

MIDDLE TENNESSEE STATE UNIVERSITY



*2011-2012*

*College of Mass Communication*

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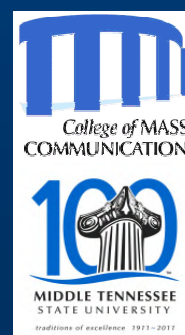
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## **Annual Report Credits**

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# Greetings from the Dean



When I was selected to be dean of this College four years ago, President Sidney McPhee and I agreed that my overall goal was to create significant positive change in the College. Thanks to the hard work and dedication of all of our faculty, staff and students, the College has indeed taken major steps forward toward becoming one of the top mass communication programs in the country. When I travel around the country, meeting with alumni and attending professional conferences, the constant refrain I hear is that the College of Mass Communication at MTSU is on the move and doing great things.

Some of these changes during the last four years include:

- The new Center for Innovation in Media, including more than \$100,000 in cornerstone donations and pledges. The Center includes our NPR-affiliated public radio station (WMOT-FM), student radio station (WMTS-FM), student cable-TV station (MT10-HD), student newspaper (*Sidelines*), student record label (MT Records), a high-tech classroom, a robotic TV studio, and offices and production facilities.
- Addition of *Sidelines* and the Center for Popular Music to the College.
- More than \$1.5 million in technology access fee funding that has been used to substantially upgrade the technology in our classrooms, studios and labs.
- Extensive facility renovations, including administrative offices, classrooms and studios.
- New \$2 million all-high-definition mobile production lab.
- A \$40,000 McCormick Foundation grant to the School of Journalism.
- 25<sup>th</sup> anniversary celebration of the Seigenthaler Chair of Excellence in First Amendment Studies that included a well-attended and well-received conference for journalism and mass communication administrators focusing on “Journalism Education in the Digital Age.”
- New business partnerships for the College with *The Tennessean* and University Athletics.

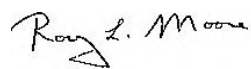
- \$188,882 in fundraising in the past year (including WMOT), with the number of total alumni and donors who give increasing for the first time in three years. Our fundraising totals for the previous years were \$205,286 (2009), \$152,437 (2010) and \$254,640 (2011). We expect this coming year to be the highest in five years.
- Full Accrediting Council on Education in Journalism and Mass Communication accreditation for the School of Journalism and Department of Electronic Media Communication.
- \$250,000 Qatar National Research Foundation grant to Dr. Sanjay Asthana, professor of journalism.
- Highly positive external review of the Department of Recording Industry by external program reviewer.
- “The Pa’s Fiddle Project,” directed by Center for Popular Music Director Dale Cockrell, was broadcasted nationally on PBS stations this year more than 300 times. Mass Comm students, with faculty supervision, produced a documentary called “The Making of Pa’s Fiddle.”

During the coming year we will see even more changes, including the Federal Judicial System Reporting project, headed by Journalism Professor and Seigenthaler Chair of Excellence Interim Administrator Wendell Rawls; a potential National Endowment for the Humanities grant; and curricula revisions that include possible proposals for new undergraduate courses and new graduate programs.

On July 31, 2013, I will be stepping down as dean to return to the faculty. This decision was by no means easy. This is a great college, and I have especially enjoyed working with such a wonderful team of faculty, staff, students, administrators and our outstanding Board of Professional Advisers. I look forward to continuing to serve as dean this coming year. Provost Brad Bartel will be working closely with the search committee in conducting a national search for my successor. He and the committee will be seeking input from faculty, staff, students and alumni.

Thank you for all that you do for our college! I hope you enjoy this annual report. Your feedback is always welcome.

Best Regards,



**Roy L. Moore, Dean**

[roy.moore@mtsu.edu](mailto:roy.moore@mtsu.edu)



# About Mass Comm

## Mission and Goals of the College

*We stimulate success and responsibility among learners, giving them knowledge and skill in mass communication and critical thinking with which they can serve their communities and exercise freedom of expression.*

*We are a leading media education center that inspires intellectual freedom, experience and creativity.*

*We value humanism, intellectual diversity and advance fields in research and creative work and critical thinking.*

### **Departments**

***Recording Industry***

***link***

***Electronic Media Communication***

***link***

***School of Journalism***

***link***

***WMOT***

***link***

***Center for Popular Music***

***link***

***Center for Innovation in Media***

***link***

## By the Numbers SPRING 2012

2,565 undergraduate majors  
50 Master of Science students  
40 Master of Fine Arts students

### **Administration**

**Roy L. Moore**  
Dean

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The College of Mass Communication offers diverse, challenging and cutting-edge undergraduate and graduate programs, and also boasts active programs beyond the classroom.

- Seigenthaler Chair of Excellence in First Amendment Studies
- Tom T. Hall Writers Series
- WMOT-FM (NPR affiliate)
- WMTS-FM (Student radio station)
- MTTV (Student-run TV station)
- *Sidelines*
- Center for Popular Music
- Office of Communication Research
- Baldwin Photographic Gallery
- Office of Development
- Center for Innovation in Media

## Mass Comm welcomes new Media Center

The Center for Innovation in Media, which opened in spring 2012, provides a convergent space for WMOT, WMTS, MT10-HD, MT Records and *Sidelines*-- the College's professional NPR radio station, student radio station, student television station, student record label and student newspaper, respectively.

The College welcomes alumnus **Stephan Foust** as its director.

Development Director **Kippy Todd** secured 10 cornerstone donors, each of whom has pledged a minimum of \$10,000 for the Center. Overall funding for the Center now totals \$900,000, not including the Cornerstone Endowment.



### STUDENT ORGANIZATIONS

ARMS/GrammyU  
Audio Engineering Society  
Electronic Music Society  
MT Records  
Omega Delta Psi  
Nashville Songwriters Association International  
WMTS  
MTTV  
Association for Computing Machinery Special Interest Group  
MTSU Photographic Society  
Society of News Design  
Ad Club  
Public Relations Student Society of America  
Society of Professional Journalists  
National Association of Black Journalists  
ACM/SIGGRAPH

# Wall of Fame Inductees

The College of Mass Communication inducted three new members into its Wall of Fame during the 12th annual Wall of Fame ceremony on April 20. The Wall of Fame honors the achievements of successful College of Mass Communication alumni.

Mikki Rose ('05), Luke Laird ('01), and Carrie Dierks ('99) were this year's inductees.



Mikki Rose ('05) was the Department of Electronic Media Communication's inductee. A native of Murfreesboro, Rose graduated from MTSU with degrees in mass communication and computer science. Following graduation, she enrolled in Clemson University's graduate program in digital production arts.

In 2007, Rose accepted a position as technical director at Rhythm & Hues Studios in Los Angeles. While working there, she worked on six films, including "Alvin and the Chipmunks" and the Academy Award-winning "The Golden Compass." In 2009, Rose moved to Sony Imageworks. Her film credits for Sony include "Arthur Christmas" and "Hotel Transylvania."

The Department of Recording Industry inducted Luke Laird ('01), songwriter and co-owner of Nashville publishing company Creative Nation. A native of Conneaut Lake, Pa., Laird came to Middle Tennessee in 1997 to attend MTSU. After graduating, he worked as an assistant tour manager for country duo Brooks & Dunn. In 2002, he received a publishing deal with BMG Music Publishing.

Laird has had his songs recorded by country music artists Lee Ann Womack, Carrie Underwood, Blake Shelton, Eric Church and Miranda Lambert, among others, he has more than 700 compositions to his credit and has had his songs on more than 25 million albums.



Carrie Dierks ('99), the School of Journalism's inductee, is a Chattanooga, Tenn., native and the vice president of B2B operations for True North Custom Media. Dierks graduated from the college with a journalism degree and concentration in media design (now visual communication).

Since graduating, Dierks has worked in the areas of sports publishing, marketing and media design. Her prior positions at True North Custom Media include senior designer, creative director and vice president of creative services.

# Giving to Mass Comm



Just a few short years ago, the College of Mass Communication faced the challenge of maintaining three exemplary programs that had little interaction. Recording Industry, Electronic Media Communication and the School of Journalism were unquestionably interrelated, but the need to work together toward the common goal of communication to a wide audience in concert with each other was a new concept for the College.

And then came along a little thing called “digitization,” and our story takes a turn.

The ability to easily share information, files, data, video, music, stories, etc., made the College of Mass Communication a model for creating music, video and stories. It made the dissemination of information more accessible. More importantly, in that relatively short amount of time, we have made a Center for Innovation in Media a possibility, and now a reality.

