Grady NEWS

FALL 2018

Homecoming!

PEABODY GIVING DAY—NOV. 14  DOMESTIC STUDY PROGRAMS  YOUNG ALUMNI ON CAPITOL HILL
The single most important thing that we do as a college is hire world-class faculty and staff. It’s that simple.

This year, after a number of retirements and a couple of newly created positions, we’re beginning the academic year searching for a whopping 10 faculty colleagues. In a college with 65 faculty, that’s an astonishingly momentous opportunity to make a lasting mark on Grady’s legacy of teaching excellence, so I thought you all might be interested in learning more about the process.

Each faculty search begins with the academic department drafting and approving a job description. Needs change as the demands of the disciplines change, and so discussions ensue as the department chair works with me and with faculty colleagues to assess and prioritize need.

Once the description has been approved by the faculty and by the university, and we are given permission to begin the search process, the real work begins. We network widely, conferring with our friends in the academy and the professions, spreading the word about the position. Search committees pour through applications, looking for the strongest candidates. The committee meets to narrow the list of candidates down to a “short list” of candidates, and then a second round of analysis and phone calls ensue. This typically takes three to four to even six months of work. Finally, the committee presents me with a list of three finalists for on-campus interviews.

The finalists then visit Grady College for what I commonly refer to as “the gauntlet” – meeting after meeting with faculty, a research presentation, tours with search committee members and a meeting with me. After evaluating the performance of each candidate, the search committee reconvenes to discuss the candidates with the goal of presenting me with those best suited for the college’s needs.

I take the committee’s recommendations, and negotiations begin with an eye toward recruiting the very best candidate. Grady College has been fortunate to attract productive scholars and teachers, thanks in no small part to the reputation of the University of Georgia as a destination job. Presenting a compelling vision, a collegial and engaged faculty and a staff committed to serving students helps immensely. In a competitive marketplace, we’ve been able to bring in some amazing faculty in recent years, and this year, we’ll take a huge step forward as we hire a whole generation of new Grady faculty.

I hope this helps you better understand how we recruit new faculty. You can do your part by sending us the best and brightest in your network.

“Presenting a compelling vision, a collegial and engaged faculty and a staff committed to serving students helps immensely.”

—Charles Davis, Dean (MA ’92)
For Carrie Gibson (ABJ ’98) and Chris Stanford (ABJ ’94), Grady College not only provided the foundation for their journalistic careers, but it also was the birthplace of their own love story.

Gibson and Stanford met at the Red & Black in the fall of 1994 and dated for a couple of years before losing touch after leaving Athens. Twenty years later after reconnecting in Washington, D.C., they were married on Sept. 6, 2014, under a magnolia tree on North Campus.

While at Grady, Gibson and Stanford each majored in journalism with a concentration in newspapers. Both credit the late professor Conrad Fink with having an influence on their studies. Because of this impact, Gibson and Stanford each make an annual gift to the Conrad Fink Scholars Fund, a scholarship for undergraduate journalism students.

“I’m hardly original in saying that Conrad Fink’s classes were the best part of my Grady education,” Stanford said. “The lessons I learned at Grady and the Red & Black have been the foundation for everything I’ve done since.”

After graduating, Stanford worked at the Augusta Chronicle, staying for two years before moving to the Orlando Sentinel and eventually the Washington Post, where he designed pages for the print edition and then the website. Currently, Stanford writes the U.S. version of the “Morning Briefing,” a daily roundup of the New York Times’ coverage and guide to the biggest stories of the day.

Gibson started her journalistic career in London at the Cambridge Evening News before moving to the Guardian, where she worked as a copy editor and later deputy editor of the letters page. She currently works as a freelancer writing for various newspapers and websites. She is the author of “Empire’s Crossroads” and “El Norte,” a Hispanic history of the U.S., expected to be published in 2019.

“My time at Grady was so formative in many ways—it is where I learned how to write and edit, and to think critically about news production and values,” Gibson said. “Today, in such a heated media climate, the college and its mission are more important than ever, and I’m happy to stay involved and give back when I can."

Many thanks to all our Grady friends who supported Grady Giving Day on our birthday, June 12. Our goal was to encourage at least 175 contributors to pledge any amount of money. We are pleased to report that we surpassed our goal by nearly 50 contributions raising nearly $30,000—our most successful Grady Giving Day yet. Thank you!
Peabody Awards highlight TV legends and social issues

Peabody Awards honored TV legends, documentaries about pressing social issues of the day, and fresh voices in entertainment at its 77th Annual Awards Ceremony in May at Cipriani Wall Street in New York City.

