

THE MIASS CONNECTION

Spring/Summer 2013



MaSovaida Morgan
SSU's First Fullbright Postgraduate
Scholar Award Grantee

INSIDE THIS ISSUE

Outstanding Grads
Tone Bell '04
Dynamic Professors
Elmore on Richard. R. Wright Sr.

Majors:

The Department of Mass Communications offers the following areas of concentration leading to a bachelor of arts degree in mass communications:

Online Journalism
Audio/Video Production
Public Relations & Advertising

Organizations & Activities

Mass communications majors may join the Mass Communications Student Association, the Savannah State University Chapter of the National Association of Black Journalists, and the SSU Chapter of the Public Relations Society of America. Students may also work on the staffs of the *Tiger's Roar* newspaper, *Tiger's Roar* online edition, WSSU-TV, Channel 96, or the *Estuary*, the university's literary magazine. Students may also volunteer at the university's 6000-watt educational radio station, WHCJ-FM 90.3, and WSSU-FM 104.1. The university has more than 60 student organizations that are available for extra-curricular activities and opportunities, including sororities and fraternities.

The department also sponsors the annual Southern Regional Press Institute, a two-day mass media conference that provides training and career preparation for future media professionals.

Department of Mass Communications

MISSION STATEMENT

The department's mission is to develop productive students in a global society, prepared for careers in mass communications, and to increase cultural diversity in professional media. The department fosters engaged learning and professional growth through high quality instruction, scholarship, research, service, and prepares students to perform at high levels of excellence in mass media professions and post graduate studies in the 21st century.

The department intends for students to:

- Understand diversity in a domestic society.
- Understand diversity in a global society.
- Understand the historical, theoretical, and applied aspects of their chosen mass media concentration.
- Acquire technical and applied mastery in one or more of the department's areas of concentration- online journalism, audio/video production, and public relations & advertising.
- Internalize the university's and department's core curriculum to provide them with a well-rounded education based on the liberal arts with electives and minors outside their mass communications majors.
- Assist students in developing a broad interdisciplinary liberal arts perspective inclusive of literature, art, film, philosophy, African American studies, music, and history.
- Respect and practice freedom of expression, fairness, truth, and ethical standards of professional media.
- Understand and implement technologies associated with multi-platform media in a converged media educational environment to include all forms of social media applications as they apply to professional media.

Accreditation

In addition to the University of Georgia, Savannah State University's Department of Mass Communications is the only program in the State of Georgia that is accredited by the Accrediting Council on Education in Journalism and Mass Communication (ACEJMC). The department has been accredited since 2007.

More at
www.savannahstate.edu

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Renaissance Man

Writer and Editor

Novella Cross Holmes

Associate Professor of Journalism (retired)
Special Projects Coordinator
Department of Mass Communications

Graphic Designer

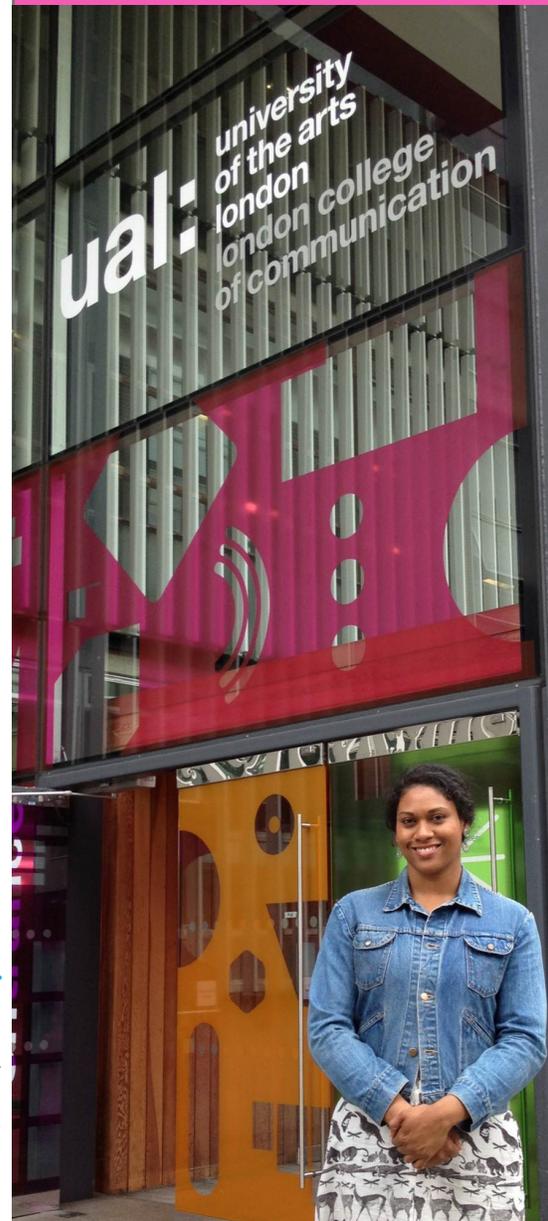
Kareem McMichael

Online Content Manager
Department of Mass Communications

On the Cover

MaSovaida Morgan
Fulbright Scholar
Pursues Her Dream

Department of Mass Communications
Alumni/Departmental Magazine
Spring/Summer 2013



CHAIR'S MESSAGE



Charles J. Elmore
Interim Chairman

The department of mass communications accomplished many major initiatives during the 2012 – 2013 academic year. The department made excellent progress in the following areas: facilities enhancement, curriculum modernization, faculty/staff development, ACEJMC accreditation, full implementation of the Student Media Center, and a successful Southern Regional Press Institute.

The following initiatives were achieved:

- Administration provided approximately \$70,000 to develop a 20 -1 ratio IMAC computer laboratory in Whiting Hall (room 125) equipped with an instructor's smart station, Adobe CX6 software, Media Composer 6 AVID video software, and Pro Tools 10 AVID audio software. This laboratory allowed the department to alleviate, and solve, laboratory space problems as required by ACEJMC guidelines. The laboratory became operable during the 2013 spring semester and diverse courses across the department's total curriculum are taught in this laboratory.
- New PC video editing laboratory replaced obsolete equipment in Kennedy 139, and new furniture was placed in the Kennedy 212 classroom to enhance students' learning outcomes.
- The department's curriculum was completely revised by the chair/faculty and received approval from the New Programs Curriculum Committee (NPCC) from College of Liberal Arts and Social Sciences (CLASS), Faculty Senate, and the administration in November 2012. The academic concentration in radio/television was renamed audio/video production, and the print journalism concentration was renamed online journalism. These changes were made for sixteen courses – including course description changes/adjustments in all course syllabi – to stay in the vanguard according to ACEJMC standards, and those of modern digital multi-media professional mass communications.
- More than \$30,000 in departmental and Title III funds allowed faculty/staff to attend important conferences/training during the 2012 – 2013 year. The highlight of that effort was that two staff members became AVID Certified Instructors, and faculty attended important conferences like BEA, AEJMC, and reported to the faculty new digital media education information as related to improving students' learning outcomes.
- The department was reaccredited by ACEJMC May 3, 2013 in Phoenix, Arizona to the 2018 – 2019 academic year.
- The Student Media Center became fully operational by creating a convergent media education for students through Channel 96 and *Tiger's Roar* (online and hard copy editions).
- The 62nd Southern Regional Press Institute, held February 21-22, 2013, trained over 250 student journalists in all aspects of digital multimedia platforms for “new age” mass communications. It is one of the most important components of the department, and allows the unit to intensify its educational/diversity outreach relative to attracting diverse domestic students/international students.