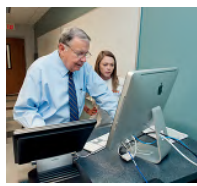
We talk prominently (and often) about the Center because it has integrated our programs and involves more than 400 students working and learning in one or more ways toward communication education. It’s a huge leap forward for our students, faculty and the state of experiential learning.

This kind of progress takes progressive thinking and partners that are willing to invest their resources. Friends, corporations, foundations and alumni were all a part of making the Center for Innovation in Media possible, and it is our prime example of how gifts from a few can create long-term change and opportunity for many.

As we move forward, we will continue to advocate on behalf of our extraordinarily talented students and faculty, and we will seek out the resources they need to become the professionals they want to be. Our students’ dreams and hard work make possible many of the things on which we rely or enjoy daily, including accurate news, information and entertainment from a myriad of news and print media.

Thank you to those who help to better integrate our programs, allowing the College of Mass Communication to open new worlds of opportunity to students.

Kiplynn F. Todd  
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MTSU College of Mass Communication  
[kiplynn.todd@mtsu.edu](mailto:kiplynn.todd@mtsu.edu)



*The College of Mass Communication recognizes and is especially grateful to our 10 Cornerstone Donors, whose pledges have made our Center for Innovation in Media possible.*

- John Seigenthaler
- Tennessee Association of Broadcasters
- Dr. Richard Campbell
- Gannett Foundation:  
*The Tennessean*  
*The Daily News Journal*  
*The Leaf-Chronicle*
- Virginia Dodge Fielder
- Jeffrey Reid
- Tennessee Press Association Foundation
- Verizon Wireless
- Beverly Keel & Ronnie Steine



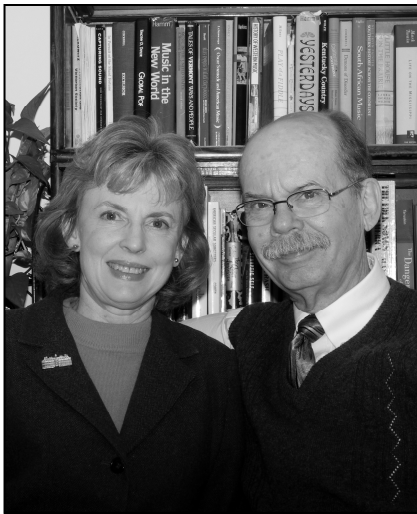
## College honors students, alumni at awards ceremony

By Sarah E. Tollie

The College of Mass Communication celebrated the work of its current students at the 19th annual Student Awards Ceremony and its alumni at the 12<sup>th</sup> annual Wall of Fame Ceremony on April 20, 2012, at Middle Tennessee State University.

Current undergraduate and graduate students were honored for their academic and professional achievements. Sixty-eight undergraduates received more than \$35,000 in scholarships and awards. Three graduate students were also honored: Kwansik Mun, for outstanding graduate student in the M.S. program; Jue Liu, for outstanding service to the M.S. program; and Mauricio Gargel, for outstanding service to the M.F.A. program.

The Center for Popular Music's Lucinda and Dale Cockrell were named "Friends of the College."



Lucinda (left) and Dale Cockrell

## Dan O'Shannon brings comedy, expertise to College

The College of Mass Communication's Tom T. Hall Writers Series hosted Dan O'Shannon, co-executive producer of ABC's Emmy-winning show "Modern Family," on April 11, 2012, in MTSU's College of Education.

O'Shannon, a native of Painesville, Ohio, was interviewed by close friend, Dr. Bob Pondillo, Department of Electronic Media Communication Professor.

The two shared stories—and nearly nonstop laughter—about O'Shannon's 25-plus-year comedy career. Prior to writing for "Modern Family," O'Shannon served as executive producer and show runner on "Frasier" and executive producer on shows "Cheers," "Threshold" and "Jericho."



Dan O'Shannon (center) speaks to College of Mass Communication faculty and staff.



From L-R: Dean Roy Moore, Pam Moore, Associate Dean Zeny Panol, Dan O'Shannon, Professor Bob Pondillo, Frank Panol and Edie Pondillo pose for a photo post-dinner.

Throughout his interview, O'Shannon emphasized that success does not come easily. He recalled time spent doing stand-up comedy, searching for and writing spec scripts, and working at a movie theater as he awaited his big break.

"It's a very sexy idea, following your dreams, but it also doesn't convey the hours and hours of frustrations and setbacks and times you want to crawl back home," O'Shannon said.

O'Shannon's break came on the show "Newhart," a spinoff of "The Bob Newhart Show." Serving as story editor, he initially proposed the plotline for the show's series finale.

He also shared his four ingredients for a successful, long-term writing career: talent; drive and ambition; political savvy; and luck. Having all four of these elements, O'Shannon noted, is the key to that success. Taking small steps toward larger goals, he said, is another important aspect.

During his visit to MTSU, O'Shannon also spoke to several classes and was interviewed by numerous media outlets. He was also a guest of honor at the Center for Innovation in Media's official opening, held April 12 in the John Bragg Mass Communication Building.

## Dean Moore's books

The fourth edition of *Media Law and Ethics*, Dean Roy L. Moore's textbook co-authored with Michael Murray, and the second edition of *Advertising and Public Relations Law*, Moore's textbook co-authored with Carmen Maye and Eric L. Collins, have been published by Routledge.

## Dr. Zeny Sarabia-Panol

Associate Dean Zeny Sarabia-Panol presented the following in the summer and fall of 2011:

"Print Media Reporting of Health and Medicine in Selected ASEAN Countries" at the 94th annual convention for the Association for Education in Journalism and Mass Communication in St. Louis, Mo., Aug. 10-13, 2011.

"Malaysia and the Global Financial Debacle: An Agenda-Setting and Framing Study." Public Lecture, University Tunku Abdul Rahman University, Oct. 19, 2011, Perak, Malaysia.

"The Nuts and Bolts of Doing a Quantitative Content Analysis." Research Workshop, University Tunku Abdul Rahman University. Oct. 20, 2011, Perak, Malaysia.

## Jan Quarles

Dr. Jan Quarles, professor in the Department of Electronic Media Communication, was named director of the Master of Science program in the College of Mass Communication.

Since joining MTSU in 1994, Dr. Quarles has served in several capacities: School of Journalism chair and associate dean and assistant dean of the College of Mass Communication. She previously taught at the University of Maryland-Towson, the Royal Melbourne Institute of Technology, the University of Georgia and the University of Kentucky.



Dr. John Omachonu

## Former associate dean speaks about experiences in Mass Comm

Dr. John Omachonu, MTSU's vice provost and former College of Mass Communication associate dean, was recently interviewed by *The Daily News Journal*. Omachonu discussed his current position, thoughts on the Center for Innovation in Media and experiences in mass communication.

## Graduate student news

Pietro Calautti, an M.S. in Mass Communication candidate, presented his paper "My Gun Dirty, My Brick Clean: Postmodern Representations of New York City in Late-Night Cinemax Series" at the AEJMC Mid-Winter Conference at the University of Oklahoma, March 2-3, 2012. Calautti began the project in Dr. Jane Marcellus' Qualitative Research Methods graduate class.

Grad student Fadia Patterson was selected to participate in the National Association of Black Journalists (NABJ) Student Multimedia Project at the 37th Annual Convention and Career Fair in New Orleans, June 18-22, 2011.

# The Year in Review

## Electronic Media Communication

### Capitol Street Party features MTSU onstage, behind the scenes

By Doug Williams

This story is a reprint from MTSUNews.com.

MTSU students were a major part of the “show behind the show” as the University partnered with Capitol Records at the “Capitol Street Party” on Nashville’s Music Row, Sept. 21, 2011.

Singer-songwriter Eric Paslay, an MTSU alumnus, is captured on the video board of the University's Mobile Production Lab during his headlining performance. Eldridge Alexander and Sarah Fryar, seniors in the College of Mass Communication, were two of the 45 students handling TV production at the event, which drew a crowd estimated at 10,000 people on Demonbreun Street near the Music Row roundabout.

The street show featured Paslay ('05) headlining with Alan Jackson, Eric Church and Jon Pardi. Alexander and Fryar worked with Music Row professionals to produce the show in MTSU’s new \$1.4 million Mobile Production Lab.

