

THE UNIVERSITY OF MEMPHIS

Meeman Matters

Newsletter of the Department of Journalism and Strategic Media

August 2018

High school students learn media skills at workshop



PHOTO BY ADDIE JAMES

The five high school students who participated in the first Accelerated Media Project workshop enjoy time on the UofM campus this past June. They are Olivia Morrison, top; Mariah Fisher, Kathryn Todd and Justin Kouch, middle; and Caitlin Tate, bottom.

■ *Workshop encourages students to think differently about careers in the field*

BY TOM HRACH

High school students were back in the Meeman Journalism Building in June for a three-day workshop designed to teach students multimedia skills and build relationships with area high school journalism programs.

The Accelerated Media Project 2018 (AMP '18) took place from June 12 to June 15, attracting five students from White Station and Bartlett high schools.

The students spent the three days learning about photojournalism, media writing, social media and visual communication before using their newfound skills to report on events on campus, including a food camp called Camp Chef, on social media.

"I was always interested in journalism, but I did not know what it was all about. Now I know it is about photography, blogging and social media – lots of different things," said Mariah Fisher, 17, a senior at Bartlett High School. "I thought this would be a bunch of old crusty people, but it was not. It is young, enthusiastic – not what I was expecting."

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Department engaged in efforts to improve local news reporting

The Pew Research Center recently reported that newsroom employment had dropped 23 percent between 2008 and 2017. Even worse, newspaper employment fell nearly 45 percent in the same time period.

As I was despairing for the future of comprehensive local news reporting in Memphis earlier this year, I happened upon Memphis Daily News publisher Eric Barnes at the winter meeting of the Tennessee Press Association. I encouraged Eric to add more reporters to fill the void in local news reporting created by the severe cutbacks in reporting capacity at The Commercial Appeal.

A once vibrant, comprehensive source of government, political and economic news for the city, our daily newspaper has suffered declining advertising and subscription income as have most large and medium-size U.S. metro papers. With its purchase by Gannett two years ago, The Commercial Appeal has become less a source of local Memphis news and more a repository for the shared content from sister newspapers across Tennessee and the U.S.

Yet two startling developments in the past two months have brightened the future of comprehensive local news reporting in Memphis. In late May in a conference call with University of Memphis President David Rudd and journalism professor Otis Sanford, I learned of plans to create on our campus an Institute for Public Service Reporting with Marc Perrusquia at its head.

Perrusquia worked for more than 29 years at The Commercial Appeal, where he won numerous state and national awards for his work, work which uncovered egregious wrongs plaguing our city. The institute will produce independent investigative and enterprise reporting for the



David Arant, Ph.D.

*Chair,
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Strategic Media*

Memphis community as well as provide hands-on training to journalism students.

Then at a July 16 press conference at FedEx Forum, Barnes announced the launch of The Daily Memphian, a nonprofit, online-only publication of in-depth journalism for the Memphis community.

The Daily Memphian, which will launch in September, has cherry-picked top journalists from around the city, including Commercial Appeal sports columnist Geoff Calkins and food writer Jennifer Biggs. Our own Otis Sanford will publish his weekly column at The Daily Memphian and serve as its editor at large.

In addition, about 40 percent of The Daily Memphian staff members including Editor-in-Chief James Overstreet are University of Memphis graduates. The Daily Memphian will partner with the University of Memphis's Institute for Public Service Reporting, publishing its work and providing some funding for its operation.

That the University of Memphis figures prominently in the staff at The Daily Memphian is no surprise to me because our graduates have a huge footprint in public relations, advertising and journalism operations throughout the city.

I'm proud of the difference that our professional media programs and their graduates make on this city. And I'm thankful for the visionary leadership of Memphis businessman Andy Cates, UofM President Rudd and other city leaders to establish these two new news initiatives to preserve journalism excellence in our city.

Meeman Matters August 2018 Vol. 3, Issue 1

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Brody remembered as futurist, innovator

E.W. “Bill” Brody, 85, retired professor in the Department of Journalism and Strategic Media, who taught public relations for 30 years at the University of Memphis, died Aug. 3 in Memphis.



BRODY

Brody was a futurist who led the way for the department of journalism to begin the first fully online masters degree in journalism in the country in 1995. He led the department’s public relations concentration and was a leader both locally and nationally in public relations.

Brody served the local public relations community for years including leadership roles as president of the Memphis Chapter of the Public Relations Society of America, chair of the national PRSA education affairs committee, and the PRSA technology taskforce. Brody was the first practitioner from Memphis to be elected to PRSA’s College of Fellows.