The department continues to implement a policy of “shared governance” through its student organizations, and full participation of faculty/staff in all departmental activities.

“YOU CAN GET ANYWHERE FROM HERE”

Sincerely,

Charles J. Elmore
Interim Chairman

SSU's Department of Mass Communications Reaccredited by ACEJMC



*William Martin,
Program Director,
Channel 96*

Photo by Lester Sloan

Savannah State University's department of mass communications was reaccredited by the Accrediting Council on Education and Mass Communications (ACEJMC), the agency responsible for the evaluation of professional journalism and mass communications programs in colleges and universities across the United States, including Puerto Rico, and several foreign countries (Chile, and Qatar, State of Doha).

The council announced its reaccreditation decision Friday, May 3, 2013, in Phoenix, Arizona, following a 23-0 vote at its annual spring meeting. Dr. Charles J. Elmore, interim department chair, attended the meeting.

The SSU mass communications department earned initial ACEJMC accreditation in May 2007 after successfully completing a rigorous self-study, external evaluation, and site visits, that determined the program met ACEJMC requirements in nine standards: mission and governance, curriculum and instruction, diversity and inclusiveness, full-time and part-time faculty, scholarship, student services, resources, facilities and equipment, professional and public service, and assessment of students' learning outcomes.

The May 2007 initial ACEJMC accreditation self-study, and May 2013 ACEJMC reaccreditation self-study, were led by Charles J. Elmore Ph.D., interim chairman, department of mass communications, and Novella Cross Holmes, special projects coordinator and director of the self-study, department of mass communications.

The faculty, with the chair, and the director of the self-study, wrote the 2013 ACEJMC reaccreditation self-study as part of a total team effort. The departmental staff played a significant support role in the successful reaccreditation process.

Cheryl D. Dozier, DSW, president, Savannah State University, provided funding, and other support, to make the reaccreditation effort a successful endeavor.

"The ACEJMC reviewers recognized that our faculty has succeeded in integrating several approaches of mass communication into a coherent curriculum that educates students for practice in evolving new media," said Reynold Verret, Ph.D., provost and vice president for academic affairs at SSU.

Savannah State University's department of mass communications is one of only two programs at colleges and universities in the state of Georgia to earn ACEJMC accreditation, which is held by only 111 programs nationwide, and in several foreign countries.

Mass Communications is one of the top five majors at SSU, with students selecting from academic concentrations in online journalism, audio/video production and public relations/advertising. The department will undergo the reaccreditation process again in 2018 – 2019 in accordance with ACEJMC policies that require accreditation to be reviewed every six years.



Photo by Lester Sloan

Artist Jerome Medows unveils bust of Richard R. Wright, Sr.,

Elmore: “Richard R. Wright, Sr., was a man who was ahead of his time”

Charles J. Elmore, Ph.D., became enamored of the achievements of Richard R. Wright, Sr., as an 18-year-old freshman at what was then Savannah State College.

Wright, the first president of *Georgia State Industrial College for Colored Youth*, now Savannah State University, was born a slave in 1855 near Dalton, Ga., yet he rose from slavery to freedom to become one of the leading figures of higher education in America.

A noted and respected intellectual, he spoke several languages, was a major in the Spanish-American War, a politician, civil rights advocate, bank entrepreneur and the first African American Army paymaster.

“I remembered how I could never disappoint Richard R. Wright, Sr., by being mediocre as I labored to receive my undergraduate degree in biology and chemistry,” Elmore said.

“I carried this spirit with me as I taught high school science, and lastly through two hard earned degrees from the University of Michigan.



Photo by Lester Sloan

Charles J. Elmore, Ph.D., addresses audience during bust unveiling and Wright Hall dedication ceremony.

“When I came to Savannah State College as an instructor of English and journalism, I vowed to pass the feeling of excellence and the attainment of lofty goals and ideals to all students I would ever teach,” he added.

Elmore also vowed to do something else--write biographical accounts of Richard R. Wright, Sr., a vow that he honored when he published, in 1996, and updated in 2012, *Richard R. Wright, Sr., at GSIC, 1891-1921: A Protean Force for the Uplift and Higher Education of Black Americans*.

one of the main activities held in conjunction with the inauguration of SSU President Dr. Cheryl D. Dozier, who also spoke at the event.

“A bust of Richard R. Wright, Sr., was long overdue on campus because for the past 20 years a committee headed by Dr. Peggy Blood (professor, department of liberal arts), never lost sight of that goal which came to fruition on April 11, 2013,” Elmore said. “Dr. Cheryl D. Dozier, president, and Phillip Adams, vice president, university advancement, cultivated an anonymous donor who financed the bust of Richard R. Wright, Sr.,



Photo by Lester Sloan

Enjoying the program are, L - R, Reverend Carolyn Vann Jordan, M.Div., great granddaughter of R.R. Wright, Sr.; Dr. Cheryl D. Dozier, president, SSU; Tiffany Hallback, Miss SSU; and Angela Vann, great grand niece of R.R. Wright, Sr., and niece of the Rev. Carolyn V. Jordan.

A nationally recognized biographer of Wright, Sr., Elmore, interim chair of the department of mass communications, delivered the keynote address, titled *Richard R. Wright: The Man*, at the Richard R. Wright, Sr., Dedication and Bust Unveiling Ceremony on April 11 at 5 p.m. in the Felix Alexis Circle on campus. He also composed the “*Tell Them We are Rising*” Litany, and read the litany as *Leader*, as the audience responded “Tell Them We Are Rising.”

“I have lectured extensively on Richard R. Wright, Sr., on the eastern coast, Atlanta, Philadelphia, and Savannah,” Elmore said. “It has always been my hope that sharing the achievements of Wright Sr., with students, and all who want to know about excellence, will help students in general, regardless of race or creed, rise to levels of excellence that will benefit society.”

More than 100 attendees, comprised of faculty, staff, students and members of the community, including Savannah Mayor Edna B. Jackson, were present as Tiger Pointe, built on the site of the first Wright Hall (dedicated in 1956), was renamed Richard R. Wright, Sr., Hall.

