



Channel 96TV...

Savannah State University will launch a television cable station, Channel 96-TV. The station will reach academic buildings, King-Frasier Student Center and student housing units. The channel is dedicated to SSU specific programming and will grow into a center for cable casting student programming, campus cultural events and distance learning projects. A ceremony will be held during the homecoming celebration on Friday, Oct. 30 at 3 p.m. Please join President Earl G. Yarbrough, Sr., faculty and students in the Kennedy Fine Arts Building lobby for refreshments.

Alums on SSU Campus...

Dean Chambers (09) works in University Advancement as a marketing communications graphics designer... **Michael Cherry** (07) joined the staff of the Department of Mass Communications as the technology lab technician. Cherry wrote a chapter, "Utilizing Technology," in the most recent edition of *SSU Writing in the Disciplines Guide*... **Sonya Howard** (03) is also a staff member in the SSU Department of Mass Communications. She serves as news director for Channel 96, SSU's campus cable television station, and she teaches writing courses in the Department... **John Young** (08), former *Tiger's Roar* editor, assisted Dr. Jane M. Gates, dean, College of Liberal Arts and Social Sciences, during the summer months and now works with Dr. April Gentry, chair, Department of Liberal Arts.

Alums in Savannah ...

Eric Curl (05), former *Tiger's Roar* editor, is the government reporter for the *Savannah Morning News*.

The Mass Connection

DEPARTMENT OF MASS COMMUNICATIONS

FALL 2009

Plans underway to celebrate 60th SRPI

Novella Cross Holmes fondly remembers attending the annual Southern Regional Press Institute as a student at Tompkins High School here in Savannah, Georgia.

"It was something that we looked forward to each year," said Holmes, an associate professor in Savannah State University's department of mass communications. "The Southern Regional Press Institute provided journalism training for students who were interested in the field.

"Little did I know at that time that I would one day be at the helm of the SRPI," said Holmes, who has directed the institute for over 22 years.

In 2011, the annual Southern Regional Press Institute will celebrate its 60th year of existence. The institute is a two-day mass media conference for high school and college students, primarily from throughout the Southeast. Workshops are also provided



for elementary and middle school students, and all sessions are instructed by seasoned media professionals and academicians.

Recent main speakers have included Ken Paulson, editor and senior vice president/news, *USA Today*, Antheia Knight, director, Young Journalists Development Program, *The Washington Post*, and Kenneth F. Irby, visual journalism group leader, The Poynter Institute.

"This will be a monumental event," Holmes said. "It's hard to believe that the Press Institute is nearly 60 years old. Savannah State was one of the few predominantly African

American colleges to develop a scholastic press association.

"The Institute was in existence prior to integration," Holmes added. "Therefore, it was instrumental in training and developing some of the country's most viable journalists and media professionals."

According to research conducted by Holmes, and Dr. Charles J. Elmore, professor emeritus, department of mass communications, and a former institute director, over 15,500 students have participated in the SRPI.

"We hope that the 60th will not only be a celebration of the longevity and value of the Institute, but a family reunion as well," said Holmes. "We are trying to reconnect with all of our graduates, and perhaps have some of them serve as workshop directors and consultants."

"It will be a homecoming," she added.

Words from the New Department Chair

My first semester as chair of the department has been a welcoming experience. Our faculty members are accomplished and seem dedicated to making our program one of the best in the region. Professor Reginald Franklin has acquired all the trimmings for our state-of-the-art production facility. Professor Holmes is heading the 59th Southern Regional Press Institute and she has already started plans for the Institute's 60th anniversary next year. Mark your calendars.

Dr. Julianna DaSilva Trammel handed the chair's responsibilities to me after having kept us on track for reaccreditation and raised the department's visibility by publishing her personal research. Professor Kai Walker's service is highlighted around campus as she works to enhance the College's (CLASS) website and works on other projects for the community's enrichment. Ms. Karen Conner, the department's administrative assistant, keeps us organized and champions

our causes.

Our students are getting much needed professional experience from their internships, some of which our alumni have provided or coordinated.

We are days away from the launch of Channel 96-TV where students will produce news shows and conceive programs that will inform the campus community, and as we grow technologically-the world!!

Write us, call us, and join our online alumni community. We'd like to hear from you. As we say, "our students can get anywhere from here." However, as proud alumni, you already know.

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Faculty Highlights...

President Yarbrough has called on **Professor Reginald Franklin** to develop several initiatives related to heightening the profile of the University. You'll see the products of his fine work soon around campus, and on the University's web site. Professor Franklin has also updated his acclaimed work, "SSU Legacy," excerpts of which can be found on the home page of the website www.savannahstate.edu.... **Dr. Juliana D. Trammel** is having an exciting time this year. After serving the department as interim chair, she was married in June. Also, she continues her research. She recently contributed to the Encyclopedia of Motherhood published by Sage Publications with a piece on Michele Obama. She is scheduled to present two papers at the National Women's Studies Association in November. She is also contributing a book chapter to *Still Searching for Our Mother's Gardens* with a research that focuses on the experiences of junior faculty on tenure track at majority institutions; and editing a book with a colleague from Bowie State on communication across cultures.



SSU ALUMNI: Tatia Adams Fox promoted to Vice President, Marketing, University Motown Records

NEW YORK, New York, – Tatia Adams Fox has been promoted to Vice President of Marketing for Universal Motown Records, said Shanti Das, Executive Vice President of Urban Marketing for Universal Motown Records.

In this new role, Adams Fox will be responsible for creating integrated online, branding, and marketing campaigns on behalf of her roster of Universal Motown Records artists, which includes Akon, Kat DeLuna, London, Shontelle, Suai, Sweet Rush and Michael Jackson: The Remix Suites I-V.

"Tatia has been a valued leader in the company developing innovative and creative marketing strategies for many of our artists," said Das. "Her understanding of the current marketplace as it relates to music, the digital platform, and the increasing need for brand partnerships makes her a tremendous asset to the team."

"I'd like to thank Shanti Das and Sylvia Rhone, president of Universal Motown Records, for their continued support over the



years," said Adams Fox. "It has been a wonderful journey learning and growing under their leadership. This is a very exciting time in the music industry as

mobile, digital, and traditional marketing have become synonymous. I look forward to new challenges and developing integrated campaigns that will break new artists and elevate our established artists." Previously, Adams Fox was senior marketing director for Universal Motown Records. During her tenure at the company, she has coordinated and implemented marketing strategies for the label's diverse roster of artists, including Q-Tip, Lloyd, Wu-Tang Clan, and Swizz Beatz. Prior to Universal Motown, Adams Fox held marketing and advertising posts at Playboy Enterprises, MTV Networks, and *Heart & Soul* magazine.

Universal Motown Records is a division of Universal Music Group, the world's leading music company with wholly owned record operations or licensees in 77 countries. Its businesses also include Universal Music Publishing Group, the industry's leading global music publishing operation.