Hasan Minhaj, host and award recipient for his comedy special “Hasan Minhaj: Homecoming King,” served up laughs as well as praise for the program’s mission. “When we talk about hearts and minds, we’re talking about the Peabodys. When we talk about accountability, we’re talking about the Peabodys,” he said in his opening monologue.

The evening also was punctuated with more somber moments. Three activists from Parkland High School joined Kim Snyder, director and producer of “Newtown” onstage, along with Mark and Jackie Barden, whose son Daniel was killed in the 2012 Sandy Hook Elementary school shooting in Connecticut. Natalie Barden, Daniel’s older sister, made a plea for action on gun control and received a standing ovation.

Two Institutional Awards also went to programs that forever changed the television landscape 50 years ago: The Fred Rogers Company and “60 Minutes” from CBS News. Enlightening and entertaining minds young and old, these media institutions have helped define who we are as people and a nation.

With her trademark Tarzan yell and ear tug, Carol Burnett closed out the program to the delight of the audience. The beloved TV star was honored with the first-ever Peabody Career Achievement Award presented by Mercedes-Benz. An effusive Rachel Brosnahan, star of “The Marvelous Mrs. Maisel,” presented the award to the veteran comedian, who blazed a trail for women in television with her hit variety program, “The Carol Burnett Show” in the late 1960s and early 1970s. Burnett was honored with a Personal Peabody Award early in her career (1962), with judges citing her as a talent to watch for years to come.

*Peabody will start accepting submissions for the 78th Annual Awards in mid-October via its website, www.peabodyawards.com.*

(From top): Carol Burnett, Issa Rae, Lesley Stahl and John Oliver.
Dear Friends of Peabody:

Since its founding here 78 years ago, the Peabody Awards have brought prestige both to Grady College and the University of Georgia. Many of you may have served as student judges, attended Peabody Awards ceremonies or have been part of Peabody Award-winning programs in your professional lives. Most certainly, we’ve all enjoyed Peabody Award-winning programming—from local news to documentaries to the best TV has to offer. Long considered the pinnacle of journalistic excellence, Peabody also serves as a cultural institution that reflects who we are as people and a nation by recognizing Stories That Matter.

What you may not know is that Peabody lacks an endowment and operates primarily from entry fees and ticket sales from its annual awards ceremony. It’s a big-ticket item, and we are working to strengthen the Peabody Awards so they can do even more programming and continue to increase the rapidly growing visibility of the program.

That’s why I’m asking you to join me in supporting this esteemed program during Peabody Giving Day on Nov. 14. Please consider a generous gift of support. Stay tuned for more details through both Grady and Peabody social media channels as well as your inbox.

Sincerely,

Charles Davis, Dean (MA ’92)

Help support these Peabody activities and initiatives:

**THE PEABODY STUDENT HONOR BOARD:** Undergraduate student involvement in the Peabody Awards process has evolved with the creation of the Peabody Student Honor Board (PSHB) that judges the Futures of Media Awards for excellence in Digital Storytelling. Students have the experiential and networking opportunity to present the Futures of Media Awards in a celebratory luncheon, as well as work as production assistants for the annual Peabody Awards ceremony and television special in New York. Your support will make student travel and accommodations possible for an experience that many call the high point of their UGA experience.

**THE PEABODY MEDIA CENTER:** The scholarly research and digital programming arm of the awards program, the Peabody Media Center (PMC) is focused on public engagement with Peabody-winning programs and their value to the public sphere. From public convenings to scholarly reports and digital media productions, the PMC is committed to furthering the impact of award-winning storytelling around issues such as women’s rights and health, racial justice, gun violence, immigration and the environment. The Center also serves to remind citizens of the importance of resilient, quality journalism to democracy, especially in times of threats and duress.

Above: 2018 Peabody Student Honor Board (l. to r.): Abigail Jones, Kyle Renner, Emma Korstanje, Mollie Simon, Katy Plant, Julie Bernard, Dr. Jeffrey P. Jones, Jaime Conlan, Donovan Harris, Thomas May, Kira Rakshit, Julius Lee, Sam Tingle, Stanley Mille and Elena Bramel. Not pictured: Ben Goren.
Beyond the artifacts of American history that we all know and love, our nation’s capital is a bustling city filled with countless opportunities for communications professionals beginning their careers. Grady College is actively preparing students for these opportunities through its Public Affairs Communications (PAC) program. Today, Grady’s young alumni working in Washington, D.C. are thriving. Recent Grady College graduates including Adelaide Miller (ABJ ’17), Thomas Jordan (ABJ ’17), Abby McHan (ABJ ’17) and Jenni Sweat (ABJ ’17) are already doing remarkable things in the nation’s capital.