“Typically, we work on projects associated with college activities, but this is an opportunity to be around professionals at Capitol Records and network with MTSU alumni in the industry,” said Alexander, who served as assistant director for the production.



MTSU senior Sarah Fryar, unit manager for the University’s crew, directs fellow mass communication students on their next tasks. (Photo by Doug Williams)

“Curt Cassassa, an MTSU alum who is a well-known director in the business, was the lead director. To work shoulder-to-shoulder with him was a great opportunity.”

Alexander’s job as assistant director was to be prepared to help Cassassa follow the action on stage, so what was on the screen would flow with the music. In the process, Alexander helped direct seven HD cameras that fed into the truck’s multiscreen video board.

Fryar was unit manager, or “mother hen,” as she called it: organizing crew call, arranging crew credentials, parking, handling crew questions and finalizing the crew count for what would become a nonstop 16-hour day.

“That might seem to some like a long day, but the experience is so worth it,” said Fryar, who aspires to be a broadcast sports journalist. “I went to another school for a year before MTSU, and I totally appreciate the experience that MTSU provides. It’s a big-time broadcast experience, and the new Mobile Lab just takes it over the top.”

MTSU students handled the HD cameras, boom mikes, street interviews and other duties. John Merchant, MTSU assistant professor of recording industry, said his department is “thrilled” at the opportunity to showcase the students, faculty and staff of North America’s largest collegiate recording-industry program. Bob Gordon and Dennis Oneal of the Department of Electronic Media Communication also were instrumental in producing the event.

This was the Capitol Street Party’s fourth year. It originated as the “Capitol Pub Crawl” to allow the label to promote new talent.

## EMC students provide hosting, production support at video awards

The Department of Electronic Media Communication was involved in the 2012 Academies of Nashville Student Video Awards, held April 21, 2012, at the Belcourt Theatre in Nashville. EMC students assisted with hosting duties and served as production support for the ceremony.

Sponsored by Middle Tennessee State University, the awards honor high school-aged students for their student-written and student-filmed videos. The Academies of Nashville provide students with themed learning opportunities in six areas: arts, media and communication, health, human and public services, business marketing and information technology, hospitality and tourism, and engineering, manufacturing and industrial technology. For the full list of EMC students involved, please click [here](#)



## Senior's national TV award paves way for industry success

*This is an excerpt from an MTSUNews.com story. See the full story [here](#)*



Erica Doyle

For the first time in the University's history, an MTSU student has won a national College Television Award from the Academy of Arts and Science Foundation. That student is senior Erica Doyle, producer of Koure TV, a documentary-meets-magazine-style show that airs on MT10.

Doyle was joined by her husband, MTSU alumnus Marquee Doyle, and Koure TV host Patterson at the recent 33rd Annual College Television Awards Gala in Hollywood.

There, Erica Doyle received a silver trophy and \$1,000 for her second-place win in the "Best Magazine-Style Show" category for a segment of her show called "Ordinary People Doing Extraordinary Things: Koure TV Pushing Boundaries."

"For television programming, there is no higher authority than the TV Academy, and this award is at the national level," said Billy Pittard, chair of MTSU's Department of Electronic Media Communication.

The winning MTSU segment featured two local businesses - - Jeff's Family Restaurant and EmbroiderMe - - and an MTSU student organization, Zeta Phi Beta. The segment investigated the business owners' backgrounds and discussed what it takes to build a business in those industries. The story on Zeta Phi Beta followed the group as they practiced and participated in a step show and performed community service.

Doyle said the show, which she and Marquee founded in 2009, started off "quirky" and without a strict focus. She realized last summer, she added, that she wanted to "turn the show around and make it something that was worthy of people wanting to tune in."



## Marc Barr

Department of Electronic Media Communication Professor Marc Barr exhibited his computer-designed ceramic work at the Barrett Clay Works national juried exhibition in Poughkeepsie, N.Y., in the fall of 2011. Barr's work was also accepted into the collection of the Art Gallery in Jingdezhen, China, as part of the 2011 China Kaolin Grand Prix for International Ceramic Art.

In his role as chair of education for ACM/SIGGRAPH, Barr has been working with the NVIDIA Foundation on a program to support high school students who are close to the location of the annual ACM/SIGGRAPH conference. As part of the program, these students will attend the conference and be matched with industry and academic mentors. The program received its first donation of over \$2,000 toward the 2012 conference in Los Angeles.

Barr also exhibited a computer-designed tea set at the "It's Only Clay" National Competition and Exhibition at the Bemidji Community Art Center and Bemidji State University Visual Arts Department from Nov. 4 to Dec. 17, 2011, in Bemidji, Minn.



## Roger Heinrich

Congratulations to Department of Electronic Media Communication Associate Professor Roger Heinrich, who was named the 2011-2012 "Outstanding University Honors College Faculty Member."

Additionally, Heinrich's manuscript, "A Small Town Newspaper and a Metropolitan Newspaper Report on a Deadly Virus: An Analysis of the Spanish Influenza Pandemic of 1918," was published in the most recent issue of *The Journal of Humanities and Social Sciences*.

## Mary Nichols

Professor Mary Nichols' DVD project was selected for presentation at the National Folk Festival in Nashville, Sept. 2-4, 2011. "I'll Keep on Singing: The Southern Gospel Convention Tradition" was co-produced with Stephen Shearon from MTSU's School of Music.

## Additional EMC News

- The documentary film "The Making of Pa's Fiddle" had its premiere screening on May 1 in the John Bragg Mass Communication Building. For more information, please click [here](#).

- EMC conducted its annual SMARTI Awards for the best work in media production by Tennessee high school students. For more information, please click [here](#).

- Student Sam Willey, director of the "Pa's Fiddle" documentary, won Tennessee National Guard Soldier of the Year Award.

Visit the new blog for EMC, which the department recently published for use by students, faculty and alumni. To access the blog, please visit <http://www.emcmtsu.com>.

### Grammy wins, nominations ‘show depth, breadth’ of MTSU expertise

*This story includes excerpts from an MTSUNews.com story.*

Lady Antebellum’s second Best Country Album Grammy in as many years means more accolades for MTSU after the 54th Grammy Awards ceremony Feb. 12, 2011.

“Own the Night,” the trio’s third album, garnered the win for Hillary Scott, a 2004-06 MTSU recording industry major and member of the group, as well as for engineer Clarke Schleicher (B.S. ’80). Both were Grammy winners in 2011 for “Need You Now.”

Scott and Schleicher were two of nine MTSU alumni and/or former students nominated for their work on musical releases, ranging from country to contemporary Christian to bluegrass.

“What makes this most satisfying is that we’re showing a level of consistency and expanding in these categories,” said Dr. Loren Mulraine, chair of MTSU’s Department of Recording Industry.

“When you start expanding into other areas of the industry, it shows a depth and breadth in your program, and that’s most exciting for us.

“Success breeds success, and we expect to see success on an ongoing basis.”

The Lady Antebellum album win bumped several MTSU nominees who had been recognized for their work on three of the other competing albums.

Those MTSU-trained nominees named for their work in the Best Country Album category included:

- Brandon Epps (Recording Industry major, 1996-2001), engineer for “My Kinda Party” by Jason Aldean
- Jason Hall (B.S., 2000), engineer for “Chief” by Eric Church
- Brandon Schexnayder (B.S., ’05), engineer for “Here for a Good Time” by George Strait

Michael Knox (B.S., ’91), producer for Aldean’s “My Kinda Party.” Knox, a College of Mass Communication alumnus, had three other Grammy-nominated projects: Best Country Duo/Group Performance: Aldean with Kelly Clarkson, “Don’t You Wanna Stay” (won by The Civil Wars for “Barton Hollow”); Best Country Solo Performance: Aldean’s “Dirt Road Anthem” (won by Taylor Swift’s “Mean”) and Best Country Song: “Just Fishin’” by Trace Adkins (also won by Swift’s “Mean”).



**Lady Antebellum**  
Lady Antebellum vocalist Hillary Scott, pictured with bandmates Dave Haywood and Charles Kelley, is a former College of Mass Communication student.

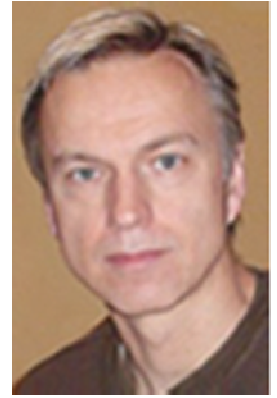
Recording Industry alumnus Dave Barnes (B.S., 2000), writer of “God Gave Me You,” performed by Blake Shelton, was also nominated in the Best Country Song category.

