drawing the Page 1 Daily Helmsman editorial cartoon of Donald Trump and Hillary Clinton trading barbs after the first presidential debate in October 2016. Carter will now be considered for a national Mark of Excellence Award, which will be awarded in September 2017 at the SPJ national conference in Anaheim, California.

Also recognized at the regional event was Jonathan Capriel for his work on an investigative piece titled "University of Memphis paid more than \$2.3 million to run mostly empty busses," which appeared in The Daily Helmsman in April of 2016. The staff of The Daily Helmsman was recognized as well in the category of Best All Around Daily Campus Newspaper.

The Helmsman also won six awards at the 2017 Southeast Journalism Conference on Feb. 17 in Oxford, Mississippi.

Three of the awards were in the "Best Feature Writing" category. Reporter and design editor Brittany



This is one of the cartoons for which Helmsman staffer Jeff "Sketchy Jeffy" Carter was recognized.

Wolfe ranked eighth in the category, reporter Makayla Boswell ranked seventh and reporter John Klyce ranked fourth.

Managing Editor Gus Carrington ranked ninth in the "Best Opinion-Editorial Writer" category.

Photographer Austin Anderson ranked fifth in the "Best Press Photographer" category, and artist Carter ranked fifth in "Best News-Editorial Artist/Illustrator" category.

NPR exec says race matters in era of Donald Trump

BY ELIZABETH PORTER

National Public Radio executive Keith Woods, the featured speaker at the Sixth Annual Norm Brewer First Amendment Lecture on Feb. 28, said race played a significant role in the election of Donald Trump this past fall.

Woods, who is vice president of diversity in news and operations with NPR, said the topic of race in America is one that is not going away. It certainly was a part of Trump's election. And in the era of fake news and alternative facts, race is something that needs to be discussed, not ignored.

"Class, gender, ideology, geography, faith — they all influence, define or exacerbate our differences so that race alone is an insufficient measure of the ways we as a country stand apart," said Woods to nearly 200 attendees at the University Center River Room. "In the age of Trump, race matters. Presidents matter. The media matters."

The Norm Brewer lecture is conducted every year in recognition of Brewer, the late WREG commentator and long-time Memphis newsman. The event is sponsored by the Department of Journalism and Strategic Media and organized by Professor Otis Sanford. This year's lecture was titled "The Media and Race in the Era of Donald Trump."

Woods discussed his experiences during Trump's inauguration at the National Mall in January. He said he witnessed manipulation by the media as press followed and photographed him and his colleague to make it seem as if Trump had a diverse range of supporters.

Woods said the incident verified to him that the country needs journalists more than ever to tell the true story of what is happening with race.

Since Trump's election, racial



PHOTO TOM HRACH

NPR executive Keith Woods discusses issues relating to race, Trump and the news media with journalism students Kevin Edwards, Mohamed Bah and John Klyce while in the Meeman Journalism building on Feb. 28.

"In the age of Trump, race matters. Presidents matter. The media matters"

— Keith Woods, vice president for diversity at NPR

tensions have been bubbling across the country, he said. Trump blames the news media for the racial tension, but Woods said the president is just as much to blame.

Trump's constant attacking the truth of the news media only makes the public more skeptical, he said. It means the public does not know what to believe. It is the media's job to show people that racism is alive and well.

"I'm beginning to wonder if Trump is an evil genius or just actually evil," said Kathryn Day, 27, of Memphis, in response to Trump's

negative view of the media. "At this point, all we can do is wait and watch and hope he does right by us."

Media bias and fake news has become subject of much debate among Americans and even for Trump.

"The media can inform only those willing to be informed," Woods said. "This is what we have with democracy to hold it up. America has to want to change."

After the lecture, Walt Whitsett, 35, of Memphis discussed what Woods said. He said he hopes that the next four years will only improve.

"Personally, I don't find Trump fit to run the country and he needs to get it together," Whitsett said. "I'm not wanting him to fail because if he fails, everyone fails."

Woods also spent time prior to the lecture at the Meeman Journalism Building meeting with journalism students and discussing the issue of diversity in media coverage.

Memphis politics: A boss to a king

Sanford's book highlights race, politics and media

BY KEVIN EDWARDS

Journalism Professor Otis Sanford celebrated the release of his newly-published book this semester, titled "From Boss Crump to King Willie: How Race Changed Memphis Politics."

The book spans Memphis political history from the days of former mayor E. H. Crump, who effectively controlled Memphis politics from his first election in 1910 to the 1950s, to Willie Herenton, the city's first elected African-American mayor who took office in 1991.

Sanford considers the two to be "the most significant political figures in the history of Memphis."

The book was published by the University of Tennessee Press.

"I worked on it for almost four years. That's from start to finish: the concept, the proposal. The actual writing took me about two years to do."