Miller, a public relations major and English minor, knew she wanted to use her passion for communications in “a field of utmost importance to the American people: government.” Her career journey began as an intern for the Alabama Republican Party. Miller currently works as the executive assistant to the director of the White House Office of Public Liaison, which serves as the external-facing office for the White House. Her role involves overseeing the day-to-day operations of the director, communicating with senior staff in the West Wing and drafting memos for presidential events.

“Grady College prepared me well with the skillsets I need to excel in my daily work at the White House,” Miller said. “I am constantly writing official documents and interacting with key stakeholders, and I have to have a strategic mindset in every facet of communication.”

Among the variety of courses that Grady offers are several classes focusing on public affairs to aid students who are interested in working in the political arena. Grady and the School of Public and International Affairs (SPIA) jointly offer their students the opportunity to obtain a Public Affairs Professional Certificate.

“Of all the classes I’ve taken in my life, from elementary school to the college level, the courses I took in the PAC program have been the most relevant and practical,” Jordan commented. “The course material has had a clear and direct connection to the work that I do daily, and it has absolutely helped me achieve the success I’ve had in my young career.”

Abby McHan and Jenni Sweat also took advantage of the PAC program during their time at Grady. Each serves as a press coordinator. He handles media inquiries, conducts media monitoring and research, coordinates interviews and tracks policy.

“When the PAC certificate program was announced, I thought it was the perfect opportunity to build upon my current skillset and jumpstart a career in public policy and advocacy,” Sweat said. “I’m grateful for Ms. Carolyn Tieger’s vision for this program. Without it, I would not be where I am today.”

“I chose to pursue the PAC certificate because I wanted to strengthen my education background in both public relations and political science,” McHan echoed. “The PAC certificate taught me...”
a lot about the importance of building your network, and these professionals opened my eyes to the options that could become available for me later on in my career.”

McHan’s first experience in D.C. was through Grady@DC (see “Grady@DC,” page 10). This experience set the foundation for McHan’s career on Capitol Hill when she landed her first congressional internship with Rep. Tom Graves. During her final semester, she interned for Rep. Doug Collins in his district office. Two months before graduation, McHan reached out to the communications director and within a month was offered a job as a press assistant in the D.C. office.

As a press assistant, McHan, supports the communications director by monitoring media hits, assisting in digital communications and drafting speeches and newsletters. She also assisted in the construction and launch of the website design, serving as the primary point of contact for the website development team.

Sweat first came to D.C. during the Washington Semester program and got her start on the Hill as an intern in Sen. David Perdue’s office. The University of Georgia’s Washington Semester program provides students in all majors the opportunity to earn class credit while gaining valuable work experience in D.C. Before her final semester at UGA, Sweat was offered a full-time position in Senator Perdue’s office and she finished her degree in D.C. through online classes and independent studies.

“I talked with my advisors and professors at Grady and they recognized what a great opportunity this was,” Sweat reflected. “Thanks to the support of everyone involved, I managed to graduate on time!”

Currently, Sweat works as a press assistant for Perdue. Her job duties range from responding to press inquiries to creating original video content and designing graphics.

While the career journeys of these alumni are just beginning, they all have similar advice to pass on to the next generation of Grady grads. For those who want to be successful in their career, particularly working on Capitol Hill, Sweat advises to “find your boss’s voice, know your audience, have a message and drive it, think outside the box and learn some policy.”

“I encourage every student, regardless of his or her degree, to pursue internships and work experience as soon as you can,” Jordan said. “As a young professional, you will have to prove your ‘worth’ and having the experience really helps bolster your credibility and professional confidence.”

“Keep your head down and work hard,” Miller concludes. “There is so much to be learned at the start of your career, and it’s valuable to surround yourself with smart, driven people who have had a long career in your field. Learn as much as you can from them! They want to help you.”

PUBLIC AFFAIRS PROFESSIONAL CERTIFICATE

Grady students are able to obtain a certificate with a concentration in Public Affairs Communications, while their SPIA counterparts earn certificates with a concentration in Applied Politics. Grady students in the Public Affairs Communications track take a mix of classes from Grady and the School of Public and International Affairs that provide specialized communications skills aimed at educating, shaping or changing public opinion on public policy, legislation, political candidates and issues.
In an evening filled with pride and celebration, there was also time to reflect on individuals who leave a lasting impact on Grady College, its students and alumni.