Fellow alumnus Brandon Heath (B.S., '03) earned three nominations for his contemporary Christian project “Leaving Eden,” including:

Best Contemporary Christian Music Album, Best Contemporary Christian Music Song as co-writer for “Your Love,” the album’s second cut and Best Gospel/Contemporary Christian Music Performance for “Your Love.”

Brandon Bell (B.S., '04) was nominated in the Best Engineered Non-Classical Album category as co-engineer on “Follow Me Down” by Sarah Jarosz. Alison Krauss and Union Station’s “Paper Airplane” producer, Mike Shipley, won the Grammy.

The Grammy Awards ceremony was broadcast live from Staples Center in Los Angeles on CBS. Except for Best Country Album, the categories affecting MTSU nominees were announced in the pre-telecast award ceremony.

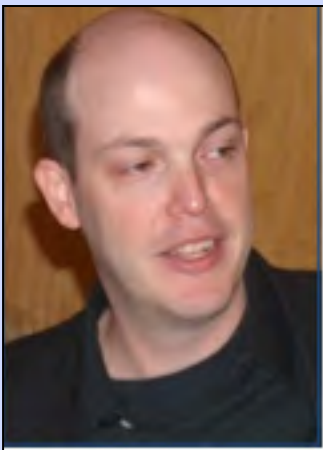


Grammy winner Clarke Schleicher

## Charlie Dahan

Beginning in the fall of 2011, the Department of Recording Industry began offering a new class titled “Cyber PR” that is not only unique in its content but also in its setup.

RI Associate Professor Charlie Dahan established a partnership with music industry leader and innovator Ariel Hyatt and her company, Ariel Publicity, to develop this course, which teaches students about publicity and marketing techniques, best practices, metrics and case studies using social media, direct-to-fan and niche media (e.g., blogs, podcasts, RSS feeds).



Charlie Dahan

In addition to developing curriculum with Dahan, Hyatt guest-lectured and worked with the students for a week in September and November. The students were broken into groups of three halfway through the semester and worked on various social media and cyber PR campaigns with both the artists and staff of Ariel Publicity.

“These students are going to get in there and do this for real — they devise campaigns with the artists and their management team and then execute and analyze them,” Hyatt said. “While this course covers some very in-demand skills in the music industry, this skill set is relevant and ‘transferable’ to not only every industry, but also as a way for students to develop their ‘brand’ as professionals; to network and expose them and to start them along on some entrepreneurial opportunities.

“I am so excited to have developed this course with Prof. Dahan and have it first run at the top recording industry program in the world. We have already received calls from a dozen other universities looking to create a course with this curriculum and content,” Hyatt concluded.

## MRAT student wins Emil Torick Award

M.F.A. in Recording Arts and Technologies student Mauricio José Gargel was named the Emil Torick Scholar Award winner in the 2011 Audio Engineering Society Education Grant program.

## RI students win 'Shure Fantastic Scholarship Competition'

RI students Taylor Bray, Jeff Braun and Grant Hartford, with faculty adviser and RI Associate Professor Michael Fleming, won the eighth annual "Shure Fantastic Scholarship Competition." Shure manufactures microphones and audio electronics.

Bray, Braun, Hartford and Fleming were one of 10 student teams submitting a project, which involved tracking and mixing a performance using Shure's "microphone locker." The performances were judged by a panel of recording industry professionals.

As part of its win, the RI team received several Shure recording microphones, stereo microphone-stand adapters and professional monitoring headphones.

"We were thrilled to participate in this year's competition. The student team opened the mic locker like it was a Christmas present, and they really rose to the challenge of using a collection of great microphones, musicians and acoustic sources to create a unique recording," Fleming said. "They learned a lot from the experience and had a great time doing it."

## RI student receives Copyright Society of the South scholarship

Congratulations to Department of Recording Industry student Kristen Elfritz on receiving the Copyright Society of the South scholarship. Elfritz, who plans to attend law school after graduation, received \$1,000 and be eligible to attend all meetings of the society next year.



Kristen Elfritz and  
RI Assistant Professor Melissa Wald

## Random 'RIM'inations - Update

In the Sept./Oct. 2011 issue of the *Alumni Newsletter*, Department of Recording Industry Chair Loren Mulraine compiled a list of RI alumni—writers, producers and artists—whose work appeared on the Sept. 24, 2011, *Billboard Magazine* country, Christian and gospel music charts. Below are the names of those artists and the titles of their works. The newsletter apologizes for any confusion the original post might have caused to its readers.



Loren Mulraine

### Hot Country Songs Chart

No. 1: Eric Paslay, "Barefoot Blue Jean Night"  
No. 2: Luke Laird, "Take a Back Road"  
No. 9: Dave Barnes, "God Gave Me You"  
No. 12: Luke Laird, "Baggage Claim"  
No. 26: Luke Laird, "Drink in My Hand"  
No. 43: Luke Laird, "You"

### Christian Songs Chart

No. 15: Brandon Heath, "The Light in Me"

### Christian Albums Chart

No. 27: Lecrae, "Rehab"  
No. 48: Lecrae, "The Overdose"

### Christian AC Songs Chart

No. 10: Brandon Heath, "The Light in Me"

### Christian CHR Chart

No. 12: Brandon Heath, "The Light in Me"

### Gospel Albums Chart

No. 13: Richard Small w/Vision Verity/ JLG,  
"Trust Me"



## 'The Shaming of the True'

Department of Recording Industry alumnus Mark Hornsby, current RI undergraduate Nick Morrow and RI Professor John Hill assisted with the recent remastering and reissue of the Kevin Gilbert rock opera, "The Shaming of the True."

In the summer of 2011, Hornsby and Morrow traveled to Abbey Road Studios in London to record new orchestrations for "A Long Day's Life," one of the songs on the album. Morrow acted as an assistant engineer to Hornsby on the session.

In addition, Professor Hill assisted Hornsby with the analog tape transfers necessary for the new recording. Hill will receive an "additional engineering" credit on the track. To learn more about this project, please click [here](#).



John Hill



Mark Hornsby

## Ian Rogers



Ian Rogers

Ian Rogers, online music mogul and CEO for Topspin Media, presented "Disrupting the System: The Evolution of Web Distribution for Music and Film, a Mass of Niches and the Era of Trusted Brands" as part of the Distinguished Lecture Series on Nov. 10, 2011, in the McWherter Learning Resources Center.

Rogers also provided a free demonstration for Department of Recording Industry students in the John Bragg Mass Communication Building. According to RI Professor Charlie Dahan, Rogers' visit was a success.

"We had about 200 people in the LRC for his big lecture and 80 in in COMM 101," Dahan said. "People were sitting on the stairs and standing in the back for his demonstration."

## Paul Allen

Department of Recording Industry Professor Paul Allen was interviewed by *The Tennessean* for its Nov. 12, 2011, article, "EMI sale to rattle Music Row."

Additionally, congratulations to Professor Paul Allen on having the second edition of his book, *Artist Management for the Music Business*, published after 12 months on the market.

According to Allen, the book has been in Amazon's top 10 books over the last year and is currently being used by universities such as MTSU, New York University and Full Sail University.



Paul Allen

## Johnna Day

RI Commercial Songwriting major Johnna Day is the winner of the Frank Brown Songwriting Festival Songwriting Contest held on the Gulf Coast on Nov. 19, 2011. The Nashville Songwriters Association International (NSAI) sponsored the event.

Day competed with several seasoned songwriters. Her pop/rock effort "Ghosts" was chosen as the winning song, while her contemporary Christian track "Unending Love" received praise at the "Song Critique" preceding the contest.

## Joseph Akins

Professor Joseph Akins released a new holiday album on Sept. 27, 2011, which includes 12 piano arrangements of traditional Christmas songs. Akins' RI colleague Bill Crabtree recorded and mixed the album.

The album, "A Piano Christmas," was nominated for Best Holiday Album of 2011 at SoloPiano.com. The album also charted at No. 11 on Zone Music Reporters' Top 100 Air-play for December 2011.

Akins' previous album, *Spirit Touch*, has been selected for two international compilations: the album *Whisperings Solo Piano Volume One* and the mobile app "New Age Piano."