He also wrote eight public relations books, and numerous articles and papers on public relations and technology.

His futurist leadership in technology and education led him to create online journalism education 10-15 years before most of the higher education community understood that mode of education.

Beside the many public relations students taught, Brody’s legacy at the University of Memphis is the development of online education, according to former vice provost for extended programs and chair of journalism, Dan Lattimore. “The development of the first online program approved by the Tennessee Higher Education Commission and the first journalism program in the nation led the way for the University of Memphis to become a leader in online education, one that was far ahead of the rest of the country,” Lattimore said.

He is survived by his wife of 46 years, Sandy, five children, 11 grandchildren and 10 great grandchildren.

New Helmsman biz manager a veteran in journalism field

The Daily Helmsman in May named Chris Sheffield, a 20-year veteran of journalism, as the new business and advertising manager for the campus newspaper.

Sheffield began his journalism career in the late 1980s when Helmsman General Manager Candy Justice recruited him away from a psychology major during a media writing class. He would go on to be a reporter and Arts and Entertainment editor for The Daily Helmsman before graduating in May 1990.

During a 28-year career, he has worked as a business and arts and entertainment reporter for the Northeast Mississippi (Tupelo) Daily Journal; North Mississippi Bureau Chief for the Mississippi Business Journal; Business Editor for the Arkansas Democrat-Gazette Northwest Arkansas Edition; Editor of the Desoto (Mississippi) Times Today; and reporter for the Memphis Business Journal.

He has also worked in college public relations at the University of Mississippi; economic development as assistant director of the Appalachian Regional Commission; and nonprofit employee communications as liaison, executive and internal communication for ALSAC/St. Jude Children’s Research Hospital. He also offers strategic communications guidance for small businesses, nonprofits and entrepreneurs.



Chris Sheffield was named new business and advertising manager for The Daily Helmsman in May.

An entrepreneur and salesman at heart, he started and ran a commercial janitorial company to help pay for college. Sheffield now relishes his new role with The Daily Helmsman and knows that he has big shoes to fill following longtime Business and Advertising Manager Bob Willis. Willis died in January after more than two decades of dedicated service to the campus newspaper.

Sheffield is a runner and cyclist, loves to travel, camp, shoot pool, design garden spaces, read history, listen to classical and jazz and fantasizes of being a jazz or big band drummer. He is married to Suzanne Newsom Sheffield and their blended family includes three adult children and two grandchildren.

Student wins AEJMC logo contest

Alyssa Goins-Williams, a senior in Journalism and Strategic Media, won the 2019 Association for Education in Journalism and Mass Communication logo contest. Her logo (right) will be used for the association’s 2019 conference in Toronto.

“I knew that a skyline was a good place to start, but I wanted to find a way to make the Toronto skyline a more versatile and usable logo for a conference,” she said.



Decorated journalist joins UofM to head new reporting institute

■ *Institute for Public Service Reporting housed in Meeman Journalism*

BY TOM HRACH

Veteran Memphis journalist Marc Perrusquia has been named the first Distinguished Journalist in Residence at the University of Memphis, a position created as part of a new institute at the Department of Journalism and Strategic Media.

The University announced July 16 the creation of the Institute for Public Service Reporting. The institute was established to produce independent investigative and enterprise reporting for the Memphis community. It also will provide hands-on training to journalism students.

Perrusquia, 59, worked for more than 29 years at The Commercial Appeal where he won numerous state and national awards for his work. He is also the author of the 2018 book “A Spy in Canaan,” which is about civil rights photographer Ernest Withers.

“This is a very exciting and novel opportunity,” Perrusquia said.

Perrusquia said the goal is to start small with just one person but eventually create a professional newsroom staff of four to five journalists specializing in investigative and enterprise reporting. He will work with graduate assistants who will serve as interns, helping in the newsgathering, data collection and writing process.

“Our goal is to produce robust, reliable in-depth journalism that Memphians can depend on,” Perrusquia said.

The new institute will be advised by Memphis journalists including Louis Graham, former executive editor of The Commercial Appeal; and Otis Sanford, the paper’s former



PHOTO BY TOM HRACH

Marc Perrusquia discusses his new role with Madeline Faber, managing editor of High Ground News, at the July 16 announcement of The Daily Memphian at FedEx Forum. Perrusquia was named head the UofM’s Institute for Public Service Reporting that day.

managing editor and current Hardin Chair of Excellence in on the faculty of Journalism and Strategic Media.