Grady Salutes: A Celebration of Achievement, Commitment and Leadership was held April 27, 2018, at the University of Georgia Center for Continuing Education and Hotel.

Brooke Anderson (ABJ ’00) and Dean Charles Davis emceed the ceremony recognizing Alumni Award winners, as well as inductees into the Grady Fellowship and Sanford Circle. Dana Todd (ABJ ’91), chair of the Grady Society Alumni Board and Jennifer Sloan (ABJ ’86), chair of the Board of Trust, helped present the awards.

In addition to recognition of the Alumni Award recipients and the Grady Fellowship inductees, the late Barry Hollander was inducted into the Sanford Circle, a posthumous honor for people whose achievement and generous spirit remain at Grady College.

“Barry would have never expected this honor,” his widow, Edith Hollander, told the group. “Truth be told, he would question your judgement,” she joked. “He would have loved the posts and Hollanderisms that you have shared.”

She added that she and their children were touched by the support fund created by alumni in his honor. “He would take great comfort in knowing that you, his students, would continue your education and benefit now that he is gone.”

Grady Salutes focuses on the Grady family legacy.
Make plans now to reunite with classmates, spend time with family and celebrate the Georgia Bulldogs at Grady Homecoming, October 6, 2018.

The celebration includes a catered meal by Strickland’s (barbecue, macaroni & cheese and banana pudding, among other southern favorites), lawn games and entertainment, all starting two hours before kickoff.

Meal tickets are $25 each (free for Bulldogs 5 and under).
A cash bar will be available.

Please make reservations by Monday, October 1.

Grady.uga.edu/alumni/homecoming
**Grady@DC—a unique view of policy and communications**

Students in the Grady@DC summer program are fully immersed in what it is like to live in the Rome of the modern era.

Grady@DC students take a course called Public Affairs Leadership in the nation’s capital that focuses the student on using communications as an aspect of leadership during the three-month summer program. In recent years, students have visited the White House, the Pentagon and the State Department. They have also toured National Public Radio and received guest lectures from the Washington Post. Other visits and lectures have come from leading public relations firms and global non-profit relief organizations. The course also binds the communications theory and classroom study of Grady’s Public Affairs Communications program in Athens with the practical application of the working internship. All of the assignments work to support the student’s internship, challenge her or his thought process and contribute to a professional portfolio.

Beyond the classroom experience, Grady@DC students have had remarkable internship experiences. Students have interned on Capitol Hill in U.S. House of Representatives and Senate offices, at leading advocacy and charitable organizations, and at some of the nation’s best advertising and public relations firms. A number of students have even been fortunate enough to parlay their internship experiences into full-time positions after graduation (see “Grady Alumni thrive in Washington, D.C.” page 6).

Students live in a neighborhood within walking distance to the Capitol building in a building known as the Delta Hall. Refurbished with a generous donation from Delta Airlines, the three-story building is a University of Georgia property with classrooms and dormitories with full kitchens.

Grady@DC students are often driven Type A personalities interested in politics, public policy and the full spectrum of communications. The leadership course and internships help students to develop even further their ability to read and listen critically—and to think, write and speak creatively. Students are able to undergo this development while at the same time serving as eyewitnesses or even participants to historic events in our Nation’s capital.

*Thanks to Bryan Salas (ABJ ’87), who helps lead the Grady@DC program and contributed to this article.*

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**DOMESTIC STUDY PROGRAMS**

Grady students are fortunate to have several opportunities each summer to further their education traveling abroad and studying in domestic field study programs sponsored by the college. During summer 2018, nearly 150 students traveled abroad in Grady-sponsored study abroad programs, while more than 75 studied in domestic travel programs.

In addition to France, China, Ecuador, Ireland and Germany, our domestic study students studied advertising in New York City and participated in an extensive creativity boot camp at Creative Circus in Atlanta. Our L.A. and Washington, D.C., students experienced internships, classroom lessons and exclusive discussions with industry leaders. Following is a closer look at our Grady in LA and Grady@DC programs.

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**GRADY@DC PROGRAM**

This program combines a full-time internship in the city, along with evening lectures, field trips, and guest presentations—all in order to broaden and lengthen the perspectives of the students. Through this program, Grady students are able to make meaningful contributions to our nation’s public life and gain real insights into what a life and career in Washington might resemble.
Grady students experience L.A.

Twenty-two Grady students lived and worked in Los Angeles this summer for the Grady L.A. Field Study and Internship Program. During eight weeks in June and July, these students were in the thick of the media-entertainment industry and cultural life of Los Angeles.

