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*Designed by  
Karen R. Conner*

Department of Mass Communications

# THE SPOKESMAN

College of Liberal Arts and Social Sciences

## Mass Communications Faculty and Staff Provide Students with a Competitive Advantage

The mass communications department has made great strides as a center of excellence. Recently, the department, through the concerted efforts of Reginald Franklin, associate professor, redesigned the radio/television mass media concentration to include a film concentration. As an area of study, the film concentration focuses not only on technical aspects of the industry, but also on the African American presence and contributions to the art of cinema. Film, as a technique, is at the advent of media digital conversion.

The mass communications department is making every effort to ensure that its students graduate with a competitive advantage where they are fully aware of the latest standards and innovations in their chosen careers.

Students are exposed to various forms of digital equipment including Sony GL2, Sony XLI, and DVCPPro cameras; Adobe Premiere, Adobe After-Effect, and AVID editing systems for post production techniques; and for audio design, Digidesign ProTools. Kai Walker, assistant professor, who received her MFA in video and film from the Savannah College of Art and Design, is the film sequence specialist in the department.

Another recent development in the department is the G5 Mac laboratory. It is intended for use by all mass communications majors. However, it has specific uses for the print journalism emphasis, and is home of the Tiger's Roar, the official newspaper of Savannah State University, which is advised by Novella Cross Holmes, associate professor. Professor Holmes is also executive director of Savannah State University's fifty – five year old Southern Regional Press Institute. The Mac laboratory is equipped with state – of – the – art programs including Adobe Creative Suites, Adobe After – Effects, Macromedia Dreamweaver and other equipment such as scanners, digital printers, and full screen projectors.

## MESSAGE



### *from the Chair*

# T

he department has been enhanced by equipment purchases, increased enrollment, and the creation of new state – of – the –art laboratories for audio production and non– linear editing. The department is an official candidate for ACEJMC accreditation and is in its self – study year (2005 – 2006); faculty are assiduously working on the nine accreditation standards of ACEJMC. A site visit from the accrediting body will take place during the 2006 – 2007 academic year. Since fall 2003, the department’s student enrollment has doubled along with its semester credit hour production.

The department now has an audio production laboratory which features Digi 002 Protocols systems, and a dedicated non – linear editing laboratory, which is located in the former lecture classroom (room 139). The faculty and chair reconfigured the teaching environment in the department by locating all the production facilities (sound production lab, G-5 Mac lab, television/radio production lab, and non – linear editing lab) on the first floor of Kennedy Hall. All lecture classes have been relocated to the second floor of Kennedy Hall. Additionally, a new computer laboratory was completed on the second floor of Kennedy Hall so that additional Mac computers could be added to provide students with more computer laboratory time. Dr. Jane M. Gates, dean, College of Liberal Arts and Social Sciences, was instrumental in providing additional computer laboratory and classroom space in Kennedy Hall.

Additionally, the department has implemented assessment measures, direct and indirect, to receive input from alumni, current students, employers of the department’s graduates and community stakeholders. These assessment measures have already begun to pay dividends relative to the enhancement of the mass communications academic curriculum. The acquisition of an \$81,000 Echolab 2900 Digital Special Effects Generator has made the television production studio a fully digital professional quality resource for students. Currently, because of the surge in student enrollment, the department is conducting a national search for a new faculty member to be hired for the 2006 – 2007 academic year. The department has developed an advisory board to help it meet the challenges of the 21<sup>st</sup> century media industry. Progress in the department can be directly attributed to the dedication of the faculty, staff and students in mass communications. We welcome all comments and participation in the department.