A bronze bust of Wright, Sr., created by Savannah artist Jerome Meadows, proprietor of the Indigo Sky Community Art Gallery, was unveiled at the ceremony,

A much published scholar, and historian, Elmore added that young people should see that Wright, Sr., was a man ahead of his time who knew the importance of scholarship, speaking more than one language, and as an exponent of high moral character, fairness and integrity.

“Wright, Sr., is that transcendent thread, and higher education pioneer, who was a nineteenth century man with a 21st century vision,” he said.

During Wright’s tenure as president, two U.S. presidents, William McKinley and William Howard Taft, visited the campus and spoke to students in the Peter W. Meldrim Hall; other lecturers included Mary McLeod Bethune, George Washington Carver, Walter Barnard Hill, Lucy Craft Laney, Mary Church Terrell, Booker T. Washington and Monroe Nathan Work.

“The bust of Richard R. Wright, Sr., is not only of historical significance, but of overriding importance in the continued existence and viability of Savannah State University as a Citadel of Learning, as an example of why HBCUs must continue to exist in the University System of Georgia as major players in higher education in the 21st century and beyond,” Elmore said.



STONE BELL

COMEDY IS HIS BUSINESS

He served up laughter as “RJ,” the cool bartender on the NBC sit-com “Whitney,” where he doled out insightful, sage advice to the gang who gathered at the Low Bar.

He was voted Best Comic in Texas in 2010 by Timeout Dallas, and was named the 2011 NBC Stand Up for Diversity Winner, a program that searches the nation for the top diverse comedic talent; the win landed him a one year holding deal from the network.

He was featured on VH-1’s “Single Ladies,” the Spike TV special “Eddie Murphy: One Night Only,” Miller Lite’s ‘Man Card’ commercial and Verizon’s NFL Mobile commercial.

Tone Bell is on a roll, and is finding success in the highly competitive world of comedy.

Bell sets a new tone to sweating the small things in his life, and takes his audiences along for the ride and the hilarious revelations.

People love Bell, an ’04 graduate of the department of mass communications, and his real-life brand of comedy. His popularity as a comedian is growing.

In May, 2013 he reached a pinnacle in his career. He finally made it to “the couch,” or perhaps more specifically, “the chair.”

A seasoned stand-up comic, Bell appeared on the “The Late Late Show with Craig Ferguson,” a comedian’s dream. Following his stand-up, Ferguson invited him over to the set to sit and chat.

“...To make it to the couch, which really never happens with comics, was mind-blowing,” Bell said. “The booker told me that it wouldn’t happen, and then it did. Impossible is nothing.”

“‘The Late Late Show’ and Craig himself were unbelievable,” Bell added. “It’s definitely one of the higher points of my recent stepping stones. I mentioned to Team Tone (my agents and managers) that it’s a must that I do stand-up on TV before 2014, and we made it happen.”

Although NBC’s “Whitney” was cancelled after only two seasons, Bell is grateful for the having had the opportunity to play a leading role in the weekly sit-com.

“I think maybe, only in my wildest dreams I would have imagined roughly 5 million people seeing me work weekly and it not be on the news, in the back of a police car,” he said. “While NBC’s Whitney was cancelled, we’ve got a ton of things up our sleeves. Get ready.”



As a student at Savannah State University, Bell, who concentrated in radio and television and minored in theater, wrote, produced and hosted the university’s first daily television show, “Tonee’s Tiger Show,” and as a member of the *Players by the Sea*, the university’s student theatrical group, he starred in numerous productions.

“Savannah State University’s department of mass communications gave me the initial tools,” Bell said. “Every industry has its own jargon, which is how you know if someone is in the inner circle and actually knows the business. I take comfort in walking in meetings at Warner Brothers, MTV, Sony, Lions Gate, (and others), and not being ignorant of the talk of the trade.” Bell adds that he found many role models at SSU.

“Anyone that was around when I was will tell you that I had an open door policy with many of the tenured faculty and staff,” he said. “I definitely learned a lot from them, in how to properly manage a position of power with poise. From Dr. Charles J. Elmore- don’t forget the “J”-, Dr. R.L. Stevenson, to former president Dr. Carlton E. Brown, I learned many life lessons that I implement in the business side of my current profession.”

After graduating from SSU, the Atlanta, GA native travelled throughout the country, spending most of his time in Dallas where his standup career was born. Bell was voted one of the Funniest Comics in Texas, and was invited to the 2012 Charleston and Bridgetown Comedy Festivals.

**“Chase your dream,
no matter what it takes.
Sacrifice.
Step out of your
personal zone and learn.”**

Bell says that potential is the worst thing to suppress, and has some words of wisdom for SSU students, and others, who have big dreams.

“Chase a dream, no matter what it takes. Sacrifice. Step out of your personal zone and learn. Keep in mind to treat failure as a lesson, not a punishment.

“You have to be confident in your gifts, skills and talents,” Bell said. “I have dreams that I haven’t scratched the surface of yet. There are things I’ll do that will surprise me, but not because I didn’t work for it. You have to believe that your efforts will be rewarded if you give your goal all you’ve got.”



Ual: university
of the arts
london
london college
of communication

Pursuing the Dream

MaSovaida Morgan is SSU's first Fulbright Postgraduate Scholar Award grantee

MaSovaida Morgan was in the second grade when she first developed an itch for journalism and publishing.

As one of the students in Parkwood Elementary School's gifted program, she along with other students, was assigned a class project.

Morgan decided to create a newspaper, the *Parkwood Elementary Multi-Cultural Gazette*, that would focus on her peers from various cultural backgrounds in her Durham, North Carolina neighborhood.

"I conducted the interviews, typed the articles on an old Mac Computer, printed them in columns, photocopied pictures and made it look like a real newspaper from start to finish," Morgan said.

A big Barbie Doll fan, she later entered her newspaper in *Barbie Magazine's* contest for the *10 Most Outstanding Girls of America*.

"I was the only little journalist," Morgan said. "Others were environmentalists, gymnasts and in other areas.

"What I liked the most was putting the paper together," she added. "I knew then that I wanted to be part of the publishing process."

Morgan won the contest, and with it a trip to New York, where she stayed in the Waldorf Astoria. The highlight was receiving a personal letter of congratulations from Coretta Scott King, the wife of slain civil rights leader the Rev. Dr. Martin Luther King Jr.

She continued to pursue journalism in middle and high school, and graduated summa cum laude from Savannah State University's department of mass communications in 2008 with a concentration in print journalism.

The itch to pursue publishing never left Morgan; in fact, it grew even stronger.

After living and working in Israel for a few years, Morgan applied for and received a **Fulbright Postgraduate Scholar Award** in 2012 that enabled her to study at the University of the Arts London on one of the most prestigious and selective scholarships worldwide.

SCHOLAR

As the first-ever Fulbright Postgraduate Scholar Award grantee from Savannah State University, Morgan is currently pursuing an M.A. in publishing from London College of Communication, one of University of the Arts London's six colleges. She is concentrating in digital publishing.

