

SCOOP

Spring 2017

Magazine

Change at UT

Barry Bozeman
remembers
the Knoxville 22

Civil rights icon
Harold Middlebrook
compares then and now

Positive growth
through the
Diversity Student
Leader Society

Tennessee Traditions
that make you a
Vol for life

Chancellor Davenport
on change, the new
job, and the
Volunteer Spirit

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Now & Then

EDITORS' LETTER



Dear Reader,

We all used to play make-believe when we were younger. We imagined where our lives would lead and we wondered if our wildest dreams would ever come true. We never imagined that we would actually get a chance to lead meetings, write articles, and help design work that would go out to the public.

After learning that SCOOP would be available to both alumni and students, we took time to determine the best direction for the magazine. At first, we felt like we were sitting at the grown-up table to eat—after years of sitting at the kids' table. There was no more playing around; we had to get down to business. Our university has undergone many changes this school year—and in the past—and so we choose to produce a magazine that offers an overview of change—past and present—at the University of Tennessee.

Once we made our editorial decisions, we began our work, as a class, on edit and design. Instead of talking to our invisible friends about make-believe story ideas, we were talking with professors and assigning and working with writers, photographers, and graphic designers every week. Our random thoughts on Mom and Dad's printer paper turned into articles with headlines and word counts. Our doodles on the

fridge are now printed pictures on one- and two-page spreads. This is a real-life print magazine—and we were thrilled to give our all to every word and every photo on every page.

There is something for everyone in this little book. Our main focus concerned change and diversity—and our special section (beginning on page 14) focuses on the significant change that has occurred at UT—as seen through the eyes and words of those who were here during the 1970s and those who recognize change on campus today. For the reader who is passionate about the University's campus life, we have an in-depth interview with our new chancellor, Beverly J. Davenport (page 15). For the history buff, we have "Then and Now," a photo essay illustrating change at UT (page 32). Do you love UT's "orange"? Then don't miss "Shades of Orange" (page 6). In the back of the book we highlight several UT alumni, as well as a current student, and their success stories.

We are proud of this magazine. Pull up a chair and take a seat at our new play table—and enjoy the magazine produced by the spring semester 2017 Magazine Industry Workshop.

Co-Editors-in-Chief

SCOOP STAFF

EDITORS-IN-CHIEF

Johnesha Harris

"I've learned that making a living is not the same thing as making a life." – Maya Angelou

Macie Hatmaker

"Tell me, what is it you plan to do with your one wild and precious life?" – Mary Oliver

MANAGING EDITORS

Chelsea Babin

"Trust thyself: every heart vibrates to that iron string." –Ralph Waldo Emerson

Hannah Moulton

"The future belongs to those who believe in the beauty of their dreams." – Eleanor Roosevelt

ART DIRECTOR

Laurel Cooper

"I like this place and willingly could waste my time in it." – Celia in As You Like It

SENIOR DESIGNER

Ashley Hendrix

"Whatever your dream is, start living it today. Don't wait for permission." – @ArianWasHere

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Olivia Johnson

"Trade your expectations for appreciation and the world changes instantly." – Tony Robbins

Kendall Calkins

"I don't want to just entertain people, I want to touch them." – John Denver

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"I don't want other people to decide who I am. I want to decide that for myself." – Emma Watson

Lori Gogal-Smith

"Practice reckless optimism." – Hannah Hart

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Jasmine Manning

"For every dark night, there's a brighter day." – Tupac Shakur

Elyssia Gaffney

"Know God sparks the light in you. Then use that light to illuminate the world." – Oprah Winfrey

Mason Sigmon

"Life would be so wonderful if we only knew what to do with it." – Greta Garbo

Chloe DeLuca

"Don't let the sound of your own wheels drive you crazy." – Glenn Frey and Jackson Browne

Kaila Curry

"Either write something worth reading or do something worth writing." – Benjamin Franklin

Miya McClain

"You and I are all as much continuous with the physical universe as a wave is continuous with the ocean." – Alan Watts

Jared Sebby

"Choose your corner, pick away at it carefully, intensely, and to the best of your ability, and that way you might change the world." – Charles Eames

Xuekexin "Joy" Wang

"What you plant now, you will harvest later." – Og Mandino



Passing on the Flame

UT's traditions are the glue that creates such a strong bond between the Vols.

By Chelsea Babin

Every school has traditions that students hold near and dear to their hearts. But few schools have traditions as strong as the ones at UT. Students make sure to keep UT's traditions alive. Here are just a few.