Sanford leaned much on information acquired during his time with The Commercial Appeal but did find himself surprised on some of his findings.

"I was surprised at the level of support that Boss Crump had with African Americans in Memphis," Sanford said. "His political machine was actually fueled by the African American vote. I was surprised at the level of voter participation by African Americans in this city going as far back as the very early 1900s."

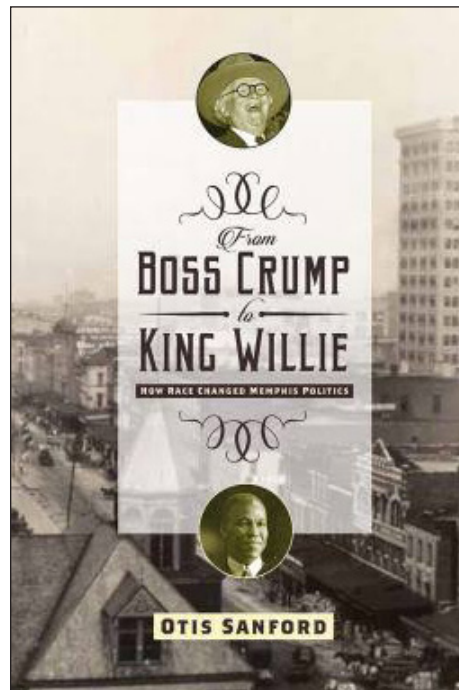
Sanford had his public reveal of the book on March 30 at the Clayborn Temple in downtown Memphis. It included a lecture and a book signing. More than 150 people attended the book signing, which also featured one of the main characters in attendance – Herenton.

Also at the signing, Susan Thorp interviewed Sanford about the book, and he took several questions from the audience. The Clayborn



PHOTO TOM HRACH

Professor Otis Sanford discusses his new book "From Boss Crump to King Willie" with Susan Thorp at a book signing event on March 30 at the Clayborn Temple in downtown Memphis.



Temple plays a major role in the book as a place of significant political history in Memphis.

Another interesting conclusion of the book is the role that white political leaders played in the desegregation of the city.

"A lot of political leaders in this town who were considered to be

progressives — standing up for equality — they only went so far with it. When the chips were really down for some of them, they caved in and would not go as far as they should have gone."

Sanford said that the history he wrote about in the book reflects not only Memphis, but the United States. Another conclusion is that African-Americans at one time voted in city elections in large numbers, and that made a difference.

"It's a story of resilience and just how powerful the vote can be, how powerful the vote was here. And that should be a lesson to everyone. The right to vote is sacred, and it should be used. When you exercise your right to vote, you can affect change."

Sanford said it was a job to research the book and interview people who were part of the city's past.

"Memphians today should know their history, but also be proud of the steadfastness, the courage people had in this city to keep fighting for political inclusion, and the desire to work across racial lines and economic lines to make this city better."

Meeman 901 takes on projects with FedEx Institute, Nerd Night

Student-run firm adds new spring clients

BY CODY PRENTISS

Meeman 901 Strategies, the student-run strategic media firm at the University of Memphis, participated in two projects this spring semester, both of which helped grow the firm and added new clients to its operations.

The students worked with the FedEx Institute of Technology to create 13 posters on topics such as cybersecurity and biologistics. Also, the students worked with Nerd Night Memphis, a monthly event designed to bring together people and academics.

Firm Director Audrey Chaney said both projects were opportunities for the students to have their work get noticed and see what it is like to work under tight deadlines.

"Students have the exciting ability to see their work displayed on campus," Chaney said.

The work with the FedEx institute included doing the posters, which were displayed around campus on April 6 to 8 during the 2017 National Conference on Undergraduate Research. The conference brought more than 4,000 people to campus those three days from around the country.

As for Nerd Night, the group worked to design the logo and brand standards for the monthly event, which is conducted at the Rec Room at 3000 Broad Ave. in Memphis. The Nerd Nights feature three speakers every month discussing either their research or their passions.

The brand standards determined the look and feel of the event's online and offline look.

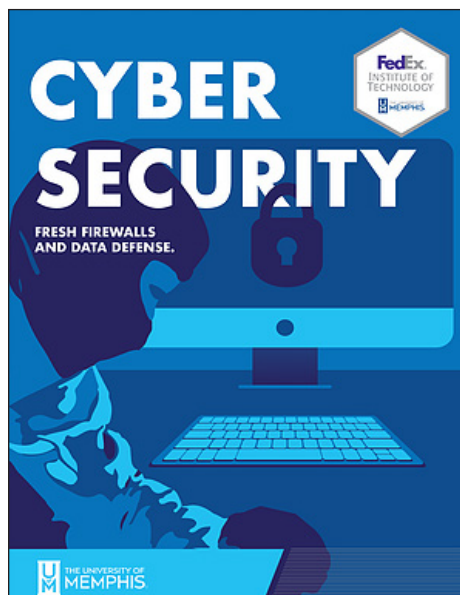


PHOTO COURTESY MEEMAN 901

Meeman 901 designed these posters for the FedEx Institute of Technology.