"My goal is to gain insight into the culture of reading in the digital age by examining the impact of burgeoning technology on how people consume and conceptualize stories," she said.

"It's an honor and a privilege to be selected to receive a Fulbright award," Morgan added. "I feel very fortunate to stand alongside the best and brightest young minds in the nation, and to represent the United States in the United Kingdom.

"When I learned that I received the award, I considered it a confirmation and a testament to everything I have experienced as a student and as a young media professional, and the opportunity to gain an international perspective as a Fulbright scholar while furthering my media education is unparalleled, and surely to be a highlight of my life thus far," she said.

While at SSU, Morgan served as editor-in-chief for the student newspaper, the *Tiger's Roar*, and designed and edited the university's creative arts journal, *Estuary*.

She is an alumna of the *New York Times* Student Journalism Institute (2006), the Chips Quinn Scholars Program (2007) and interned at the *Poughkeepsie* (N.Y.) *Journal*.

Most recently Morgan volunteered for two and a half years as a copy editor for Baha'i World Centre in Haifa, Israel, where she also tutored English to Arabic school youth in her spare time.

The Fulbright Commission selects scholars through a rigorous application and interview process.

The Commission looks not only for academic excellence, but a focused application, a range of extracurricular and community activities, demonstrated ambassadorial skills, a desire to further the Fulbright Program and a plan to give back to the recipient's country upon returning.

Created by treaty in 1948, the US-UK Fulbright Commission is the only bi-lateral, transatlantic scholarship program, offering awards for study or research in any field, at any accredited US or UK university.

Nearly 300,000 extraordinary women and men from all over the world have participated in the Fulbright educational program.



Faculty, staff attend conferences, acquire training during the 2012-2013 academic year



Reginald Franklin



Juliana Trammel, Ph.D.,



Kai Walker

More than \$30,000 in departmental and *Title III* funds made it possible for mass communications faculty and staff to attend conferences and obtain essential training in media during the 2012-2013 academic year.

Faculty attended the following conferences: **Reginald Franklin**, associate professor, attended the National Association of Broadcaster's Broadcast Education Association Convention in Las Vegas on April 5-11, 2013...**Phelps Hawkins**, assistant professor, attended the Excellence in Journalism 2012 Society of Professional Journalists and Radio and Television News Directors Association Conference on September 19-23 in Ft. Lauderdale, Florida....**Lester Sloan**, visiting professor, attended the Annual Convention of the Association of Educators in Journalism and Mass Communication on Aug. 9-12, 2012 in Chicago. **Sloan** also attended the AEJMC Annual Conference (visual and social media workshops) on August 8-11, 2013 in Washington, D.C....**Juliana Trammel, Ph.D.**, associate professor, attended the 5th Brazil-US Colloquium on Communication Research (Pre-Conference to The Association for Education in Journalism and Mass Communication Convention) on Aug.6-8, 2012 in Chicago...**Kai Walker**, assistant professor, received training at the AVID Learning Partner Program Aug. 6 – 8, 2012 in Burlington, MA.

In addition, **Charles J. Elmore, Ph.D.**, attended the Accrediting Council on Education in Journalism and Mass Communications meeting in Phoenix, Arizona on May 3, 2013; **Elmore** also attended an ACEJMC Accrediting Committee meeting on March 16, 2013 in Chicago.



Michael Cherry, Sr.,



William Martin



Sandra Earley



Karen Conner

Two staff members earn AVID certification

Michael Cherry, Sr., lab technician, and **William Martin**, program director, WSSU-TV, Channel 96, successfully completed intense AVID certification training courses, passed rigorous

exams and are now the department's first AVID Certified Instructors. **Cherry** received the AVID Certified Instructor Training Aug. 13-17, 2012 in Lake Tahoe where he was trained in Pro Tools 10 and **Martin** was sent to Boston August 6-10, 2013 where he underwent certification training for Media Composer 6.

The two certifications will allow SSU's department of mass communications to become an AVID Learning Partner with the ability to certify students as Level 1 and Level 2 AVID Certified Editors for audio.



Kareem McMichael

Congratulations...are extended to **Karen Conner**, administrative secretary, department of mass communications, who successfully completed a challenging course offered by Kennesaw State University in records management; she is now certified in Records Information Management.

Kudos to...**Sandra Earley**, instructor and newly appointed adviser to the *Tiger's Roar* student newspaper, and **Kareem McMichael**, online content manager, for their outstanding work with the staffs of the *Tiger's Roar* print and online editions. The publications earned several awards in the 2013 Publications Contest of the 62nd annual Southern Regional Press Institute, including best overall publication in the medium university division. The contest entries are judged by *Savannah Morning News* staff members.

Welcome...The department welcomes to its ranks **Angela Wilson**, assistant professor, a new faculty member who instructs courses in the public relations and advertising concentration. Wilson holds a master's degree in mass communication and media studies (with an emphasis in cross-cultural and intercultural communication) from Grambling State University and is currently completing a Ph.D. at Howard University in communication and culture.



Angela Wilson



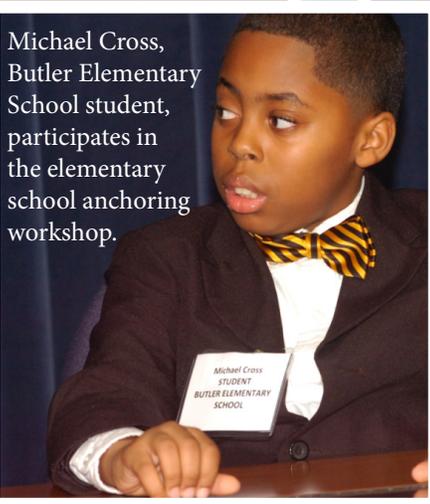
Dr. Charles J. Elmore, interim chair, presents award to CNN correspondent Tory Dunnan, who delivered the opening address.



Kenneth Irby, senior faculty, visual journalism and diversity, the Poynter Institute, was one of the featured panelists. Irby also delivered the keynote address at the Milledge-Owens Award Luncheon.



Michael Cross, Butler Elementary School student, participates in the elementary school anchoring workshop.



SSU student Qwantel Turner (orange shirt) comments during a workshop.

More than 250 students from the Southeast attended Savannah State University's 62nd annual Southern Regional Press Institute, February 21-22, 2013, on campus. Hosted by the department of mass communications, the SRPI is a two-day mass media conference, primarily for high school and college students. Workshops are also offered for elementary and middle school students.

62nd Annual Southern Regional Press Institute:

“Politics, the Press and Platforms: The Role of Mass Media in Political Campaigns”



Martha Nesbit, and CNN correspondent Tory Dunnan, pose with Oglethorpe Academy students.



Susan Catron, executive editor, *Savannah Morning News*, addresses students during panel discussion in Kennedy Auditorium.