Photo courtesy of Daryl Johnson/UT Office of Communications and Marketing

Orange-and-White Everything:

Checkerboarding started during the mid-1960s when Coach Doug Dickey painted the end zones for a game against Boston. They were used until 1968 when the stadium started using artificial turf. The orange-and-white returned in 1989 when they could mechanically create the colors on the turf.

Along with the checkerboard end zones, natural grass returned as well. The tradition also carries over to basketball, where the baseline of the court is painted. Using fans in the stands to checkerboard Neyland has become an annual tradition since Butch Jones has been at UT.



Photo courtesy of The Office of UT Social Media

Runnin' Through the T:

Former Pride of the Southland Marching Band director WJ Julian first introduced running through the T in 1964. At the beginning of each home game, the band forms a T for the coaches and players to run through onto the field. Julian also introduced *Rocky Top* in 1972, which became UT's unofficial fight song.



Photo courtesy of Dillion Bates

"I Will Give My All for Tennessee Today!":

Every Saturday before the team runs through the tunnel, they put their hands on the "I will give my all for Tennessee today!" sign. It is seen as a promise from each player to the team and fans. The sign is over the doorway in the locker room at Neyland Stadium.



Photo courtesy of Megan Walker

Let's Paint the Rock!: Painting the Rock is a UT tradition that many students take part in every semester. It serves as a blank canvas for every student. The Rock has been on campus since 1966 but was moved in 2009 to its current spot. Last year was the 50th anniversary of the Rock on UT's campus.

A Look at Smokey, 10 Hounds Later

By Hannah Moulton

From kidnapping attempts to nipping players, UT's mascot has had a busy and rowdy career.

For more than 60 years, a Bluetick Coonhound has stood faithfully on the sidelines of Tennessee football games. In 1953, the University of Tennessee held a contest to find the best hound to serve as the university's live mascot.

The rules of the contest were simple: Dogs would be paraded in front of students, and whichever dog got the most applause would be the winner. Rev. W.C. "Bill" Brooks entered his prize-winning dog by the name of "Brooks' Blue Smokey."

When his name was called, Blue Smokey let out a loud bark causing the students to erupt in cheers. Excited from the noise, Blue Smokey let out another howl. The crowd and Blue Smokey went back-and-forth between cheering and howling until all of Neyland was in an uproar. UT's mascot was found.

Since then, there have been 10 Smokeys who have stood by the Tennessee Volunteers, keeping the crowd and players energized. UT may have changed quite a bit since 1953, but it's faithful mascot has not. Here are 10 things you might not know about UT's famous hound:



1 The decision to have a Bluetick Coonhound as UT's mascot came after UT's Pep Club asked for mascot suggestions. The options came down to a Tennessee Walking Horse and a hound dog. The Pep Club unanimously elected the hound.

2 Smokey II was kidnapped for eight days by UK students and was paraded around a pep rally in a blue-and-white blanket with a letter "K" on it.

3 Smokey II also went face-to-face with Baylor's bear mascot, with the bear taking a few swipes at Smokey.

4 Smokey II unfortunately passed away after someone reportedly fed him a chocolate pie during the UT/UK game in Lexington.

5 The Smokey bloodline was broken in 1979 when Smokey IV passed away from cancer without producing any offspring.

6 Smokey VI was listed on the Vols injury report after suffering heat exhaustion in 100+ degree temperatures during the UT/UCLA game in 1991.

7 Smokey VII was forced into retirement when he nipped at the same UT band member in two different games.

8 Smokey VIII, who served as mascot when the Vols claimed two SEC titles and won the '98 National Championship, was diagnosed with a nasal tumor and given 13 months to live. Smokey VIII doubled that and lived another two years and four months.

9 Smokey IX was known as a feisty Smokey. During a pre-game warm-up, Smokey IX bit an Alabama player after the player fell on him. He also ran onto the field during the UT/Georgia game and bit Vols long snapper Matt Giampapa.

10 Smokey X, the current Smokey, is the first to have been born and bred in the state of Tennessee.

50

Shades of



range

Volunteer fans live by the phrase “Go Big Orange.” But what exactly is that orange?

By Laurel Cooper



If you look closely at the sea of orange that takes over East Tennessee on fall Saturdays, it becomes apparent that our Tennessee Orange appears in many different shades. Some sport a more vintage, soft orange; some wear a color fringing in on neon territory; and some try to pass off rust, or dark-yellow as an appropriate hue. This color ambiguity leads to some dangerous clothing decisions. Who wants to be caught in Florida’s orange on game day? Or accidentally wear a red-orange when we’re playing ‘Bama? (Let’s just be thankful we aren’t one of the seven schools in the SEC wearing some shade of red). Walking around campus, you can see that color variation also appears in signs, Power Ts, building detailing, and banners. So what is the true UT orange, and why does it keep showing up differently?