Meeman 901 Strategies was started in spring 2014 by former public relations faculty member Darrin Devault to give students practical experience in design, public relations and promotions. It is now a three-credit practicum course.

The firm can offer services such as campaign strategies, creation of social media content and event planning. The firm posts blogs on its website, personal profiles and other work.

This semester, the firm has seen a shift in personnel, but there are still a few familiar faces at Meeman 901. Chaney, Garrett Pilgrim and Jordin Howell were among the returning class.

Pilgrim and Howell were responsible for leading the design process for the FedEx Institute posters. Pilgrim said the goal for the design was to accurately represent the research concepts with an interesting central image that "popped while informing viewers of the FedEx Institute of Technology research."

For each poster in the design process, Pilgrim and Howell studied copy and research content given to

them by the institute and then tried to communicate those ideas with a central image.

Howell designed the graphics for the posters. She said the institute was looking for something new and interested in comparing it to what was used in the past.

"Now you can look at these posters and really grasp what FIT is doing research-wise and understand," Howell said.

Initial concepts were edited and the posters were revised with input from the Institute.

For a look at all the work, visit www.meeman901strategies.com



PHOTO COURTESY MEEMAN 901

Meeman 901 designed this logo for Nerd Night Memphis.

Pat Summitt's legend lives on

Maria Cornelius chronicles final season of Lady Vols head coach

BY TOM HRACH

No sports figure in Tennessee history stands taller than Pat Summitt, the legendary Lady Vols basketball coach.

Eight national titles and an 8-foot, 7-inch bronze statue of Summitt on the University of Tennessee campus are testament to that.

So when author Maria Cornelius undertook the task of writing a book about Summitt's final season – the same year Summitt announced her Alzheimer's diagnosis – Cornelius recognized the enormity of the challenge. Cornelius was undergoing her own health challenges just as she was finishing her book, "The Final Season: The Perseverance of Pat Summitt."

"When you are with Pat, you learn strength. I used all the strength I had and got from Pat," Cornelius said. "I learned from her that you can't change a diagnosis, but you can let a diagnosis make you a better person – I tried to take my lessons from Pat."

Since the release of her book in October 2016, Cornelius, a 54-year-old University of Memphis journalism graduate, has been traversing the state talking about the legendary figure. Cornelius' goal has been to tell the story of how Summitt, who died in June 2016, bravely faced an Alzheimer's diagnosis by starting a foundation to fight the disease while still coaching during that 2011-12 season.

Cornelius' own story is interwoven with the story of Pat Summitt.

Cornelius graduated from the UofM in 1987 and was a former editor for The Daily Helmsman. After leaving Memphis, she worked for



PHOTO TOM HRACH

Author Maria Cornelius discusses her book "The Final Season" at a book signing event on March 11 conducted at the Wolfchase Barnes and Noble store in Memphis. Cornelius, a 1987 UofM journalism graduate, wrote the book about Summitt's final season as head coach of the Lady Vols.

14 years at the Knoxville News Sentinel, which is where she first met Summitt, before starting work in 2004 with InsideTennessee, where she regularly traveled with the Lady Vols reporting on some of the most famous wins in school history.

Even though she graduated a UofM Tiger, she grew to love Summitt and the Lady Vols.

"We all love the state of Tennessee. Pat belongs to the entire state," Cornelius said. "We can all agree on that. I credit Memphis with forming me for who I am today and providing me with what I needed to put me in the position to write a book about Pat Summitt."

The inspiration for Cornelius' book came from well-known sports writer Sally Jenkins, who wrote the definitive biography of Summitt titled "Sum It Up." That book published in 2013 contained little about the final season of Summitt's career due to the timing of its release.

That is when Jenkins contacted Cornelius and suggested that the best person to write the book about

how Summitt bravely faced her Alzheimer's diagnosis and coached that final year was the person who had been there all year long. The only person who could have written that book was Cornelius.

So that began a process that took more than two years and resulted in the publishing of "The Final Season" by the University of Tennessee Press in the fall 2016.

Cornelius had been a writer for many years, but putting together a book – especially one about someone so famous – required her to use all her skills as a journalist. And she credits her years at the UofM along with her experience as editor of The Daily Helmsman as the basis for her career as a writer.

Back in the late 1980s while at the UofM journalism department, she learned the basics of how to write from her journalism education – everything from being drilled on Associated Press Style to how to report on the big story. She said she honed

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Ad team takes on Tai Pei Foods

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the two scholarships offered by District 7. Bettendorf received the Jan Gardner Memorial Scholarship, given on a competitive basis to “academically talented students in advertising-related disciplines.”