Captured at
the 62nd SRPI



Al Scott, chairman, Chatham County Board of Commissioners and former Georgia state senator, discussing the role of media in political campaigns.



Dawn Baker, anchor, WTOC-TV, Channel 11, gives advice to students in the news anchoring workshop for college students.



Meet Phelps Hawkins

MASTER CLASS

The professor is in and he's teaching life lessons

Perhaps he was destined to become a journalist.

His grandmother, Elizabeth King Phelps Stokes, a writer for the *Saturday Review*, was one of the first women to be admitted into the New York state legislature's press gallery when she worked for the *New York Evening Post*.

His grandfather, Harold Phelps Stokes, sat on the editorial board of the *New York Times*.

But for Phelps Hawkins the road to a career in journalism was a bumpy one.

"At age 18, I was a mess," Hawkins said. "My father was a college professor, and he really didn't want me to attend the college where he was teaching because he just didn't want the drama that I would bring."

Hawkins, an assistant professor in the department of mass communications, said he messed up, plenty, before he found himself.

But despite the missteps that occurred in his youth as he learned life lessons, there was one person who always believed in him, even when his family did not, and was sure that he would turn out just fine.

"My Uncle Nick never lost faith in me," Hawkins said. "He was also my godfather, and we were very close. He was always attentive and supportive of me."

His "Uncle Nick," was none other than Nicholas Katzenbach, the attorney general under President Lyndon B. Johnson, who helped to shape the political landscape of the 1960s, spearheaded historic civil rights legislation, and crafted key Viet Nam War strategy during the Kennedy and Johnson administrations.

Katzenbach, a Democrat, who was a keen and skilled negotiator, garnered enough Republican votes to pass legislation establishing the landmark 1964 Civil Rights Act, and the Voting Rights Act of 1965, which he also assisted in drafting.

He is widely remembered as the man who confronted Gov. George C. Wallace at the University of Alabama, in 1963, when Wallace stood in the door there in an attempt to prevent black students from entering.

"My dad died suddenly when I was in my late twenties, and he (Katzenbach) became my surrogate father," Hawkins said. Katzenbach was married to Hawkins' mother's youngest sister. They have two sons, John Katzenbach, internationally known best-selling fiction author, and Chris.

Hawkins has fond memories of the times he spent at his Uncle Nick's home in Riverdale, New York, that afforded his uncle the opportunity to mentor him, and place him in the company of men who could have positive influences on his life.

“Politicians and others who had significant jobs in government were always in and out of the house,” Hawkins said. “The men would always retreat to the kitchen, so I referred to them as the Kitchen Cabinet.”

A few of the “Kitchen Cabinet” members included Cyrus Vance, secretary of the army under Presidents Kennedy and Johnson, and Secretary of Defense under Johnson; John Lindsay, former New York City mayor, and member of the U.S. House of Representative; and Bob MacNamara, secretary of defense under Presidents Johnson and Kennedy.

“One of my most memorable experiences was meeting Bobby Kennedy when I was 16,” Hawkins recalled.

Katzenbach, who died May 8, 2012 at the age of 90, loved having young people around, and he would engage them, Hawkins said.

Joining the navy was the lifeline that Hawkins so needed.

“The military worked for me because I found structure,” Hawkins said.

While in the Navy, he discovered a love for news, journalism/broadcasting, and served as a Navy journalist on the aircraft carrier USS Oriskany during three tours of duty in Viet Nam, from 1967 to 1971.

He was awarded seven medals and citations during his Navy career. Additionally, he received the Navy Achievement Medal from the Secretary of the Navy for his radio/television work in support of troops in the Gulf of Tonkin and in-country.

Hawkins is a strong advocate of national service, and believes, prior to starting a career, students should consider serving their country in some capacity.

“They don’t necessarily have to join the military. There are other forms of service that are needed in education, medicine, and social service,” he said. “It is not an unreasonable thing to ask young people to do. I found my connection in the Navy.”

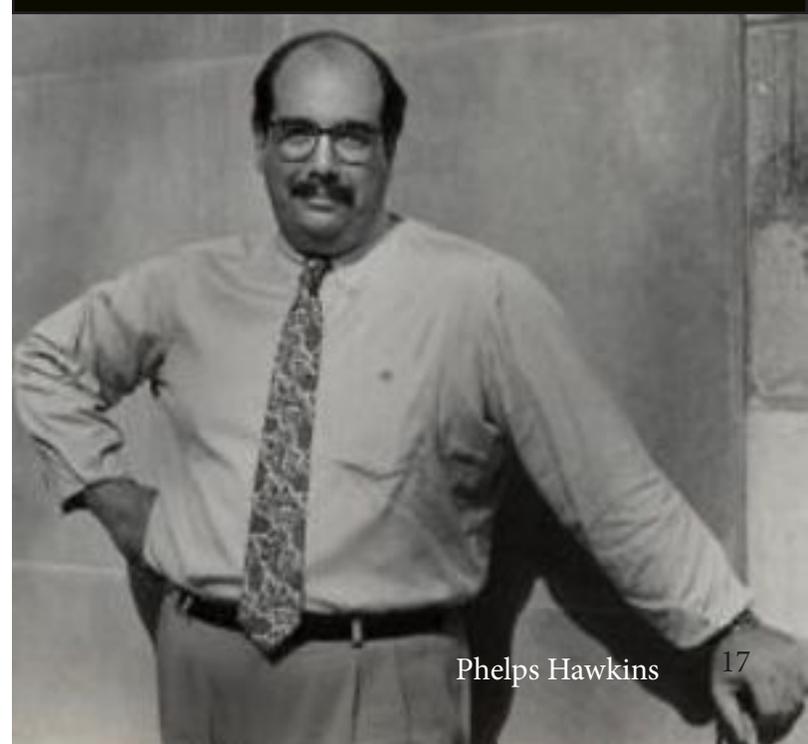
The conviction to serve one’s country, and humanity, is deeply rooted in Hawkins’s family. His great aunt, Caroline Phelps Stokes, established the Phelps-Stokes Fund, in 1911, a non-profit that provides resources to emerging leaders and organizations in Africa, and America, to help advance social and economic development. The fund’s mission, as stated on its website,



Pictured L-R, President Lyndon B. Johnson and U.S. Attorney General Nicholas Katzenbach.



Pictured L-R, Alabama Governor George C. Wallace is confronted by U.S. Attorney General Nicholas Katzenbach in front of the University of Alabama.



Phelps Hawkins

is to improve housing, promote racial harmony and provide education for Africans and African Americans, native Americans, and needy whites.

Some of the organizations developed by the Phelps-Stokes Fund include the UNCF, Booker T. Washington Agricultural and Industrial College, American Indian College Fund, American Indian Higher Education Consortium, and the Jackie Robinson Foundation.