Each student worked full-time internships at media/entertainment companies. The internship experience was framed by an accompanying course on media industries taught by EMST Assistant Professor Kate Fortmueller, with assistance from instructor Andrés Rosende, and a host of exclusive events and excursions.

Presentations by highly placed industry guests enriched their class. Special speakers and their topics included:

- Tim Stormer, current production manager of True Blood—post-production and how to break in the industry.
- Producer Mark Warshaw (ABJ ’97)—transmedia storytelling.
- David Martin-Porras—the director’s creative process.
- Maria Aceves—producing commercials, music videos and documentaries.
- A panel on TV writing, featuring working writers Brigitte Liebowitz, Tyron Carter and Sarah Nerboso; moderated by Andres Rosende.
- Michael Swanson, VP of production, NBCUniversal—his path as a film producer and TV executive.
- Brent Fletcher (ABJ ’98), television writer—the writing process, working in television and the stresses of season 1 of “Agents of SHIELD”.
- Daniel Fieto—WB’s marketing campaigns.
- George Kimmel—YouTube, podcasts and how to create new businesses with new media.

Off-site excursions also enriched students’ experiences. In addition to touring the Warner Bros. and Fox studios, students attended a tour of the Writers Guild of America script library; a KCET screening of “Shock and Awe” by producer Robert Reiner; and a table read and ADR session for an episode of “The Simpsons,” thanks to Chris Edgerly (ABJ ’91), voice actor for “The Simpsons”.

Exclusive visits included meetings with United Talent Agency co-president David Kramer (ABJ ’90) along with recent grad/UTA trainee Kimmy Baker (AB ’18); a discussion at Creative Artists Agency with a panel including Grady L.A. alum Beatriz Lima-Silva (ABJ ’16); and a visit at HBO.

Each week, students heard from guest speakers including studio executives, animators, directors, screenwriters, agents and other key industry players. In addition, students tour various studio and production facilities in Los Angeles to gain an insider’s perspective into the industry.

GRADY IN L.A. PROGRAM

Students spend eight weeks in L.A. working as interns for companies in the entertainment industry. In addition, they take an Entertainment and Media Studies course to earn a combined total of six credit hours.
AMANDA BRIGHT joins Grady College as an academic professional in the Department of Journalism and will be working closely with NewsSource and its digital communications, including the launch of a new website this fall.

Bright has an extensive background in journalism and digital communications. In recent years, she has worked as a journalist, photographer, editor and designer for a variety of newspapers, newsletters and online publications. Most recently, she was the media content coordinator for Indiana State Online. While at Indiana State, she earned a Ph.D., focusing on post-secondary education with a media/journalism emphasis. Bright has also served as education editor for MediaShift, writing content for online and digital newsletters, and as assistant editor for Innocent Words Magazine, a magazine and record label.

Bright has served as a journalism instructor, most recently at Eastern Illinois University, and a yearbook advisor. Bright was the social media director and website co-administrator for the Illinois Journalism Education Association for the last four years. In addition to her doctorate degree, Bright holds a master's degree in English from Eastern Illinois University and a bachelor of science degree in news-editorial journalism from the University of Illinois Urbana-Champaign.

ALEXANDER PFEUFFER joins the Department of Advertising and Public Relations as an assistant professor of advertising. He will teach AdPR research, and advertising and communication management.

Pfeuffer recently earned a doctorate degree in mass communication from the University of Minnesota. His dissertation studied the impact of sponsorship disclosure in electronic communication. While at the University of Minnesota, he was a teaching assistant for classes including information for mass communication, media planning, and advertising and society. He also served as a research assistant for Jisu Huh (MA ’00, PhD ’03). He was the recipient of the Ralph D. Casey Dissertation Research Award in 2017. Pfeuffer has spent time teaching abroad, teaching English and communication at the Julius-Maximilians-Universitat in Wurzburg, Germany.

In addition studies at the University of Minnesota, Pfeuffer has a master’s degree of communication management from the Annenberg School for Journalism and Communication from the University of Southern California and a bachelor of arts degree in communication from George Mason University.

GLENNA READ joins AdPR as an assistant professor of advertising teaching media strategy.

Read comes to Grady College from Indiana University where she earned a doctorate in mass communication. She has a minor from IU in psychology and her dissertation was a blend of both areas of study focusing on social identity in advertising.

While at IU, Read taught courses in programming strategies and creative advertising.