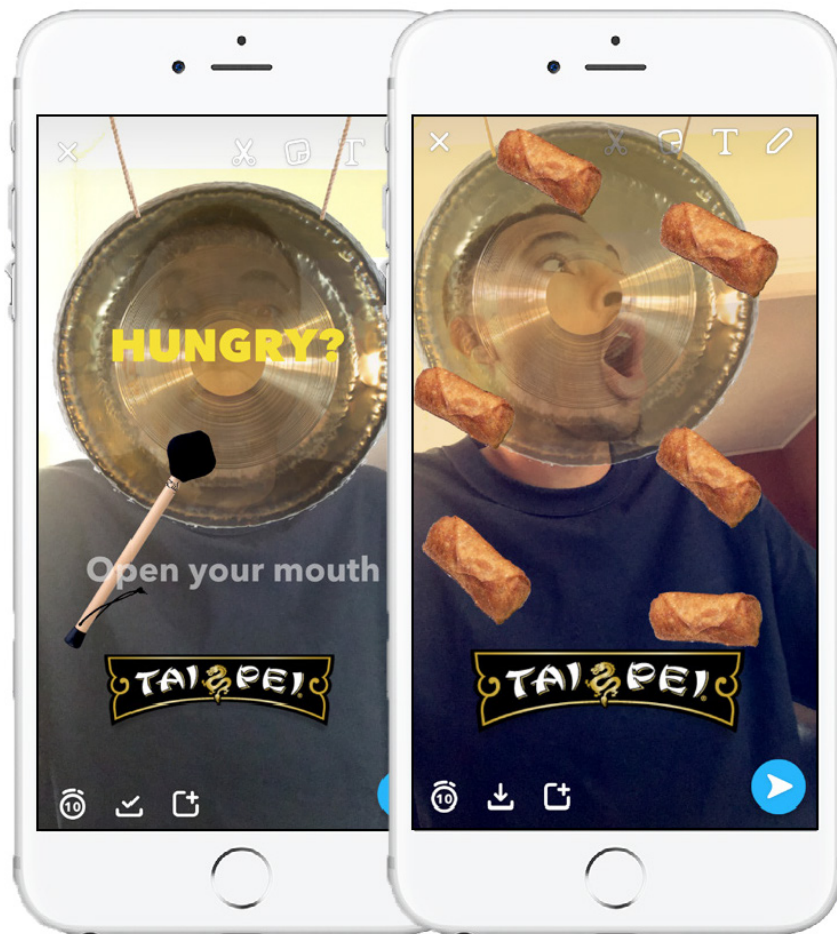
Kelly received the Mosaic Scholarship, given to “academically talented students from backgrounds and experiences that offer a varying perspective in advertising-related disciplines.”

Lee, a senior advertising major, found the experience, “enlightening and served as real-world advertising experience. My classmates and I were able to present months of hard work. I also met many other students and advertising professionals.”

The competition involves students developing an original advertising campaign for the AAF’s sponsored organization, which was Tai Pei Frozen Foods for 2017. Previous years have included Snapple, Pizza Hut, and Nissan.

Students develop a handbook and a 20-minute presentation that works as a pitch to Tai Pei executives. The work includes original marketing and advertising research done by the students. For UofM students, the work that is done is part of the capstone class for advertising.

Eight schools competed in Dis-



UofM advertising students created filters for Snapchat as well as social media posts, digital radio ads, video ads and web ads.

trict 7 with the winner being Louisiana State University.

Louisiana State and the other district winners will compete on May 4 to 5 for eight finalist spots,

and the first place winner will be announced at the AAF’s national conference in New Orleans on June 7 and 8.

Author finds inspiration from Pat Summitt

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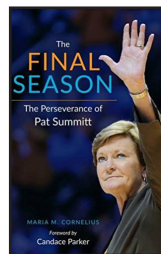
her skills from writing the big stories from her time as The Helmsman editor, which included everything from a gang rape on campus to the building of the Pyramid in downtown Memphis.

Fellow journalism graduate Nancy Bailey, 53, of Bartlett reconnected with Cornelius at a book signing event on March 11. She praised the book and the way Cornelius told the Pat Summitt story.

“I was impressed. Her writing was exceptional – from the heart – and some the best reading I have had in a long time,” Bailey said.

Bailey, a fan of the Lady Vols but also a UofM graduate, said the book is inspirational.

The book also coincided with



Cornelius’ own cancer diagnosis, which she was able to overcome and get back to health. And a lot of the credit for her own recovery and the writing of the book goes to Summitt, a woman that Cornelius grew to worship, which is why Summitt’s death at such a young age – 64 – hit Cornelius so hard.

“Like everyone else, I just miss her. There will never be anyone like her again. The entire state of Tennessee needs to thank her.”