Thank you,

*Charles J. Elmore*

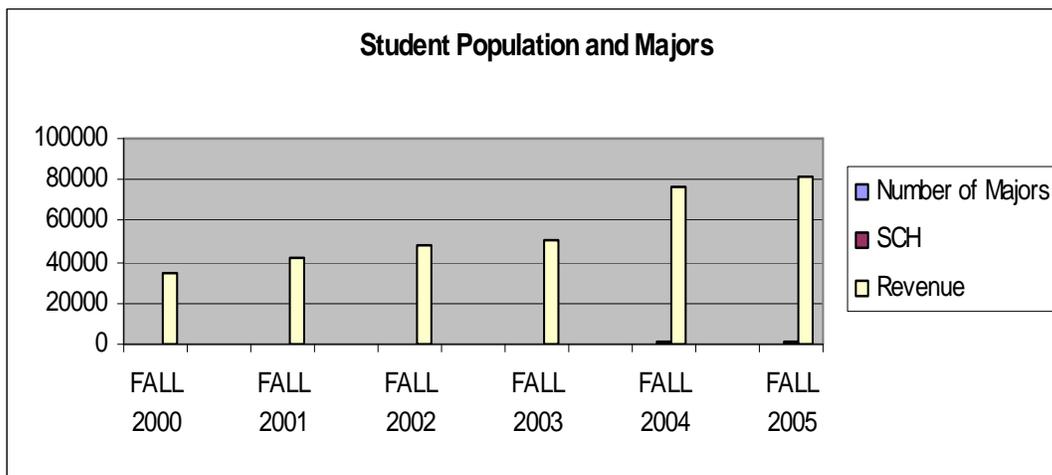
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The print concentration in the department has expanded to include online journalism, which is reflected in the *Tiger's Roar* online site - <http://www.tigersroar.com>. Karen Conner, office administrator, designs and coordinates all publications in the department, including *The Spokesman*, the official newsletter of the department.

### Student Population and Majors

Years	Number of Majors	*SCH	Revenue
FALL 2000	158	344	\$35,088
FALL 2001	147	411	\$41,922
FALL 2002	157	471	\$48,042
FALL 2003	144	478	\$50,796
FALL 2004	275	745	\$75,990
FALL 2005	300	802	\$81,804

\* Semester Credit



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## STUDENTS IN THE SPOTLIGHT



Picture caption: L – R: Mark Spadoni, general manager, Westin Savannah Harbor; Kimberly Williams, and Ricky Borja, director of front office operations.

**Kimberly Williams**, a senior mass communications major (public relations/advertising concentration), is employed with the Westin Savannah Harbor Golf Resort and Spa as a group coordinator. Her job entails selling the resort to businesses, corporations, and organizations throughout the United States and overseas. She works on developing newsletters and brochures for various departments at the Westin. To qualify to work in the marketing department at any Starwood Hotel and Resort, one either has to have a degree or be in the process of obtaining one in marketing, communication, or sales marketing. After her December 2006 graduation, the resort will send Kimberly to a resort property in Atlanta, Washington D. C., or the Virgin Islands.

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## STUDENTS IN THE SPOTLIGHT.....Continued



**Eric Curl**, a senior mass communications major (print concentration), works as a business reporter for the *Savannah Morning News*. His beat covers financial trends, retail, small businesses, as well as larger corporations with locations in Savannah. While attending SSU, he worked as the editor of the *Tiger's Roar*, official student newspaper (hard copy and online edition), and attended the 2004 New York Times Summer Student Journalism Workshop in New Orleans. Curl is scheduled to graduate in December 2005.

## ALUMNI NEWS

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## Class of 2002

**Christopher Middleton**, is a third year law student at Vermont Law College in South Royalton, Vermont . Before attending law school he served as mayor's assistant to Floyd Adams, Jr., former mayor of Savannah. He was an outstanding student – athlete, and honor graduate with a double major in mass communications and English Language and Literature. He received the President's Second Mile Award at SSU's 2002 commencement.