Her research has focused on the effects of video games and violence, gender ambiguity in advertisements and facial electromyography, among other subjects. She won the Best Research Paper recognition for a graduate student in 2018.

Read has a master’s degree in experimental psychology from Appalachian State University and a bachelor of arts degree in psychology from Georgia State University.

SABRIYA RICE assumes the role of Knight Chair for Health and Medical Journalism.

Rice has spent more than 15 years as a reporter covering health care, science and medicine. For the past two years, she has worked as the business of healthcare reporter for the Dallas Morning News, writing about trends in the health care industry. She also served as a reporter for Modern Healthcare Magazine for two years, focusing on topics of quality and safety. Visual storytelling and graphics are important aspects of her multi-media features.

In addition to reporting, Rice has been a director of media relations for the American Cancer Society and a writer/producer for CNN, working with CNNHealth.com. Her focus on healthcare storytelling began with a three-year job as producer and on-air reporter for Quest Network Blue Zones, a project in Greece and Costa Rica telling stories of longevity and high life expectancy.

Rice is on the board of the Association of Health Care Journalists.
Collectively, our most recent Grady College retirees represent 111 years of educating students, collaborating with colleagues, sharing knowledge with peers, cheering on alumni after graduation and making Grady College a better place to work and learn. There are bittersweet feelings as we wish Alison Alexander, David Hazinski and Spencer Tinkham the best in their retirements this summer. Michael Castengera joined the retirement ranks at the end of the fall semester (see the Fall 2017 issue of “Grady News.”)

Alison Alexander most recently served as Grady College’s senior associate of academic affairs, a position she has held since 2007.

“It’s safe to say that were it not for Alison, I’d still be searching for the most basic answers about how to do my job,” Dean Charles Davis said.

Alexander joined Grady College in 1991 following teaching positions at the University of Massachusetts and TA positions at Ohio State University.

Michael Castengera and David Hazinski built Newsource into the learning laboratory that has served countless journalism students through the years.

For 31 years, Hazinski has been a professor of Grady College, teaching digital and broadcast journalism.

“David has built Newsource from scratch, from spit and baling wire, and built it to be one of the premier broadcast centers in the country,” Hume said during a ceremony in April recognizing him as the Department of Journalism Teacher of the Year. “He is a force of nature and I cannot imagine Grady without him.”

Spencer Tinkham, professor of advertising, has worked at Grady College for 37 years. Over the years, he has spent time teaching undergraduate courses in advertising research methods, management and campaigns. He has also taught graduate-level courses in advanced communication research and quantitative data analysis.

“Spencer Tinkham has been a devoted mentor to graduate students and junior faculty,” said Bryan Reber, head of the Department of Advertising and Public Relations. “He has been the go-to guy for any sticky quantitative research problem. Perhaps most importantly, Spencer is one of the nicest guys on the planet. He has been a departmental treasure these 37 years and we will miss him deeply.”

Top: Alison Alexander in the mid-1990s and with her husband, Jim, at Grady Homecoming.

Middle: David Hazinski in 1988, a year after he started teaching at Grady, and earlier this year.

Bottom: Spencer Tinkham with graduate student Mary Lynn Hanily (PhD ’93) in 1993 and with Dean Charles Davis last spring.
Grady College is proud to have seven young alumni recognized in this year’s 40 under 40 class, presented by the University of Georgia Alumni Association. They will be recognized at a luncheon on Sept. 13 at the Georgia Aquarium in Atlanta.

Below are some thoughts they have shared about their work philosophies and time at Grady College.

**Brooke Bowen**  
(ABJ ’07, JD ’10), legal counsel, Board of Regents of the University System of Georgia  
“Don’t be afraid to put yourself out there, ask questions and raise concerns if you don’t agree with the position being taken.”

**Chase Cain**  
(ABJ ’05), creative producer, Hulu  
“Fervently chase your dreams and never be discouraged by obstacles. It only takes one ‘yes,’ no matter how many setbacks precede it.”

**Ivey Evans**  
(ABJ ’06, BBA ’06, MBA ’13), director, digital marketing, Childcare Network, Inc.  
“Work hard AND smart. Always be willing to learn and ask questions, and never be afraid to admit what you don’t know.”

**Meredith Dean**  
(ABJ ’14), founder, The Dean’s List; program coordinator, Seacrest Studios  
“Thanks to the faculty and staff that shared their plethora of real life experience. Every lesson or concept that I learned in the classroom actually translated into the real world. I am eternally grateful to Grady and can’t imagine what life would have been like if I picked a different school.”