Joseph Akins

## Bill Crabtree

Department of Recording Industry Professor Bill Crabtree wrote about the RI Audio program's involvement and accomplishments at the 131st annual Audio Engineering Society convention, held in fall of 2011 in New York.



Rachel Fontenot

## Rachel Fontenot

Department of Recording Industry alumna Rachel Fontenot has been named associate director for artist development and marketing at Sony Music Nashville. While at MTSU, Fontenot's focus was in music business, with minors in marketing and mass communication.

In this position, Fontenot will work with marketing campaigns for her assigned artists. She will assist the promotion, creative, media and sales departments. In addition, she will help to coordinate international marketing efforts for the label. For more information on Fontenot's appointment, please click [here](#)

## Tonya Butler

Congratulations to Associate Professor Tonya Butler on her election to the Board of Music and Entertainment Industry Educators Association (MEIEA). As an MEIEA board member, Butler will serve a two-year term.



Tonya Butler

## Yoon Jeong

Congratulations to Yoon Jeong, one of Professor Bob Wood's film scoring class students. Jeong's article about renowned composer and Board of Professional Advisers member George Clinton was published on the Korean website Daily OST. After this posting, the site invited Jeong to write a monthly column about film music. To see the article, click [here](#)

## Mike Alleyne

Professor Mike Alleyne's book, *The Encyclopedia of Reggae: The Golden Age of Roots Reggae*, will be published by Sterling Books on Nov. 6, 2012.

Professor Alleyne delivered the 15th annual Bob Marley Lecture at the University of the West Indies-Mona in February 2012. Alleyne's discussion centered on the studio albums Marley's group, The Wailers, released throughout Marley's lifetime. For more information on Alleyne's lecture, please click [here](#).



Mike Alleyne

## John Hill

Professor John Hill produced a live concert recording of the male vocal ensemble, The King's Singers, on March 24, 2012, at the Cathedral of the Incarnation in Nashville. The concert was scheduled to premiere on Naxos in the summer or early fall.

### School of Journalism hosts ‘Covering Islam in the Bible Belt’ conference By Phil Loubere, assistant professor, School of Journalism

A \$40,000 grant from the McCormick Foundation gave the School of Journalism the opportunity in the summer of 2011 to provide training for a group of 22 journalists on the topic of Islam. Titled "Covering Islam in the Bible Belt," the workshop and conference took place Aug. 21-23, 2011 at the First Amendment Center in Nashville. Over the conference's three days, there were nine sessions featuring 13 veteran journalists and experts in Islamic history and culture.

The grant provided funds to cover not only conference facilities and speakers but also all participants' travel, lodging, meals and tuition.

The attendees were mostly reporters and religion writers, many from small to medium-sized newsrooms in the South, who have been faced with covering this increasingly controversial topic. The sessions not only provided background and facts about Islam and Muslim cultures and history but also explored ethical problems that reporters face in covering cultural or religious issues and opened discussions on how to better connect with and write about Muslim groups in their communities.

The session speakers included Dr. Lawrence Pintak, dean of the Edward R. Murrow College of Communication at Washington State University; Dr. Ronald Messier, MTSU professor emeritus and scholar in Islamic history; Bob Smietana, religion writer for *The Tennessean*; Dr. Gregory Smith of the Pew Foundation; Dr. Jason Reineke of the MTSU School of Journalism and associate director of the MTSU Poll, who presented polling data; and Asma Uddin, an international law attorney and founder of *altmuslimah.com.*, John Seigenthaler; Wanda Lloyd, executive editor of the *Montgomery Advertiser*; and Chris Peck, editor of *The Commercial Appeal* in Memphis, participated in a roundtable discussion on civil rights issues in the South.

The conference was organized by four School of Journalism faculty members: Assistant Professor Philip Loubere, who chaired the event; Dr. Sanjay Asthana; Dr. Dwight Brooks; and Dr. Deborah Gump.

Evaluations from the participants were very positive, with most rating the conference as "superior" or "exceptional." Videos of Covering Islam in the Bible Belt are now available online at <http://www.coveringislam.com>.



Butch Ward leads the opening session of "Covering Islam in the Bible Belt" with a presentation entitled "Acknowledge Your Bias and Improve Your Coverage."



Chris Peck, editor of *The Commercial Appeal* in Memphis, speaks at a roundtable session at "Covering Islam in the Bible Belt." The session was moderated by Gregory Favre of the Poynter Institute, far left, and also included Wanda Lloyd, editor of the *Montgomery (Ala.) Advertiser*, and John Seigenthaler, founder of the First Amendment Center.

## Journalism alum interns in Germany

By David Badger, Professor, School of Journalism

Journalism alumnus Joe Zike was awarded an 11-week scholarship supported by the German Academic Exchange Service (DAAD) and Freie Universität Berlin in summer 2011 that included five weeks writing for a German newspaper.

Zike, winner of the Journalism School's Outstanding Journalism Graduate Award in spring 2011, was one of 15 American students, half of them recent graduates, selected to participate in the InternXchange. The first six weeks consisted of lectures, field trips, journalistic exercises and a weeklong trip through Sachsen (Saxony) and Sachsen-Anhalt with female journalists from Eastern Europe, Russia and Eurasia.

"We went through Leipzig, Dresden, Bleifeld and Zittau, a city that shares its border with Poland and the Czech Republic," Zike said, "and we visited the Bauhaus-Archive Museum. We also visited a couple of newspapers, ARD—the German public broadcasting system, an excellent news source—and a couple of radio stations."

After completing the academic seminar stage, designed to expand students' understanding of German politics, society, culture and media, Zike was assigned a hands-on internship with the daily *Berliner Zeitung*, Berlin's largest newspaper.

"My first beat was the local section, where I stayed for two weeks," Zike said. While there, he attended several press conferences, including one for World Peace Day, which he covered for the paper. He also wrote about the Berlin Gliding Championships at Lüsse Airfield. Later, he covered the political beat, researching and writing about Gov. Rick Perry of Texas, then a candidate for the Republican nomination for president.

## Students and faculty honored

Several students and faculty were honored in December 2011 for their efforts while at MTSU.

Professor Ed Kimbrell received a 2011 service award for his 40 years of service to MTSU. Kimbrell was among 237 faculty and staff members recognized for their dedicated service to the university.

Students in Assistant Professor Joon Soo Lim's PR Campaigns class were recognized for their campaign for the Tennessee Court Appointed Special Advocate Association (CASA).



Ed Kimbrell



*Pictured: Assistant Professor Joon Soo Lim (center) poses with CASA campaign students*



*Sidelines staff members pose with their awards.*

## Sidelines

*Sidelines* staffers won six awards at the Southeast Journalism Conference awards dinner on Feb. 10, 2011.

The paper placed in the Top 10 for Best Newspaper, Best Newspaper Design (Courtney Polivka), News Reporting (Todd Barnes) and Journalist of the Year (Amanda Haggard).

Two staffers placed in the top three: Will Trusler, second place for Sports Writing, and Becca Andrews, first place for Arts and Entertainment writing.



## Student columns published

Congratulations to Carly Myracle and E.J. Hirsch, two students in School of Journalism Professor Jane Marcellus' Opinion Writing class, on having their columns published in *The Tennessean*.

Myracle's column, "Safety from HPV too vital to cloud with moralizing," discussed the issues parents and their daughters face when deciding on the human papilloma Virus (HPV) vaccine.

For his column, Hirsch pulled from his experiences during three tours of duty—one in Afghanistan and two in Iraq. He discussed how his understanding of Veterans Day has changed since he was a child listening to his father's stories of serving in Vietnam.

## Jane Marcellus

School of Journalism Associate Professor Jane Marcellus gave an invited panel presentation at the American Journalism Historians Association national conference in Kansas City, Mo., Oct. 6-8, 2011. Marcellus' presentation was titled "Imagining the Self: The Struggle for Women's Self-Representation in a Myth-Saturated Culture." She was also on a panel, "Girls, Gaps, and Miss-Conceptions: Press Constructions of Gender Through Cultural Myths." Dr. Marcellus' part of the panel addressed how women sought to construct an oppositional voice against mainstream representations in the early 20th century using humor and irony, anonymity and alternative identities, and by reclaiming and repurposing language.

Dr. Marcellus published the following:

- "It's up to the women" published in the most recent issue of *Feminist Media Studies*.
- "'Dear D': Sophie Treadwell's 1915 Correspondence from the 'Big War Theatre'" has been accepted for publication in *American Journalism*.