After leaving Viet Nam, Hawkins was invited by his aunt to live with them (the Katzenbachs). He enrolled in Columbia University, and earned a bachelor's in history, in 1975, and a master's in journalism in 1979. He was also a Reflective Leadership Fellow at the University of Minnesota's Hubert Humphrey Institute of Public Affairs.

His Uncle Nick was right. Hawkins turned out just fine. He has had a distinguished career with more than 40 years of professional experience as a journalist, teacher, and media executive, with a specialization in international news.

Hawkins has managed news operations in Asia, and New York City, for NBC News; worked as a foreign editor for NBC Headquarters in New York; senior vice president, news and information, for Public Radio

International, Minneapolis, Minn.; and was news editor/producer for CNBC Business News in Fort Lee, N.J.

He has reported in 29 countries, and says that Americans need to understand other countries and cultures before they can themselves become true citizens of the world.

Frustrated with what he calls the lack of quality, substance, and global commitment of U.S. broadcast news, he and his wife, fellow journalist and editor, Sandra Earley, who also teaches in the department of mass communications, moved to Blagoevgrad, Bulgaria, in 2007, and taught journalism there at American University. Their students were elite students from Bulgaria, the Balkans, and countries from Mongolia to Turkmenistan to Zimbabwe.

A global media consultant, Hawkins said that given the changing media landscape, he advises his students to take a variety of courses, get hands-on training early, and learn how to use a SMART phone, the emerging essential media tool.

“I want students to leave here with an enhanced sense of self, and a digital tool kit on their hip that speaks to versatility and flexibility in the job market,” he said.



Pictured L-R, Phelps Hawkins, Robert "Bobby" Kennedy, and U.S. Attorney General Nicholas Katzenbach.

ALUMNI SPOTLIGHT



Serena Garcia

Owner, Releve' Consulting

Administrative and
Communications Manager
Hammond House Museum
Atlanta, GA

Class of 1993

Former *Tiger's Roar* executive editor

Job Responsibilities: I am responsible (at Releve' Consulting) for cultivating partner relationships for nonprofit and governmental agencies; In addition, I create and manage integrated marketing and communications programming, special projects, volunteer management, budget management, and facilitate training. I lead program development, management, and evaluation; hire contractors for client account support, and provide program evaluation and reporting.

Your Best Career Advice for (SSU) Mass Communications Majors: Preparation! As soon as you begin matriculating, create a plan to develop your skills in writing, editing, and design. Take on additional class projects that are offered

and ask if any are available. Position yourself to network within the campus family and local community to locate opportunities for volunteerships and internships as soon as possible. Understand that your degree will not guarantee you employment. Our industry is steeped in competition, so upcoming or recent mass communications graduates will have to prove their value by demonstrating experience. Even if a job opportunity is not your first choice, take the opportunity anyway. Other industry related experiences may be around the corner.

Don't Leave the Mass Communications Department Without: Don't leave this department without a full and diverse portfolio. And do not leave without gaining the commitment of select faculty and staff members to write letters of recommendations for you over the next several years.

My Favorite Hang-Out Was: My favorite hang-out was the Financial Aid Office. Parties, playing cards, and lounging were never choice down-time activities for me. I came to SSU on a mission. My goals were to graduate with honors, create a strong portfolio, and leave SSU with zero college debt. My best friends were the wonderful ladies in the Financial Aid Office who kept me abreast of several academic scholarships. They provided a path to help me maintain my scholarships, so I spent time there almost daily.

If I Could Do It All Over Again (the years at SSU in the Department of Mass Communications), I Would: I would have taken various business classes. Years later, communications became integrated with marketing. When this shift in the industry happened, I had to learn marketing basics quickly from continuing education classes. Additionally, I did not see myself owning my own business, so these concepts had to be learned as well.

My Fondest Memory of the Department of Mass Communications: My fondest memory of our department was while working on a documentary during 1992, when the idea to promote awareness of HIV and AIDS surfaced. The disease had only been publicly known for 10 years, so most students knew little about prevention. Several of us worked on it together and the research motivated me to advocate for comprehensive sex education. I decided to use this as my platform while running for and reigning as Miss SSC. I didn't realize that years later this advocacy would remain with me and shape my ideologies on race, class, and gender.



ALUMNI

Eric Curl

Chatham County reporter
Savannah Morning News

Class of 2006

Former *Tiger's Roar* executive editor



Current Job Title and Responsibilities:

As the Chatham County reporter, I cover the Chatham County Commission, in addition to the Chatham Area Transit Authority and the Tybee Island City Council.

Your Best Career Advice for (SSU) Mass Communications Majors: Never stop learning. Read about developing trends in media and ask advice from colleagues who are industry veterans.

Don't Leave the Department of Mass Communications Without: Experience.

Make sure you have examples of quality work to show prospective employees.

My Favorite Hang-Out Was: The Sentient Bean coffee house by Forsyth Park.

If I Could Do It All Over Again (the years at SSU in the Department of Mass Communications), I Would: Expand my horizons by enrolling in more classes outside of my print concentration, such as video and design.

My Fondest Memory of the Department of Mass Communications: The people I met.

SPOTLIGHT



Dartise Johnson

Content Producer, WCIU-TV, The U
Chicago, Illinois

Owner/Production Manager
Dartise Media Design

Class of 2004

Your Best Career Advice for (SSU) Mass Communications Majors: Get as much hands-on experience as possible. Find the job you want to do and volunteer somewhere. Create a blog or a website highlighting your talents and abilities.

Don't Leave the Mass Communications Department Without: ...talking to your professors. Ask them what your strengths and weaknesses are and do what is necessary in order to improve them.

If I Could Do It All Over Again (the years at SSU in the Department of Mass Communications), I Would: I don't think I'd change anything.

My Fondest Memory of the Department of Mass Communications: We were discussing blacks on television in class (African Americans in the Media) and the show "A Different World" came up in the conversation. During the discussion, I found out that half of the class made the conscious decision to go to college through watching that show. I then understood how important it is to have "positive" images of African Americans in the Media.

Job Responsibilities:

At WCIU-TV, I am responsible for efficient storytelling, utilizing the skills necessary to redefine television in the nation's third largest television market. I am required to conceptualize, book, plan, shoot and edit engaging and visual television. I work under tight deadlines and self-manage. I frequently work with Avid Adrenaline; also responsible for field shooting, lighting and sound.

At Dartise Media Design, I am a deadline-driven manager who executes and coordinates production in all areas of video service; I plan and facilitate field-based and studio video pre-production, production, and post-production; work with clients to ensure proper planning for successful and effective videos, and perform other production related duties as necessary to deliver finished video assets; manage complex video projects effectively and efficiently; supervise video production specialists and also provide technical direction assistants assigned specific projects.

ALUMNI SPOTLIGHT

Glenn Allen

Director of Communications
Georgia Department of Insurance

Class of 1993



Job Responsibilities: As the director of communications for the Georgia Department of Insurance my responsibilities include the execution of all external/internal communications and education initiatives for the department. In addition, I also serve as the primary spokesman for the insurance department and State Fire Marshal's Office.