**Josh Delaney**  
(ABJ ’11, AB ’11), senior educator policy advisor, U.S. Senate, Office of Sen. Elizabeth Warren  
“My favorite Grady memory was the Cannes Lions Festival of Creativity study abroad that I did in summer 2010. I never really understood what it meant to network until this experience, and I’m so glad I learned the art of networking before moving to a city like Washington, D.C.”

**Quanza Griffin**  
(ABJ ’01), public health analyst, Centers for Disease Control and Prevention  
“The most important lesson I have learned is that failure does not exist. Failure is only a successful way of learning what does and does not work. Failure is an opportunity to take a lesson and improve upon your skills and mindset.”

**Lauren Pearson**  
(ABJ ’02), managing director, Hightower Twickenham  
“Take big chances and be grateful when they come to you.”

Visit www.alumni.uga.edu/40u40 for more information
Team explores politics, cars and the retail landscape

Older GenZers and younger Millennials were the focus of research by this year’s Grady/PHD Creative Collective. This age group, roughly those born between 1994 and 2000, was the focus of this project for the global media and communications agency PHD USA.

The team included seven senior Grady College advertising majors: McCall Braun, Danielle Eck, Erin Gossett, Waynie Lee, Alyssa Leo, Jocelyn Naide and Ross Waters. They were selected through a competitive interview process to do a deep dive into three areas of interest to PHD—the new political reality and its impact on brands and media; the role of cars/driving for a new generation; and the changing retail landscape.

The students’ hard work culminated in a trip to New York City to present their insights to agency professionals at PHD USA on April 13, 2018. They presented their primary and secondary research for almost an hour to a standing-room only crowd followed by a lively Q&A session.

“Getting the opportunity to present to a large group of people in a professional setting was such a great experience to have before making my move into a full-time job with an agency,” Leo said.

Their coach, Karen King, a Jim Kennedy New Media Professor in Advertising, believes this is a tremendous growing experience. “It is fun to watch the team members learn to develop actionable insights and become confident presenters,” King said. “They impressed the audience with their ability to provide thoughtful responses to questions in a professional setting.”

Several former Grady/PHD Creative Collective team members attended the presentation since they now work at PHD. The program is in its seventh year.

“Working on the PHD project was one of the most fun and rewarding experiences I had in college,” Lee said of her work with the program. “From the people I got to work with to the assignment itself, I couldn’t have asked for better. It was an amazing learning experience.”

Ross Waters expressed his gratitude for the opportunity to be part of the project. “Special thanks to PHD for giving us this awesome opportunity to hone our strategic and research skills and better prepare us for careers in the advertising industry.”
To have three or four editions of a textbook published is quite an accomplishment. To have ten editions of the same textbook published is rare.

For Bill Lee, professor of journalism, and Kent Middleton, the founding author and professor emeritus of journalism, publishing the 10th edition of “The Law of Public Communication,” represents nearly 30 years of writing. The third author of the textbook, Daxton Stewart, is an associate dean and associate professor at the Bob Schieffer College of Communication, Texas Christian University.

“I think part of the success of the book has been the fact that it’s always been very timely and has included the latest legal and political developments,” Lee said, explaining the reason the book has been popular over the years.

Each edition incorporates new legal concepts while deleting more dated material. Although topics like the history of communication law and First Amendment law have stayed the same over the years, a bulk of the book has been re-written over the years.

Lee explained further: “There’s a lot of ebb and flow with communication law. For example, thirty years ago, nobody anticipated the way that social media would explode.”

Middleton has been involved with every edition of the textbook. The first edition of “The Law of Public Communication” was published in 1988 by Middleton and Bill Chamberlin who has since retired from the University of Florida. Lee replaced Chamberlin as an author in 2001.

In the past 30 years, most Grady College students who have taken Communication Law, a required course, have used “The Law of Public Communication,” as have many students around the country.

“So, students all over the country have fallen asleep or have woken up in a puddle of drool face down in the book,” Lee said, partly in jest.

“The Law of Public Communication” has a reputation for not only its knowledgeable content, but for the many unique settings in which the book has been “studied.” Lee likes to challenge his students each semester to submit a picture of where they read the book. The competition that began with providing extra credit to students who took the book on spring or fall break, has grown into a competitive sport of who can present the most unique setting each semester. Pictures of the textbook have been submitted by a gymnast reading it in mid-flip, a swim team member reading it in mid-dive and a student dangling the book over the edge of a cruise ship. One recurring theme is photos combining the book and Cheez-Its, Lee’s favorite snack.