UT Athletic Association President Charles Moore chose orange and white based on daisies that grew on the Hill, but there’s more to the story. At UT’s first field-day, back in 1889, Moore showed up decked out in orange and white, and unofficially decided the school colors. They weren’t immediately accepted by everyone. Soon after, the baseball team chose black and red as their colors, and the cadets still wore white and blue to sporting events. Students showed up in orange and white for an 1891 football game against Sewanee, and the colors became official in 1892 when they were approved in a student body meeting. Two years after, students decided they were unhappy with the colors, but unable to choose a color combo they liked better, they stuck with orange and white.

We can trace some of our color confusion to this origin story. Who has seen an orange and white daisy? In a 1992 interview in the *Beacon*, UT Ornamental Horticulturist Susan Wilson said she had never seen and did not know of the existence of such a flower. This prompted the interviewer to ask, “Was the man color-blind?”

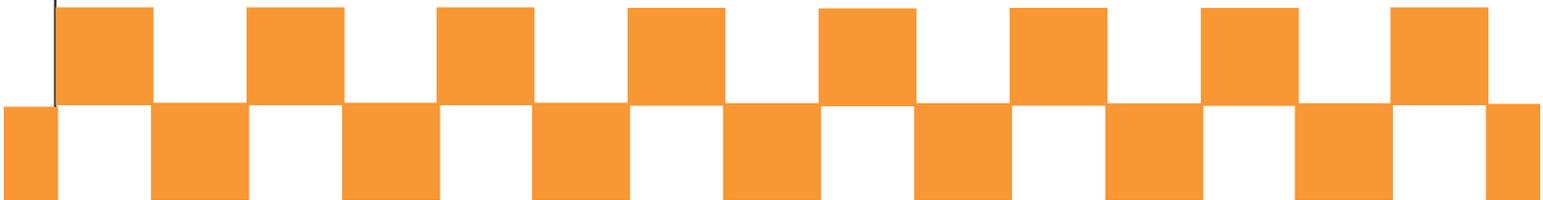
She might have had a point. Individual perceptions of color can differ greatly from person to person. We have three cone receptors

in our eyes that perceive red, green, and blue. These cones interpret color in collaboration with the brain, and each person’s perception differs slightly. One in 12 men are affected by color blindness in red-green differentiation, which can make yellow, orange, and red hard to distinguish. In addition, we may have different concepts of color psychologically. When I learned my colors, the orange I used might have been different from yours. An orange Crayola crayon, the Pantone color, the fruit, a pumpkin; they’re all slightly different, so we end up with different ideas of what orange is. Since our orange developed just being called orange (without modifiers like burnt, as with Texas’s orange, or red-orange like Florida), people end up with varying ideas of the true UT orange.

UT tries hard to make our oranges match by publishing brand guidelines specifying the technical color for Tennessee Orange across different mediums. These are currently PMS151, which refers to the widely used Pantone Matching System in printing, and CMYK: 0, 50, 100, 0, which are the additive colors cyan, magenta, yellow, and black, used to develop printed materials on the computer. The problem is these colors don’t match up. PMS151 is the closest match to the CMYK we use, but it has 10 percent more magenta than the CMYK UT orange. The slightly redder PMS151 is used by apparel manufacturers. When game-day clothes are made, they vary in color depending on each individually dyed batch and fabric type. A reflective silky fabric, like a jersey, is going to be more vibrant than a soft absorbent fabric like an old t-shirt. Plus, a lot of UT gear is printed by non-affiliated manufacturers, like something you would find in Walmart instead of the VolShop. These manufacturers may not know to use the official PMS151.

So, what is the true Tennessee Orange? It’s somewhere between CMYK: 0, 50, 100, 0 and CMYK: 0, 60, 100, 0, and PMS151—or somewhere between a daisy and Florida’s ugly florescent color.

Go Big PMS151!



Inside the Power T



By Brooks Clark

On Wednesday, March 29, my colleagues in UT Communications and Marketing and I arrived for work at 4:15 a.m., walked down to Neyland Stadium, and set up tables and stations to check in an expected 4,000 UT students, faculty, alumni, and staff. We needed to record every single name—most of them elicited by swiping student ID cards—to verify to Guinness Book of World Records folks that we were actually setting a new mark for the largest human letter, surpassing the 3,373 people who formed a human Q at Queens University in Ontario in September 2016.