## Class of 1987

**Dalethian Hibbler** “Dee Dee” Murray, has over 15 years experience working in the music industry. Presently, Dee Dee is the CEO of Murray Media Corporation, which offers professional support services to producers, songwriters, and independent record labels. Her clients includes Organized Noize, Carl Mo, Silverback Records and several others. Murray Media Corporation specialty services include, but are not limited to, recording administration, publishing administration, artist development and marketing services.



## Class of 1989

**Michelle Battle Owens** has worked in urban journalism for a decade and has received journalism awards from the New York Times and the Florida Press Association. Owens switched gears and earned an M. A. in urban anthropology from the University of Memphis. While in Memphis, she conducted extensive field research on urban revitalization and civic engagement at three Hope VI sites. She is a contributing editor/writer at New Urban Living magazine. Currently, she works as a community development planner in Orlando, Florida, where she resides with her husband and two children.

ALUMNI NEWS..... *Continued*

## Class of 1992



**Rozelle Slaymon** has worked in the student personnel department at Valdosta State University since 1995. Currently, she is the director of the Valdosta State student advising center for the Harley Langdale, Jr. College of Business Administration. She received her MS degree in college personnel work from Indiana State University in Terre Haute, IN. Rozelle holds membership in Sigma Gamma Rho Sorority, the American College Personnel Association, and the American Association of University Women.

## Class of 2004



**Crystal Boggs** is client services/event coordinator, for Urban Sports and Entertainment Group, LLC, in Cornelius, NC. Her job entails coordinating, promoting, and executing televised events. Specifically, she organizes ESPN games (televised), Honda Battle of the Bands, and Urban Sports Showcases for her company. Prior to employment with Urban Entertainment, she served as project supervisor and team leader for the Democratic Congressional Campaign Committee in Savannah and Augusta, Georgia. Crystal is a member of Delta Sigma Theta Sorority, and received The President's Second Mile Award at the 2004 May commencement.

**Tia Brewer**

## Class of 1998

**Tia Brewer-Footman** formally worked as news anchor at the CBS affiliate in Charleston, SC. Currently, she is co-founder and marketing director of Footman – Brewer Enterprises. She and Gerald Footman, her husband, are the publishers of *Hair etc.*, an ethnic beauty and healthy living magazine; and *Grace* – a low country Christian magazine in Charleston. Tia Brewer was Miss Savannah State University in 1998.



## Class of 2004

**Ashley Sims** is pursuing a career as a sports writer. Currently, he is a head baseball coach/instructor for Olympia Training Center, a 32,000 square foot indoor facility which features cheerleading, baseball, and gymnastics in Henry County, Georgia. Sims participated in varsity baseball, and football at Savannah State University and was sports writer/editor for the “Tiger’s Roar” student newspaper.

## Class of 2003



**Shemika Bussey** is the co-host of the Mallory Project, a local broadcasting show in Macon, GA, and is an independent insurance agent. At the university she was a member of the Tiger marching band, and was president of the Mass Communications Student Association.

## Class of 1998



**Anthony Fulton**, a 1998 mass communications graduate, and a 2003 Master of Public Administration graduate of Savannah State, has worked at the NBC and ABC network affiliates in Savannah, and for the Savannah - Chatham Board of Public Education. Fulton has over ten years experience in professional mass communications. He holds membership in the 100 Black Men of America, and the National Association of School Public Relations. Currently, he is the Public Relations/Neighborhood Coordinator for the City of Savannah's Community Services Department.

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## Mass Communications Technology Advances

On August 1, 2002, the program in mass communications at Savannah State University became an autonomous department. Since that time, under the leadership of Dr. Charles Elmore, the department has become an oasis for technological advancement. As a designated university Center of Excellence, the Mass Communications Department, with the support of Dr. Jane Gates, Dean of the College of Liberal Arts and Social Sciences (CLASS), Dr. Joseph Silver, Vice President of Academic Affairs, and University President Carlton Brown, has grown by leaps and bounds in the area of broadcast technology. Aided by funds from Title III, the department has focused on acquiring the state of the art in digital technology; technology which represents a \$300,000 investment in the program.