“The point of the contest is to encourage the students to take the book along on break, naively thinking that perhaps on a long airplane flight or while chilling on the beach, they are going to read their book.”

While the jury is still out on how many students study the book on spring break, the fact that the book is well respected remains intact.
Events are at Grady College unless otherwise noted.

40 UNDER 40 LUNCHEON
Sept. 13
Georgia Aquarium

PHOTO NIGHT
Sept. 13

ADPR WEEK
Sept. 17–21

ENTREPRENEURIAL JOURNALISM
PODCASTING SYMPOSIUM
Sept. 17

DAWGS WITH THE DEAN
Sept. 26

ALUMNI BOARD MEETING
Oct. 5

HOMECOMING
Oct. 6

ADPR MOBILE VIDEO WORKSHOP
Oct. 19 & 20

GSPA CONFERENCE
Oct. 22
Tate Student Center

MCGILL LECTURE
Nov. 8

BOARD OF TRUST MEETING
Nov. 9

GRADY FALL CONVOCATION
Dec. 13
Hugh Hodgson Hall

How GSPA impacted my career

“I attended the Georgia Journalism Academy (now the Media and Leadership Academy) in 2001 and that was the first time I’d ever heard of public relations. I was a pre-law/political science major planning to attend UGA in the fall. I had such an amazing time that week, meeting other incredibly ambitious journalism students. I also found a mentor in the Georgia Scholastic Press Association’s director at the time, Margaret Blanchard (MA ’98). She encouraged me to major in public relations and hired me as an assistant the next year. It was a wonderful opportunity to give back to students and help them discover journalism careers and Grady like I did. Working at GSPA gave me the freedom to gain hands-on marketing, design, content development and event planning/management experience and the confidence to develop and implement my own ideas. I know I wouldn’t have majored in PR or had as successful a career as I have had if I hadn’t attended the Georgia Journalism Academy.”

—Lakeshia Poole (ABJ ’05), author and founder of Jack of All Trades Media

Share your GSPA reflection in celebration of the organization’s 90th anniversary! Email GSPA director Stephanie Moreno (ABJ ’06) at s.moreno@uga.edu.
RETIREES CELEBRATE
Michael Castengera (left) and David Hazinski celebrate their retirements at the Grady Newsource Alumni Brunch as Mamie Shepherd (ABJ ’13) looks on.

CONVOCATION SPEAKER
Bonnie Arnold (ABJ ’77), a producer at DreamWorks Animation, delivered a message of embracing challenges and creating opportunities.

SENIOR SEND-OFF
Kyla Brinkley (left, AB ’18) and Jamia Kenan (AB ’18) celebrate graduation at the Senior Send-off May 4, 2018.

SELFIE WITH GRADS
Dean Davis takes a selfie with some of the graduates before the Grady Spring Convocation on April 26, 2018.
NYC ALUMNS
Above: Brooklyn MacKenzie (ABJ ’17), Chinazor Offor (ABJ ’17), Karen Andrews (ABJ ’03, MA ’11), Sam Tingle (AB ’18), Cylla Senii (ABJ ’13) and Cynthia Clemons at the New York City Alumni Reception in May.

Above right: Aneek James, Matt Schiavone (ABJ ’05), Patrick Klibanoff (ABJ ’14), Dana Todd (ABJ ’91) and Kaitlin Bible (ABJ ’12) at the New York City Alumni Reception in May.

ARTIFACTS OF INTEREST
You never know what Grady memorabilia will surface. When Melvyn Rifkind (ABJ ’47) met with Dean Charles Davis at the LA Alumni Reception in July, he came with treasures in tow, including this letter of congratulations from Dean John Drewry in 1947.

LA ALUMNI
Kate Fortmueller of the Grady faculty talks with Jason Hafford (ABJ ’11) at the LA Alumni Reception in July.

WARRIOR GAME COVERAGE
Nikki Weldon, Michael Hebert and Miranda Daniel work in the press room of the Warrior Games in June. These were three of the six students who went to Colorado with professors Vicki Michaelis and Mark Johnson to write about and photograph the competition. (Photo: Mark E. Johnson)
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JOIN US FOR
GRADY COLLEGE’S ANNUAL

HOMECOMING

TAILGATE

Saturday, October 6
Two hours before kickoff

All alumni, students, parents, friends, faculty and staff are welcome!

Meal tickets (catering by Strickland’s) $25 each
Free for Bulldogs under 5-years-old

Please make reservations by Monday, October 1.

Grady.uga.edu/alumni/homecoming