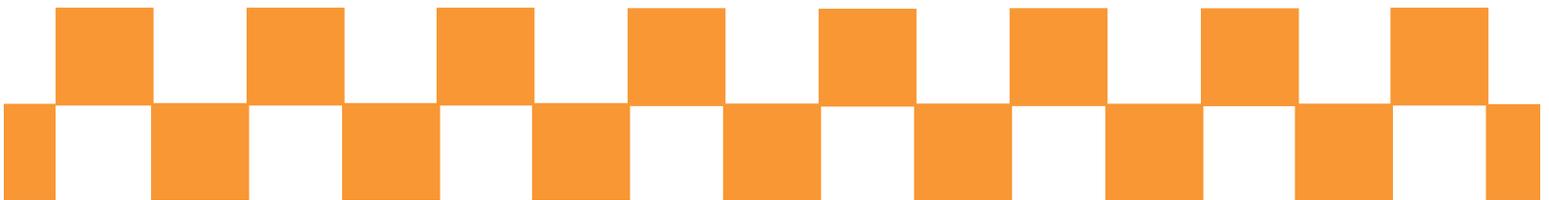
For us, it was to be a Power T, covering much of the football field. The orange Power T is the most recognizable element of UT's brand. When fans see it on the side of a football helmet, they swoon with pride and start to sing *Rocky Top*. Actor David Keith always tries to sneak the Power T into his movies and usually succeeds. Just a few years ago, UT Knoxville shared a logo with the UT system. That logo shows the letters UT, with an outline of the

state of Tennessee cleverly forming the top line of the T. In discussions of campus versus system logos, this has been called “the winged UT.”

Since UT sports teams have proudly used the Power T for years, most people have assumed that it was the logo of the university. “When we asked focus groups,” said Erik Bledsoe, director of UT Creative Communications, “it turned out the only people who thought the T wasn’t the logo were those of us in university communications.” So the Power T was officially launched as the logo of the campus, as part of a larger branding campaign of messages and color schemes.

In the early morning hours of March 29, we were slated to show our Power T on the *Today* show, during Al Roker’s weather segments. Roker was visiting a different campus each day of the week, in what was billed as Rokerthon 3 with a world record attempt at each stop.

On Monday, around 800 students at the University of Oklahoma formed a cloud and lightning bolt as part of a





1



2



3

weather map. On Tuesday, 634 students from Northern Michigan had played the world's largest game of freeze tag. Our undertaking would be the largest so far, and indeed the entire week.

On this morning, those wanting to take part in the largest human letter had to arrive by 5:30 a.m. I had my doubts about whether those who had signed up would actually show up. A decisive majority proved my doubts unfounded. After participants were checked in, they got coffee, doughnuts, and an orange T-shirt created for the occasion. They walked out onto the field of glory, then up into the stands to await instructions. On the field, flags demarcated the T. Music played, some students and staffers danced. When they were instructed to do so over the loudspeaker, two channels of participants funneled down from the stands and into the T, where they were instructed to fill in the edges.

The process took more than an hour, but there was an excited feeling in the air. Something big was happening in the darkness before dawn and under the bright lights. UT Chancellor Beverly Davenport was on the field in her orange T-shirt greeting everyone. Smokey, the black-and-brindle coonhound, was led onto the field in his orange checkerboard jacket and patiently posed with dozens of students. As befitting a celebrity of his stature, Smokey handles the mantle of his popularity with aplomb.

Gradually the T began to fill in with humanity. This was visible on the Jumbotron, which carried a live feed from a camera high in the stands. When there was only a small blank area in the middle of T, staffers entered and filled in. Roker arrived on the field to some commotion, but this was beyond the sightlines of those inside the T. Members of the Pride of the Southland Marching Band were playing now. An NBC drone swooped and hovered, catching it all for the TV audience.

If you have not stood amid a sea of human bodies, all mindful of a single purpose, all aware of the uniqueness of the experience—the feeling sticks with you. Large political marches, football games, and outdoor rock concerts create their own group consciousness. It can be contagious and addictive to be part of something much larger than yourself.

In the Power T, all of us in our orange T-shirts were instructed by the Guinness folks to stand motionless for five minutes. We watched the time tick down on the Jumbotron. Roker led the final 5-4-3-2-1 countdown, and the deed was done. The official count was 4,223 souls in the letter. In the anticlimactic moments that followed, the Power T disassembled. Students with 9 a.m. classes were given priority to leave first. Others followed.

We staffers walked back to our offices, still in our T-shirts. As the early wake-up and the effort of the morning began to catch up with us, we all felt a collective sense that we had taken part in something important, and that it had reaffirmed the significance of our university and our work in it. And we would never look at the Power T the same way again.