The institute already has an agreement with the Daily Memphian, a non-profit news organization that will launch in the fall, to publish its work.

The Daily Memphian has attracted some of the top journalistic talent from the city. Sanford will be one of the columnists at the Daily Memphian along with former Commercial Appeal columnists Geoff Calkins and Jennifer Biggs.

“We need better, more high quality local news reporting in Memphis. The Daily Memphian will provide that,” said Eric Barnes, president of the Daily Memphian during the July 16 announcement at the FedEx Forum. “And one of the things we are most pleased about is the partnerships that we are forming with some of our local

educational institutions.”

The first partnership for The Daily Memphian is with the UofM and the new institute.

The institute fits with the University’s mission to serve the community, said UofM President David Rudd in a statement announcing the initiative.

“The institute of Public Service Reporting at the UofM will allow our students to gain valuable experience working under the direction of some of the most respected journalists in Memphis,” Rudd said. “We are fortunate to have Marc Perrusquia with his expertise start our program along with Louis Graham and Otis Sanford. It is another wonderful association between the UofM and a nonprofit to make a positive impact on our city.”

The eventual goal for the institute is to forge partnerships with news organizations in television, radio and digital media.

Trip to Germany shows how all people pretty much the same

Editors Note: Two students from the Department of Journalism and Strategic Media spent the month of May studying at Johannes Gutenberg University in Mainz, Germany. As part of the project, the students kept an online blog site about their experiences. Here is the final post from Charity Williams.

BY CHARITY WILLIAMS

Welcome to the last installment from me of our Memphis to Mainz study abroad blog!

I have been home for a couple days now and I felt it was time for me to recap and give you the last impressions of my experience. I spent the last couple days of the trip after the class sessions were over doing my own personal exploration of the city.

I got a chance to meet with the students in my Media, Fake News and Right-Wing Movements course and got a chance to have conversations with them about life as a student and about how much they learned in the class. Overall, we agreed that there are a lot of differences between Germany and America but as a whole most of us carry the same beliefs and values across the board.

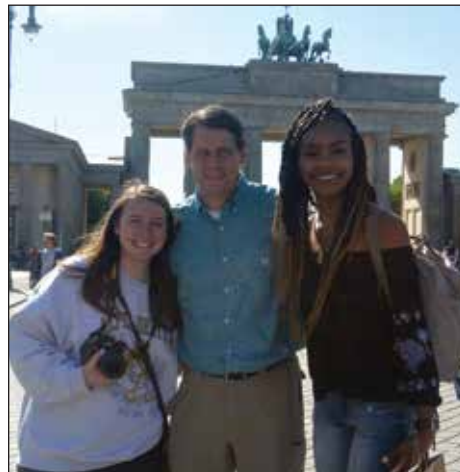
Immediately getting back, I realized how lucky Americans are to have access to public facilities such as restrooms and water fountains as these luxuries are to be paid for in Germany. I was also reminded of how different the food is, and not just referring to portion sizes. As much as I miss Memphis food, I will admit that it is not nearly as healthy as my meals were overseas.

One of the more positive differences was dealing with strangers, especially on public



PHOTO BY TOM HRACH

UofM student Charity Williams poses at the site of Checkpoint Charlie, the famous crossing point from East to West during the days of the Berlin Wall. Williams was on a study abroad trip to Germany in May.



Ashley Schaller, Tom Hrach and Charity Williams stand at the Brandenburg Gate in Berlin in May.

transportation. Americans are more likely to engage in small talk or to smile and offer light comments in dead silence, whereas Germans will simply embrace the silence and not engage in small talk. The

buses, trains and planes I rode were noticeably silent in Europe and became filled with chatter in more Americanized parts.

I appreciate going on this trip because it gave me the opportunity to expand my horizons and gave me another perspective of how people see Americans. I'm so grateful to the University of Memphis Journalism and Strategic Media Department for offering this opportunity to students, as well as Mrs. Pennington who awarded me the Pennington Scholarship for studying abroad.

I encourage all journalism majors to consider this program. Thank you again to all my readers for keeping up with this blog, and I encourage you all to follow my personal blog as well to keep up with the rest of my career as a student and my transition into graduation!

To read all the blog posts, visit www.memphistomainz.wordpress.com.

Students rack up numerous awards at annual banquet

More than 60 awards were distributed to journalism and strategic media students at the annual Evening of Excellence awards banquet at the UofM Holiday Inn on April 27.

Those awards recognized the top students who had graduated in the past year along with recognizing the work of students from the past 12 months. More than 140 people attended the annual event.