The mandate by the Federal Communications commission that all broadcast stations convert to digital broadcasts by December 31, 2006, has given rise to a digital revolution among broadcast stations and networks. The Mass Communications Department has reached the cutting edge in digital convergence. There is an audio production lab with 4 Digi002 Protocols workstations and various other computer sound editing software programs and hardware configurations for producing students fluent in audio and music production. There is a non-linear editing lab with multiple real-time editing workstations

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as well as multiple platforms including Adobe Premiere, Avid DV Xpress Pro, and Final Cut Pro HD. This year the department acquired an Echolab 2900 Digital Special Effects Generator. Configured for a host of various input formats, the digital switcher represents an \$80,000 investment in the future. This switcher, which is the central piece of the digital broadcast facilities has enabled the Mass Communications Department to offer excellent broadcast training experience to the students majoring in the radio, television and film concentration. The broadcast control room can record programs on SVHS, Digital Betacam, DVCPro, MiniDV, and DVD. It can also record programs to a non-linear editing system with 600+ gigabytes of audio/video storage. With the advent of digital technology, the students can produce any kind of television, radio or film project that they can imagine. The department also has both standard and high definition digital video cameras for acquisition in miniDV, DVCAM and DVCPro formats. The studio facilities have 6 cameras (the only six camera studio facility in town) for producing a variety of programs.

As the Mass Communications Department prepares for the future, additional technological acquisitions, including an Avid Media Composer, and more HDTV technology will keep the Mass Communications Department on the cutting edge.

### **Mass Communications Student Association Executive Board**

Perrice U. Austin, President,

Cherie Jackson , Vice President of Public Relations

Richard Smith , Executive Vice President

Latoya Cotton, Vice President of Promotions

Hermes Pierre, Chief Financial Officer

Altonia Johnson, Vice President of Administrative

Mauris Davis, Vice President of Marketing

Affairs

Kimberly Williams, Miss M.C.S.A.

*Tiger's Roar newspapers provide numerous Training opportunities for mass communications majors*

The *Tiger's Roar* student newspaper, the independent voice of the student body, and its on-line companion, the *Tiger's Roar online*, provides students with journalistic training and skills in several areas: reporting, photography, layout and design, and copy-editing.

Students who wish to pursue careers in news design and graphics may further enhance their skills by using InDesign and Photoshop software.

Both publications are a part of Black College Wire, a news service that was established in 2002 to promote the journalistic work of students at predominantly black colleges and universities. The service also seeks to link young journalists to training and employment opportunities in the field. A project of the Black College Communication Association, an organization composed of faculty members from the nation's HBCUs, the news service's partners include The Maynard Institute for Journalism Education and the National Association of Black Journalists.

A few of the papers' goals for the 2005-2006 academic year are as follows:

- ◆ To produce publications for the student body that will cover university, local, national and international issues.
- ◆ To produce a publication that is accurate, fair, informative and ethically sound.
- ◆ To add video to the online *Tiger's Roar*.
- ◆ To stimulate critical thinking as it pertains to campus, local, state, national and world events.
- ◆ To provide students, through its editorials and columns, a medium for expressing their ideas and opinions.
- ◆ To participate in a regional or national communications conference.

Kai Osiapem, a senior mass communications major is the executive editor, and Vaida Morgan, a sophomore majoring in mass communications, is the on-line editor.

Membership on the staff is open to any student enrolled in the university.

ALUMNI NEWS..... *Continued from page 9*



## Class of 2003

**Jovielle Coxon** is currently a second year Speech-Language Pathology graduate student at South Carolina State University. While earning her masters degree, she works as a research assistant with the South Carolina Assistive Technology Program at the University of South Carolina. Upon acquiring her degree, Jovielle Coxon plans to work as a speech - language pathologist specializing in speech and language difficulties associated with pervasive developmental disorders, and in augmentative communication for those with impaired communication.