Your Best Career Advice for (SSU) Mass Communications Majors: Spend as much time planning your internship with the same tenacity you applied in selecting the university you now attend. An internship is your first "real-world" experience on the career path that you have chosen. This work experience will ultimately give you the opportunity to measure your strengths and weaknesses before graduation.

Don't Leave the Department of Mass Communications Without: Developing or completing those projects that have been swirling around in your head since you stepped on campus. Whether it is a short story or short film, make it happen while you have the time and while those creative juices are flowing.

My Favorite Hang-Out Was: The Circle. The Circle was the only place where you could meet a person from New York, St. Thomas or Vidalia and they all had the same concerns. How do you stop these sand gnats from biting?

If I Could Do It All Over Again (the years at SSU in the Department of Mass Communications), I would: Make the time to meet weekly and brainstorm with mass communications classmates. Maybe we could have created Facebook, or even wrote Harry Potter 20 years earlier.

My Fondest Memory of the Mass Communications Department Was: The time I spent in the classroom with Professor Novella Holmes and Dr. Charles Elmore. The passion, drive and intensities they brought to each class session puzzled, but inspired me greatly. I now know that they (Holmes/Elmore) knew what was waiting for each of us students on the other side of SSU's walls. I believe that motivation continues to allow so many SSU mass communications graduates to compete in all fields of communication today.

Renaissance MAN

Sophomore and freshmen mass communications students entered Professor Kai Walker's 11 a.m. African Americans in the Media class, plopped down in their familiar seats, and prepared themselves to discuss the assigned reading on *The Black Press: The Civil Rights Movement and Beyond*.

Included in their textbook, as a part of the section on *Interethnic Relations: The Changing Demographics of American Cities*, was commentary from Lester Sloan, *Newsweek* photographer, writer and Nieman Fellow.

As the discussion began, a co-ed sitting near the front of the class raised her hand, and asked, "Is the Lester Sloan in our textbook our Lester Sloan?"

"Yes, he is," Walker responded, "and you should get to know him."

Sounds of oohs and aahs filled Room 212 of the John F. Kennedy Fine Arts Building with the realization that a legendary photojournalist occupied one of the faculty offices downstairs.

Sloan, who grew up in Detroit, and earned a journalism degree from Wayne State University, joined the department of mass communications faculty, in 2010, as a visiting professor, instructing courses in photojournalism, writing and reporting.

He has photographed major, breaking stories on every continent, ranging from the destruction caused by crack cocaine in Philadelphia to the fall of the Berlin Wall.

His photographs, often viewed as works of art, have appeared in numerous books (*Songs for My People, Million*

Lester Sloan

Man March, to name a few), and in publications in the U.S., Asia and Europe, including *Time* magazine, *US News and World Report*, *Science Magazine*, *Black Enterprise*, *The Crisis*, the *Los Angeles Times*, *People Magazine*, *The Voice* (London) and the *Dallas Morning News*. His photos, as well as his stories, have also been published in the *New York Times*.

Sloan was awarded a Nieman Fellowship at Harvard University, in 1975, where he studied German, German literature, and the history of Southern Africa. His interest in German language and literature peaked during his nine-month Nieman sabbatical, and he later spent two summers at the Goethe Institute in Southern Germany, where he studied German.

He was awarded a John J. McCloy Fellowship, in 1977, and studied the acclamation of Afro-Germans in contemporary society and, in 1987, through the Atlantic Bruke (Bridge) Fellowship, Sloan studied the German political system.

His interest in the Afro-German culture remained with him when he returned to the states, along with the friendships that he established there.

He strongly advocates cross-cultural exposure for youth and, for the past two years, Sloan has organized Skyping workshops for mass communications students, allowing them to experience, through the use of technology, other cultures.

Last year, mass communications students had the opportunity to conduct a Skype interview, with Austen Peter Brandt, who was awarded the Friedenspreis (the equivalent of the U.S. Freedom Prize) by the president of Germany and, in 2013, he coordinated another Skyping session with John Kantara, a director, writer, journalist-documentary producer who lives in Berlin, Germany.

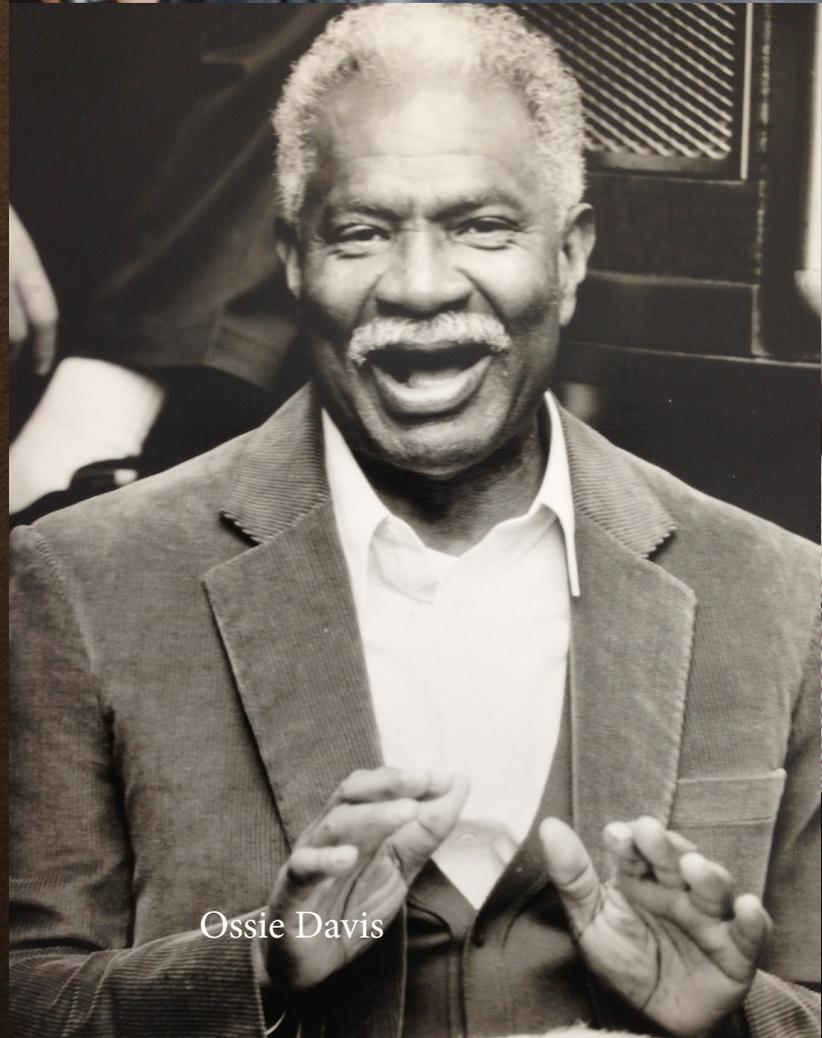
“I’m excited about Skyping,” Sloan said.