Prof. Marcellus has also written several book reviews:

- *Out on Assignment: Newspaper Women and the Making of Modern Public Space*, by Alice Fahs. *Journalism & Mass Communication Quarterly*, 89:2 (Summer 2012).
- *Playing Smart: New York Women Writers and Modern Magazine Culture*, by Catherine Keyser. *Journal of American History* 98 (2012), 1184-1185.
- *Smoking Typewriters: The Sixties Underground Press and the Rise of Alternative Media in America*, by John McMillian. *Journalism & Mass Communication Quarterly* 89:1 (Spring 2012), 164-166.

Dr. Marcellus presented "Sue Shelton White, the Occoquan Workhouse, and the 'Prison Special,'" as part of MTSU's Honors College Lecture Series on Prison Writing on March 19.

Prof. Marcellus presented "'Consider the Office Cat': Humor in a US Feminist Magazine during the 1920s" at the Women in Magazines conference at the University of Kingston in London, England June, 22-23.



Professor Jane Marcellus

## Joon Soo Lim and Cary Greenwood

Congratulations to School of Journalism Assistant Professors Joon Soo Lim and Cary Greenwood. Their public relations proposal received a Page Legacy Scholar award for the 2012-13 academic year in the amount of \$2,150.

Funded by the Arthur W. Page Center, the proposal is titled "The Impact of Stakeholder Engagement Strategy for Corporate Social Responsibility Communication on Organizational CSR Reputation and CSR/ Public Relations Goal Achievement." It will contribute to greater understandings of ethics and responsibility in public communication.

## Ray Wong

Professor Ray Wong authored an article based on his greyhound project for the winter 2011 edition of *cg magazine*. Wong also provided photographs for the article.

To learn more about Wong's project, please visit *cg magazine's* [website](#).

## Chuck Whiting

Congratulations to School of Journalism Adjunct Instructor Chuck Whiting and his firm, Whiting Publicity and Promotions. One of his clients, The WannaBeatles, received a Grammy nomination in the Best Spoken Word Album category for its "Fab Fan Memories" album.

## Katie Foss

School of Journalism Assistant Professor Katie Foss' article "When We Make Mistakes, People Die!": Constructions of Responsibility for Medical Errors in Televised Dramas, 1994-2007" was published in the August 2011 issue of *Communication Quarterly*.

Foss' most recent publication is a chapter titled "Who are you? Shared Responsibility and the Victims of 'CSI: Crime Scene Investigation.'" Dr. Foss' chapter appears in *The Harms of Crime Media: Essays on the Perpetuation of Racism, Sexism and Class Stereotypes*, published by McFarland & Company, Inc. (2012).



Katie Foss



Phil Loubere

## Phil Loubere

Assistant Professor Phil Loubere presented his paper "Newspapers vs. News Websites: Comparing the Presentation of Nation/World News" at the AEJMC Midwinter Conference, held March 2-3, 2012, in Norman, Okla.

Loubere, with the assistance of MTSU student videographer Tala Hobballah, redesigned and updated the website from last year's "Covering Islam in the Bible Belt" conference.

## Tricia Farwell

Professor Tricia Farwell's ADV 4170 Advertising Campaigns course was approved as an Experiential Learning (EXL) course for the fall 2012 semester through the spring 2017 semester.



Tricia Farwell

## Center for Popular Music

### Center for Popular Music welcomes Lindsay Million

The College of Mass Communication proudly welcomes Lindsay Million as the new cataloging assistant in the Center for Popular Music.



Lindsay Million

Million holds an M.S. degree in library science from Clarion University of Pennsylvania after earning her B.S. in anthropology at Grand Valley State University in her home state of Michigan.

Million has worked at Linebaugh Public Library for the previous year, where she was in the reference and cataloging departments. She enjoys reading, listening to music and traveling to faraway places.

After joining the center, Million called herself “lucky” because her position incorporates her love of books and music with her interest in information science and technology. Million said she is excited to be a part of the College of Mass Communication and is looking forward to learning and growing as a member of the MTSU community.

### National Folk Festival

The Center for Popular Music presented the following at the National Folk Festival in Nashville, held Sept. 2-4, 2011: “Harmony and Discord: Music of the Civil War” an exhibit comparing and contrasting popular music of the North and South during the war; and “Edison Cylinders: Music for the Masses,” a hands-on recording experience with CPM audio archivist Martin Fisher.

### Simon Zagorski-Thomas

The Center for Popular Music hosted Dr. Simon Zagorski-Thomas on Dec. 6, 2011, in the John Bragg Mass Communication Building.

His lecture, “Playing to an Empty Room: Performance, Recording, and Musicology,” examined how the recording process has shaped, and is shaped by, performance

### Snap grant

The Center for Popular Music has been awarded a State and National Archival Partnership (SNAP) grant totaling \$4,727 by the Tennessee Historical Records Advisory Board (THRAB).

“The purpose of this grant is to increase funding for the preservation of and access to Tennessee’s historical records, educate and train archivists, and support archival program development and enhancement,” said Jami Awalt, analyst for the Tennessee State Library and Archives.

## John Hurt event

The Center for Popular Music partnered with the Arts Center of Cannon County to create a display commemorating blues legend “Mississippi” John Hurt. The exhibit was on display in the James E. Walker Library. Its closing was marked by a tribute concert given by The Fedora Brothers, Bruce Nemerov and Gene Bush.

## Paul Wells

Congratulations to Paul Wells, director emeritus of the Center for Popular Music, on receiving the Society for American Music’s Distinguished Service Award. This is a major award given by the SAM for extraordinary service.

## Pa’s Fiddle

Center for Popular Music Director and Pa’s Fiddle Recordings President Dale Cockrell has joined forces with actor Dean Butler to produce “Pa’s Fiddle: America’s Music,” a concert celebrating the music of Laura Ingalls Wilder’s “Little House on the Prairie” series. The show was filmed at the Loveless Barn in Nashville, Tenn., and aired on PBS beginning in June 2011.

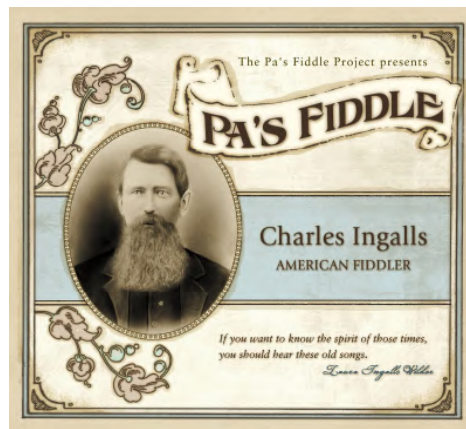
The lineup includes artists Randy Scruggs, Randy Travis, Ashton Shepherd and Rodney Atkins.

An album and documentary will be released in addition to this broadcast. “Pa’s Fiddle: American Fiddler” examines the musical influence of Charles “Pa” Ingalls. MTSU Electronic Media Communication and Recording Industry students are currently editing the making of a documentary for the project. Faculty members Clare Bratten, Tom Neff and Matt Foglia are also involved.

For more information about “Pa’s Fiddle,” or to obtain a pre-release special version of the album, please click [here](#) (Another article is also available [here](#) )



Dale Cockrell (left) and Dean Butler



## Center for Innovation in Media

### Center for Innovation in Media open for use, ready for impact

Following months of fundraising, construction and anticipation, the College of Mass Communication's Center for Innovation in Media officially opened its doors for use by students, faculty and staff, on Jan. 12, 2011.

The student-focused center brings together several of the College's entities.

WMOT 89.5 FM and WMTS 88.3 FM, MTSU's public radio station and student-run radio station, respectively, now broadcast from the front of the Center. "On air" signs light up as the stations' staff members bring music, news, talk and sports programming to the John Bragg Building, MTSU and the Middle Tennessee area.

*Sidelines*, the weekly student-run newspaper; MT10 (formerly MTTV), the student-run television station; and MT Records, the student-managed recording label, are also housed in the center. *Sidelines* staff members are already making use of the space, holding meetings and working on stories for the paper's print and online editions.

In the coming weeks, MT10's new robotic television studio will be ready for use. Digital monitors will also be installed along the center's exterior. In addition, the center will establish a digital presence with a website and social media.

Students in the departments of Electronic Media Communication, and Recording Industry and School of Journalism will also learn together in the Center. Faculty members will provide students with hands-on writing, editing and reporting experience to prepare them for diverse media careers.