The top scholars were:

Brittney Gathen and Kelsey Pierce, outstanding graduate students; Emily Okins, outstanding public relations student; Russlyn Caudill, outstanding online public relations student; Carson Turner, outstanding Lambuth PR student; Garrett Pilgrim, outstanding advertising student; Jurnee Taylor, Otis Sanford outstanding journalism student.

The leadership award winners were:

Garrett Pilgrim, AAF student chapter; Gus Carrington and Mitchell Koch, Daily Helmsman editor in chief; Marshea Oliver and Kix Patterson, Meeman 901 Strategies; Kai Owens, NABJ Ida B. Wells; Kyland Evans, PRSSA Memphis; Allison Plummer, Tiger News; Hira Qureshi, SPJ.

The achievement award winners were:

Chris Harker, first place writing; Caleb Suggs, second place writing; Joshua Vinson, third place writing; John Klyce and Anthony Moss, first place reporting; Mitchell Koch, first place reporting; Makayla Boswell, second place reporting; Abigail Warren, third place reporting; Christian Volk, first place video story; Jurnee Taylor, second place video story; Kim Rix, third place video story; Jarrod Bethel, public relations textbook; Carson Turner, best press release; Jenna Mehmed, best long feature; Emily Okins, best case study; Eliz-



PHOTO BY CURT HART

Alyssa Goins-Williams and Corinne Baldwin receive awards from Ruoxu Wang, assistant professor, at the annual Evening of Excellence on April 27 at the UofM Holiday Inn.

abeth Cash, best visual PR; Kelly Cook, internship work; Brianna Moore, Saul Brown Press-Scimitar for photojournalism; Mitchell Koch, Saul Brown Press-Scimitar for excellence;

Bailey Clark, Nathan Josel Memorial Fund for Creativity; Makayla Boswell, web designer of the year; Frank Ramirez and Kix Patterson, multimedia storyteller of the year; Jordin Howell, outstanding media designer of the year; David Jarrod Smith, PR rookie of the year; Haley Wildridge, PR rookie of the year Lambuth; Caleb Suggs, journalism rookie of the year; Brendan Cole Creasy, advertising rookie of the year; Logan Patterson, creative mass media rookie of the year.

William Sanders, Daily Helmsman MVP for writing; Briana Moore, Daily Helmsman outstanding newcomer; Abigail Warren, Daily Helmsman sports reporter;

Austin Anderson, dean's creative achievement award; Madison Inman, MAIP internship; Kyland Evans, LaGrant Foundation Fellowship; Garrett Pilgrim, Ron Spielberg advertising creative achievement; Madison Inman, outstanding researcher; Garrett Pilgrim, outstanding media plan; Marshea Oliver, Tori Johnson, Hayden Michael and Angel Kelly, outstanding integrated communication plan; Julia Gerber, best magazine cover;

Morgan Postelle, best magazine cover runner-up; Corinne Baldwin, best logo; Alyssa Goins-Williams, best print ad; Elizabeth Porter, best outdoor ad; Austin Anderson, best ad campaign; Robert Fairchild, best copy writing; Emily Okins, CCFA dean's academic achievement award; Paul D'Ambrosio, Morton Thesis Award; Adelyn James, graduate school performance award.

Students win more than \$25,000 in scholarships for school year

Twenty-five journalism and strategic media students received scholarships totaling more than \$25,000 at the annual Evening of Excellence awards banquet at the UofM Holiday Inn on April 27.

The scholarship winners were:

Corinne Baldwin, Frank Ahlgren Scholarship; Carson Turner, Billy Jones Scholarship; Raven Moore, Michael David Green Memorial Scholarship; Marcus Dandridge, John Paul Jones Scholarship; Joshua Vinson, Kathy Krieger Memorial Scholarship; Hira Qureshi, Joe and Lila Norton Scholarship; Jailenn Scott, Eleanor B. O'Neill Scholarship; Cynthia Castor, Ken Sossaman Scholarship; Caleb Suggs, Marge Thrasher White Scholarship;

Frank Ramirez, Gridiron John Hurd Scholarship; Reagan Warren, Gridiron Jim White Scholarship; Mia Stephens, Gridiron Archie Quinn Scholarship; Tristan Fletcher, Gridiron Wayne Trotter Scholarship; Alyssa Goins-Williams, Gridiron Mike McGee Scholarship;



PHOTO CURT HART

Robby Byrd, assistant professor, presents the Gridiron John Hurd Scholarship to Frank Ramirez at the annual Evening of Excellence on April 27.