I would like to locate our alums who are living abroad, and let them be the conduit for international projects, including Skyping sessions, he added.

His love for photography was developed at a young age.



Spike Lee



Ossie Davis



Cover photos shot by Lester Sloan



Berry Gordy

“My father’s brother was always taking family pictures,” Sloan said, “and I became interested.

“My first camera was one that I won selling photos for the *Detroit Free Press* in a contest,” he said.

“ It was a little box camera. You could look down in it and see the image. I was 10-years-old, and had a paper route for the *Free Press*.”

In later years, Sloan was working for a printing company making \$25 a week when one day his life was changed forever.

“I got my big break during the 1967 riots,” Sloan said. “I was out for the afternoon with my oldest daughter (he has two), when I saw smoke coming from Wayne State University.”

The Detroit riot, one of the worst in history, left 43 people dead, 1,189 injured, 2000 destroyed buildings and more than 7, 200 people were arrested. President Lyndon B. Johnson sent in troops.

I took my daughter to my mom, and went to cover the story, Sloan said.

The *Newsweek* office was upstairs above the offices of the *Detroit Free Press*, so he took the photos that he shot at the riot to the office.

“The New York office (of *Newsweek*) called and offered me \$150 a day to cover the story,” he said. “I said to myself, ‘Man, this picture business is something else. You get paid to do something that you like.’”

His photo was published in the magazine, earning him national exposure. Then, in 1968, Storer Broadcasting Company, an affiliate of CBS, hired the budding photographer, who while on vacation, also covered the Democratic National Convention , held in Chicago, for *Newsweek*.

Two years later, in 1970, he was hired as a staff photographer for *Newsweek*, where he worked for 25 years, travelling the globe photographing stories in the U.S., Asia, Europe and South and Central America. Through the lens of his camera, Sloan has captured nearly every emotion experienced by man--from anger, grief, despair, joy, sadness--to pride, sorrow, pleasure, pain, hatred and frustration.

“An image is a powerful tool,” he said. “The brain actually processes visual information before it processes cognitive information. We start to hear with our eyes.

“We live in a world where there is a glut of images,” Sloan said. “Witness what happened in Boston (referring to the bombings). They were able to trace the bombers through images.”

He has photographed a fair share of Hollywood’s best known actors and actresses, presidents, athletes, politicians, religious leaders and musicians (he moonlighted at Motown).

“I like people and I like to engage people, whether I get a photo or not,” he said. “People will let you into their lives.”

But of all the people that he has photographed, Sloan said that Pope John Paul II made the greatest impression on him.

“In the 1980s he went to Mexico, and *Newsweek* asked me to cover him,” Sloan said.

“I was traveling with another journalist, Owen Franken, and we jumped off the bus transporting the media. The bus left us, but Owen managed to run and get back on,” he said.

“Two men on a motorcycle were parked on the side of the road watching the procession as it passed by. I jumped between them, and we followed the Popemobile down the freeway,” Sloan said. “The Mexican police were behind us, trying to get us to pull over. The tires almost blew out. I was even with the Popemobile when the Pope looks out and blesses us.”

The police finally stopped us, so I caught a ride with the TV van guys, Sloan said.

“When we reached our destination, the Pope sees me, remembers me from the motorcycle, and stopped and talked to me on the steps,” he added.

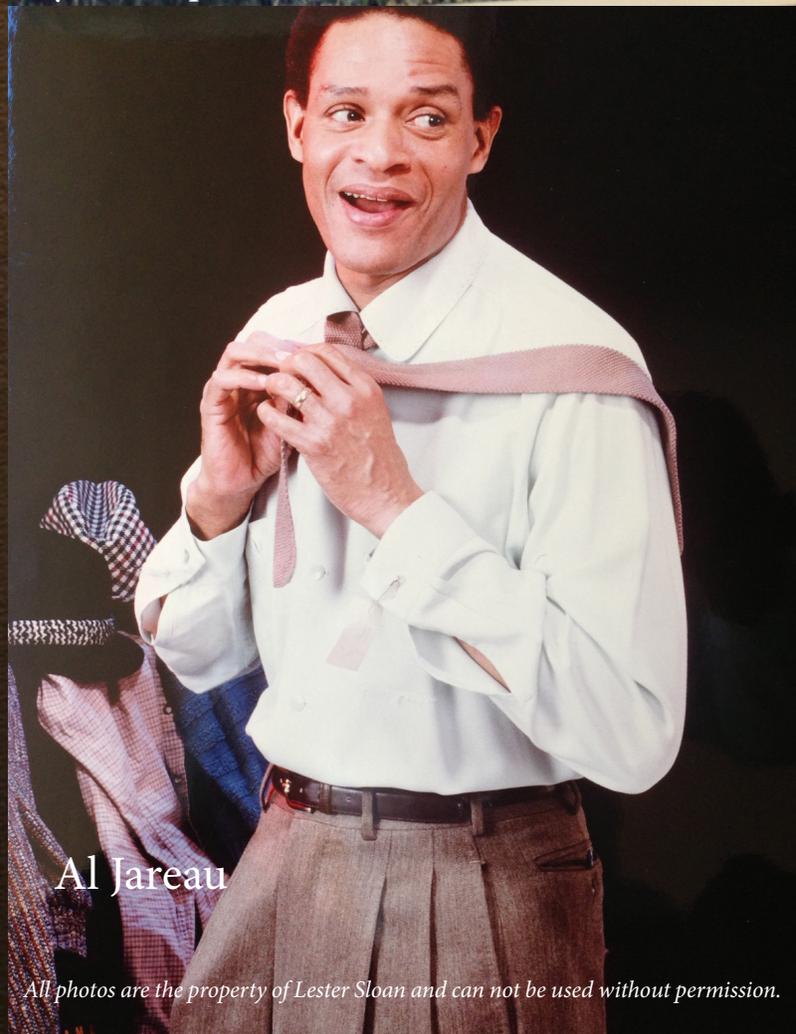
“Years later, I saw Pope John Paul II in L.A. visiting Universal Pictures to talk about the influence of movies on children.

“As he was leaving, he stopped in front of me and asked, “How are you my son?” Sloan recalled. “He remembered me from Mexico.

“I like him because he is one of the most outstanding human beings I have ever met,” Sloan said. “He had the human touch. I felt like I had lost a friend when he died. He was conservative, but humane.”



Cybill Shepard



Al Jareau

All photos are the property of Lester Sloan and can not be used without permission.

Congratulations



The department of mass communications' faculty, staff, students, and alumni extend heartfelt congratulations to Dr. Cheryl D. Dozier, who was inaugurated as the 13th president of Savannah State University on April 12, 2013.

"We Are One SSU"

2012-2013

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