As Director Stephan Foust stresses, the Center's impact—now and in the future—rests with this collaborative cross-platform approach.

"With professionally experienced MTSU faculty, dedicated students are exploring the boundaries of today's technologies while developing ever more sophisticated approaches to multiplatform communication and the sharing of that knowledge in all directions," Foust explains in his welcome message for the center's up-and-coming website.

The Center for Innovation in Media is located on the first floor of the John Bragg Mass Communication Building.

For more information, please contact Director Stephan Foust at 615-898-2337 or [stephan.foust@mtsu.edu](mailto:stephan.foust@mtsu.edu). To inquire about making a donation, please contact Development Director Kippy Todd at 615-898- 5756 or [kiplynn.todd@mtsu.edu](mailto:kiplynn.todd@mtsu.edu).

### New media center creates convergence at unveiling

*This is a reprint from an April 12, 2012 story by MTSUNews.com.*

Students, faculty, guests and reporters converged on a media event April 12, 2012, in one of the most appropriate places on MTSU's campus: the new Center for Innovation in Media.

MTSU's College of Mass Communication formally unveiled the approximately \$700,000 facility inside the Bragg Mass Communication Building as part of the University's Alumni Spring Weekend celebration.



It combines the newsrooms for *Sidelines*, the student newspaper; WMTS-FM, the student-run radio station; MT Records, the student-run record label; MT10, the student-operated cable television station; and WMOT-FM, the 100,000-watt public radio station at MTSU.



Dean Roy Moore, left, smiles as MTSU President Sidney A. McPhee applauds the unveiling of a plaque with the names of Cornerstone Donors during the Center for Innovation in Media's grand opening April 12. (MTSU photo by Andy Heidt)

“This new center reflects the new world of media convergence,” said MTSU President Sidney A. McPhee. “... A graduate must [now] have a working knowledge of web and print writing, video and still photography, nonlinear editing, podcasting, graphics and social media. Those well-trained and diversified students are the job applicants that are being hired in this challenging career field.”

MTSU’s new center enables students from all media disciplines to hone their real-world skills while working under one roof in a state-of-the-art facility. Inside, students write stories for print and the Web, create audio versions of the same stories for broadcast on radio stations and provide video versions of those stories for use on MT10 and on the station and center websites.

“We saw that we could bring together in one physical space all our student media and WMOT,” said Dr. Roy Moore, dean of the College of Mass Communication. “Dr. John Omachonu [former associate dean] and I had no idea where we’d find the space or find the funding, but we had a vision. And this is it.”

Moore thanked the college’s Cornerstone Donors for their support, a group that includes Dr. Richard Campbell, former director of the School of Journalism; Gannett media operations in Murfreesboro, Nashville and Clarksville; the Tennessee Association of Broadcasters; the Tennessee Press Association; former Knight-Ridder vice president Virginia Dodge Fielder; former professor and music journalist Beverly Keel; CNN executive producer Jeffery Reid; First Amendment defender John Seigenthaler; and Verizon Wireless.

“Our students are now more than ever able to separate themselves from the crowd and be the people the industry wants,” said CIM Director Stephan Foust.

“We at WMOT have already seen an increase in student involvement and started working with many more students interested in developing audio-production and broadcast news-reporting skills,” added WMOT Station Manager Henri Pensis.

“Very few institutions in this country are providing this experience for their students, so not only will the Center for Innovation in Media benefit its individual media organizations, it will also benefit the students who take advantage of this opportunity to get a huge head start on their competition in the new media landscape.”

Amanda Haggard, a senior journalism major and editor-in-chief of *Sidelines*, summed up the accomplishments and the potential of a facility open only since January and already making a change in the way students learn.

“The center is a huge asset in bringing all our programs together,” she said. “The partnerships we built can only get stronger in the future, and I can’t wait to see what else will come out of the Center for Innovation in Media.”

## WMTS-FM writes proposal, receives award

The Center’s WMTS-FM Solar Power Supply proposal has been awarded \$12,000 by the Sustainable Campus Fee Committee.

## Center to benefit from ‘Brainstorm Nashville’ project

MTSU and *The Tennessean* have partnered for “Brainstorm Nashville,” a project that will offer multimedia platform tools for the Center for Innovation in Media’s use. For more information on the project, please visit [here](#)

# Alumni Spotlight

## Karla Winfrey

Karla Winfrey, a graduate of the College of Mass Communication, delivered the commencement speech at the fall graduation ceremony, held Dec. 17, 2011, in MTSU's Murphy Athletic Center.

Winfrey, a recipient of MTSU'S Young Alumni Award and one of the college's first Wall of Fame inductees, is an Emmy Award-winning journalist, producer and activist. She is a current partner in Black Box: A Winfrey-Giles Production, which produces documentaries, news features, multimedia projects and other ventures for a variety of outlets. Winfrey received an Emmy for "I Want to Live," a documentary exploring teen violence and suicide in the Denver, Colo. area. Her other award winning documentary work centers on youth, faith and crime-related issues.

She has worked for news stations WABC in New York City, KDFW in Dallas, KUSA in Denver and WSMV in Nashville. Her work has been featured on stations including NBC, ABC, CNN and BET.

Winfrey is also active outside of news and television. She co-authored the children's book *The ABC's of Etiquette with Ariel, Raquel and Friends*; created Colored Christmas, a holiday line of ethnic decor; and currently promotes cancer awareness. Winfrey lives in the Atlanta area.



Members of the College of Mass Communication with Winfrey (front row third from right).

## Jason Davis

Jason Davis ('12), a former student of Dr. Clare Bratten in the Department of Electronic Media Communication, is a soon-to-be graduate. Davis recently studied abroad in the Middle East as part of the program "Al Jazeera in the Time of Revolution," which examined how Al Jazeera challenges the discursive techniques of Western news reporting. Davis and his wife, Mandy, are currently in Washington, D.C., for internships. Davis is working with the Institute of International Education.

## J.P. Arnold

J.P. Arnold ('07) works as a future operations public affairs planner in the ISAF Joint Command, a three-star NATO command in Kabul, Afghanistan. Arnold provides strategic communications recommendations to military planners. Arnold is currently on a 12-month deployment to Afghanistan; he was previously deployed to Iraq for 26 months. When staying in the United States, Arnold is stationed at Lewis-McChord near Tacoma, Wash. As part of his position, Arnold has mentored Afghan army communications officers and met with Afghanistan's Government and Media Information Center. He has also conducted Afghan media analysis reports on reintegration. These reports attempt to understand how the Afghan media depict an individual joining the peace process and returning to his community.

## Joel Fortner

Joel Fortner, who graduated from the School of Journalism in 2002 with a degree in public relations, has worked for the U.S. Air Force as an opinion research and media analyst since graduation. He also founded a marketing coaching business last year. Fortner currently resides in Alexandria, Va.

## Carter Church

Department of Electronic Media Communication alumnus Carter Church ('11) has been appointed ESPN's newest operations producer. Carter previously held the position of camera operator for the channel.

# Seigenthaler Chair of Excellence

## Celebrating our rights with 'Freedom Sings'

This story is a reprint from MTSU News and Media Relations.

Renowned musicians celebrated the First Amendment in song on Nov. 2, 2011, during a special performance of "Freedom Sings" in MTSU's Tucker Theatre.

Performers included Ashley Cleveland, Dave Coleman, Craig Krampf, Bill Lloyd, Jonell Mosser, Jason White and Joseph Wooten.

They told the story of three centuries of banned or censored music in the United States, including several protest songs from the 1960s still being used today, most notably by the Occupy Wall Street movement.

The free public multimedia performance was sponsored by the Liberty Tree Initiative, the campus-grant program of "1 for All," a national nonpartisan campaign to raise awareness and understanding about the First Amendment.

The event was sponsored at MTSU by the McCormick Foundation, the First Amendment Center, the Newseum, the American Society of News Editors and the Brechner Center for Freedom of Information and hosted by the Seigenthaler Chair of Excellence in First Amendment Studies in MTSU's College of Mass Communication.

Before the performance, visitors were able to view the original music associated with the songs featured in "Freedom Sings" via a Tucker Theatre lobby exhibit of original sound recordings, sheet music, music books, photographs and more from the collections of MTSU's Center for Popular Music.

"Some you'd recognize as being protest songs, but people have been surprised to find out what other songs were banned or censored," said Lucinda Cockrell, the center's assistant director and archivist.