Nicholas Lingerfelt, Variety Club Scholarship; Lauren James, Olin Morris Fellowship; Rachel Crawford, McDaniel Scholarship Fund in Journalism; Joshua Vinson, Phil Cannon Memorial Scholarship; Bethany Clarke, Paul Coppock

Scholarship; Claire Tracy, Carson Leadership Scholarship.

These were the winners of the Pennington Abroad Scholarship: Ashley Marie Schaller, Rachel Crawford, Kylee H. Todd, Gabrielle M. Williams and Charity Ann Williams.

Del Rosso, Robinson join JRSM faculty

Two new faculty members have joined the Department of Journalism and Strategic Media for fall 2018, and both promise to bring a new mix of academic and professional experience to UofM students.



DEL ROSSO

Teri Del Rosso spent the last two years at Bridgewater State University in Massachusetts before arriving at the University of Memphis. She previously was at the University of Oregon, where she earned her Ph.D.,



ROBINSON

and Syracuse University. Del Rosso is joining the public relations faculty and will teach courses in public relations, writing and research.

In addition to her teaching interests, Del Rosso researches public relations topics related to sports, sexual health and pedagogy. She moved to Memphis with her husband, Justin, and their adorable and sassy border collie mix, Otto.

Michael Robinson comes to the department with several years of professional art direction experience. He has completed work in the areas of public health, public transit and brand development. Passionate about strong design and telling interesting stories, Robinson

applies creative multimedia approaches to ensure his classroom is both relevant and engaging for students.

A lifelong Memphian, Robinson earned both a bachelor's and master's degree from Journalism and Strategic Media at the UofM and taught for several semesters during his graduate program. His area of expertise is creative mass media, and he thrives on helping students combine detailed writing with impactful multimedia components.

Robinson's creative work extends beyond print and digital media. He is an interior design assistant, performs locally as a soul singer and recently closed his eighth show as a middle school musical theater director.

Camp inspires students for a media career

» CONTINUED FROM PAGE 1

Fisher said the workshop inspired her to pursue a career in journalism with a focus on photography.

Justin Kouch, 15, a junior at White Station High School, learned how to design a website that will capture a reader's attention.

"I am thinking about some different majors, but journalism is definitely on the list," Kouch said. "It was a fun learning experience. I am taking journalism in the fall, and this will really help."

The workshop is the successor to the highly successful Teen Appeal, which was discontinued in 2015 because of a lack of funding. The Teen Appeal, which started in 1998, offered a week-long summer workshop for high school students, who then produced The Teen Appeal newspaper during the school year.

The Teen Appeal summer workshop typically attracted up to 60 students. Although the new workshop attendance was much more modest,



PHOTO BY ADDIE JAMES

Dana Cooper, graduate student, discusses how to use social media as a journalist to the students at the first Accelerated Media Project camp.

organizer Robby Byrd, assistant professor of journalism, said he felt good about what was accomplished.

"I feel good about what we did. Now we again have an outlet for high school students – something we have not had since the Teen Appeal," Byrd said. "It was the first time. We were excited that we had any students show up at all," said Byrd. "Now, we hope that they will tell their friends what they learned.

And then we will have more next year."

Assisting with the AMP '18 workshop were faculty members Pam Denney and Matt Haught, and graduate students Addie James and Dana Cooper.

The goal is to build the workshop and enhance it for the summer 2019.

Students' work can be seen at ampworkshop.wordpress.com.

Students, faculty present at AEJMC

Two graduate students from the Department of Journalism and Strategic Media were recognized for their work at the 101st conference of the Association for Education in Journalism and Mass Communication on Aug. 6 to 9 in Washington, D.C.

Also recognized were several Journalism and Strategic Media faculty members who participated in research presentations, panel discussions and research sessions as discussants. The AEJMC is the nation's preeminent journalism and mass communications education organization.

Jeniece Jamison, a recent UofM master's graduate, presented research titled "An Examination of

non-white Crime Portrayals in Local Broadcast News." She did the research with former UofM faculty member Stephanie Madden.

Dana Cooper, current master's student, participated in research titled "Identity Formation and Voter Suppression: The Iconography of Fake News Memes in the 2016 Presidential Election." Presenting the research were her co-authors Robby Byrd and Melissa Janoske.

Other department faculty members who presented research and participated in events at the conference along with Byrd and Janoske were Ruoxu Wang, Tom Hrach, Teri Del Rosso, Matt Haught, Sandra Utt and David Arant.



Jeniece Jamison presents her research at the AEJMC annual conference in Washington, D.C.