After the show, several "Freedom Sings" performers, including Lloyd and Krampf, joined a panel discussion on the First Amendment's importance to free expression and creativity in music. The discussion, moderated by Dr. Paul Fischer from MTSU's Department of Recording Industry, was in the new College of Education Building.

"Freedom Sings" began in 1999 with a concert at the Bluebird Cafe in Nashville and began touring nationwide in 2000.

"Freedom Sings' never fails to inspire me," said Dr. Deborah Gump, the interim director of the Seigenthaler Chair. "When 'Freedom Sings' came to MTSU in 2009, it was my first year on campus. Once again, I was blown away by how packed Tucker was and how pumped the audience was."

"Freedom Sings" is a national program of the Freedom Forum's First Amendment Center. The Nashville-based First Amendment Center works to preserve and protect First Amendment freedoms through information and education.

The Seigenthaler Chair supports a variety of activities related to free-speech and free-press rights, including welcoming visiting professors of First Amendment studies and lecturers who address issues of freedom of speech and press, along with funding research, seminars and meetings related to free expression.

For more information about "Freedom Sings," including details about the performers, visit [www.firstamendmentcenter.org/freedom-sings](http://www.firstamendmentcenter.org/freedom-sings). For more information about "1 for All," visit [www.1forall.us](http://www.1forall.us).



The all-star band of "Freedom Sings" harmonizes during their Nov. 2 performance at MTSU's Tucker Theatre. From left are Jonell Mosser, Ashley Cleveland, Jason White and Joseph Wooten.  
(MTSU Photo by J. Intintoli)

## Father-son news duo discusses First Amendment, future of journalism

Never before has so much information been at the fingertips of not only journalists but also the audiences they serve.

And never before has the danger been so high that the information will be misused, mishandled or just plain wrong.

That dangerous disconnect, illustrating the vital importance of fact-based journalism, was at the heart of “Living the First Amendment,” a presentation by John Seigenthaler and his son, John Michael Seigenthaler, who launched the Seigenthaler Speaker Series on Sept. 20, 2011. The series is hosted by the John Seigenthaler Chair of Excellence in First Amendment Studies.

Nearly 400 people filled the lecture hall at the McWherter Learning Resources Center to hear the father-son conversation. Both the senior Seigenthaler, publisher emeritus of *The Tennessean* and founder of the First Amendment Center in Nashville, and his son, a former NBC News journalist and CEO of Seigenthaler Public Relations in New York, saw mixed blessings in the changes in journalism.

The younger Seigenthaler pointed to the impact of social media in the rise of the “Arab Spring,” in which Twitter and Facebook played crucial roles in spreading the news of protests against repressive regimes in Egypt, Iran and Yemen.

“It was a mobile device revolution,” he said.

The Arab Spring also illustrates how the Internet has changed newsgathering methods, he added. With the rise of YouTube, Facebook and Twitter, journalists can rely more on the footage of others and can report on a story without being there, he said.

“When you are talking about what you need as skills for journalism in the future, it may be that everything you need—or many of the things you need—will be as simple as this device,” he said, pointing to his iPhone.

“Information is provided to people who weren’t free and who wanted to be free,” he added. “If it weren’t for this technology, they wouldn’t have this opportunity. That’s the positive side.”

But with the power to speak so freely comes the responsibility to choose one’s words carefully, both agreed.

“One of the biggest concerns I have about social media and technology nowadays is the rise of hate speech, the rise of racist, anti-Semitic, hateful things and sites that have gone up as a result of the ease that technology offers,” the younger Seigenthaler said.

His father quickly added: “And it includes homophobia, and it includes attacks on Islam, and it is despicable.”

His son pointed out that “once, these were only written on the bathroom wall. Now, the bathroom wall is global.”

The problem isn’t limited to social media. The younger Seigenthaler suggested that TV news is providing “less light and more heat,” with cable TV becoming “a series of food fights.” He referred to several headlines found on Mediaite.com, a media news site run by Dan Abrams, ABC’s legal news analyst, including one in which commentator Andrew Breitbart boasted, “We outnumber [Liberals] and we have the guns!” and another in which filmmaker Michael Moore tells college students that “it will require a rumble’ to fix America.”

The answer, according to both Seigenthalers, isn’t in regulation but, rather, a greater awareness of the power that technology provides and renewed accountability.



John Michael Seigenthaler (left) and his father, John Seigenthaler, speak at MTSU (Credit: MTSU Creative and Visual Services)



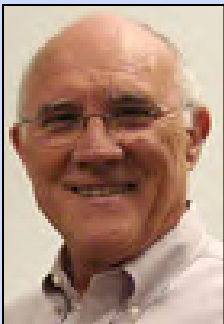
“Without commitment to fact-based journalism,” the 84-year-old said, “there is a danger that this wonderful new technology will undermine public confidence in the media even more.”

Future journalists, his son said, “are going to have to grapple with these issues, and they are critical to the future and success of journalism.”

The Seigenthalers listen to a lecture by School of Journalism Professor Larry Burriss. (Credit: MTSU Creative and Visual Services)



## Rawls appointed interim Seigenthaler Chair administrator



School of Journalism Professor Sonny Rawls has been appointed the interim administrator of the Seigenthaler Chair of Excellence in First Amendment Studies.

Rawls is a Pulitzer Prize-winning investigative reporter and editor. His career spans more than 40 years in journalism and media, beginning as a sports writer at *The Tennessean* in 1967, then as a police, courts, political and special projects reporter.

He was the first national correspondent at *The Philadelphia Inquirer* (where he won the Pulitzer Prize in 1977). He was a Pulitzer finalist two other times. He joined the Washington Bureau of *The New York Times* in 1977 and later became the Southern Bureau Chief, based in Atlanta. He was assistant managing editor for news operations at *The Atlanta Journal-Constitution*, where his staff produced one Pulitzer Prize winner and four additional Pulitzer Prize finalists in two years.

As a reporter, he also was awarded the National Headliner Award for Outstanding Public Service, the Robert F. Kennedy Memorial Journalism Award Grand Prize, the Heywood Broun Journalism Award, several Associated Press Managing Editor awards and the Thomas Stokes Special Citation.

Rawls graduated from Vanderbilt University in 1970 with a B.A. in history. He was a visiting lecturer in the Seigenthaler Chair of Excellence in First Amendment Studies in 1989-90 and occupied the chair in 2001. He is the author of *Cold Storage*. In August 2005, he joined The Center for Public Integrity in Washington as director of the International Consortium of Investigative Journalists.



## Tennesseans views dim on Obama, Washington, and economy, MTSU Poll finds

Tennesseans' views regarding President Barack Obama, the national economy and Washington's progress continue to dim, according to results of the MTSU Poll, the College of Mass Communication's independent nonpartisan and biennial public opinion poll, released Oct. 24, 2011.

Of the 640 Tennesseans interviewed, twice as many disapprove as approve of President Obama's job performance. Most of this disapproval rests with Republicans and independents, while most Democrats continue to support the president. With his approval at an all-time low and disapproval at an all-time high, the poll finds Obama's chances for reelection in 2012 are low in Tennessee.

"If the 2012 presidential election were held today, all three presumptive Republican frontrunners would likely defeat President Obama in the state of Tennessee," MTSU Poll Associate Director Jason Reineke said in the poll's fall 2011 report. He added, "Republican leads are slightly greater among likely voters than the general public."

Tennesseans reported similar outlooks regarding the national economy.

"Concern about the national economy and dissatisfaction with the direction of the country continue to rise," noted MTSU Poll Director Ken Blake, also in the report.

Most Tennesseans interviewed also expressed concerns over cooperation in Washington. President Obama, they report, has not done enough to foster cooperation between Congressional Republicans and Democrats; more, however, report that Congressional Republicans have not done enough to cooperate with Obama. This tension extends to job creation: Most Tennesseans do not foresee agreement between the two parties on this topic.

The poll also measured attitudes regarding such issues as Tennessee's voter ID law, lottery funding for college scholarships, Gov. Bill Haslam's job performance and Tennessee's public school system.

For the full report, please visit the official MTSU Poll site at <http://mtsusurveygroup.org>.

### Spring poll coverage

The Spring 2012 MTSU Poll, whose results were released in February, received coverage in several news outlets, including:

*The Guardian* (U.K.)  
*The Christian Post*  
WZTV (FOX Channel 17)

For more information about the MTSU Poll, including detailed results and coverage, please visit <http://www.mtsusurveygroup.org>.