1. A student poses with Smokey.
2. The back of the T-shirt, now a collector's item
3. Participants wait in the stands to be led into the Power T.



4



5



6

4. Al Roker does the weather in front of a crowd including UT Chancellor Beverly Davenport, football coach Butch Jones, and Associate Vice Chancellor for Student Life and Dean of Students Melissa Shivers.

5. Students and staffers dance.

6. Davenport talks with a student.

7. The Jumbotron from inside the T



7



Grand Designs

Can the University of Tennessee build a brighter future by looking into its past?

By Jared Sebby | Photos by Lauren Batson

After former Chancellor Jimmy Cheek announced his Vol Vision: Journey to the Top 25 initiative in 2010, the concept of unifying campus architectural style became an administration talking point. Under the banner of “Collegiate Gothic,” Cheek promised a much-needed increase in classrooms and housing facilities, and a Student Union modernization as the heart of this grand vision.

“Collegiate Gothic” has become a conversation topic on campus, in Knoxville’s architectural community, and among local journalists. The idea of collegiate gothic has become ingrained in the way students think about their campus, along with complaints about the seemingly endless construction or the crumbling concrete of Humanities Plaza. But the roots of collegiate gothic extend nearly to the university’s beginnings.

In the early 1800s, when the institution was called East Tennessee College, Thomas Jefferson contacted its president to discuss a plan for an academic village. “They decided to have a proper campus in the 1820s, and there’s plausible evidence that this might have been in response to Thomas Jefferson’s ideals of an academical (sic) village,” says local historian Jack Neely. “There’s a surviv-

ing letter that he wrote to some of the early supporters of UT in which he kind of sketched how a college should be, with different buildings for each study. He wrote this letter before he founded the University of Virginia, and it’s kind of an irony that UVA seems so much older than UT when UT actually claims an earlier heritage.”

It is theorized that Circle Park could be the result of a collaboration between the city of Knoxville and landscape architect Frederick Law Olmsted, best known for designing New York’s Central Park. Circle Park, formerly the center of a residential area, was the only new park constructed in Knoxville in the early 1900s. At the time Olmsted’s work on the gardens at Biltmore in Asheville was ongoing, and according to architecture critic Witold Rybczynski’s Olmsted biography, Olmsted did visit Knoxville on a few occasions while overseeing the construction of several public parks across the Southeast.

“We know Olmsted was working on some kind of a Knoxville project in the 1890s,” said Neely. “He corresponded with President Dabney at the time, so we may suspect—although it may have been a personal thing, but we know he was working on something here—and Circle Park happened to pop up right about

the time that Olmsted and Dabney were exchanging letters.”

All physical evidence to support this claim has been recently buried, but the rock outcrops and ornamental plants that occupied the site prior to the 2014 renovation were in-line with Olmsted’s philosophies of park design.

Iconic Ayres Hall has no such celebrity behind it. The Chicago-based firm that constructed it—Miller, Fulemwidler, and Dowling—is now defunct. Ayres Hall remains its most well-known work, although they also constructed Morgan Hall on UT’s agricultural campus, and a copy of Ayres Hall at the University of Evansville in Indiana. But the local firm Barber & McMurry was tasked with extending the style to new construction. Barber & McMurry was founded by Charles Barber, son of the Victorian-era architect George Franklin Barber. By the time Hoskins Library was completed in 1931, Charles Barber had already established the firm in Knoxville’s architectural community.

From the 1920s until the transition to Painter, Weeks & McCarty in the 1960s, Barber & McMurry spearheaded not only the development of the Knoxville campus, including most of the Gothic-inspired buildings that flank the Hill, but also UT system campuses in Mem-

phis and Martin.

In the latter 20th century, UT sought to adopt a newer, more contemporary style on the heels of the modernist revolution. This change in style was delivered by Bruce McCarty, then working for the firm Painter, Weeks & McCarty and generally considered to be one of Knoxville's first modernist architects. Beginning with the Hearing and Speech Center in 1959, he and his son Doug—with the influence of Frank Lloyd Wright, Louis Kahn, and I.M. Pei, among others—revolutionized the architecture of UT and changed Knoxville's architectural climate entirely.

"His first major work was the Humanities Building," said Doug McCarty, president and CEO of McCarty-Holsaple-McCarty. "There was the humanities tower and the classroom wing, but it also had a future tower and another wing that were never built.

"I remember him working on the Communications Building. That was the first time I remember really sitting down with him and asking him questions about what he was doing. He talked to me about structure and all the things you need to think about when you're designing a building. Even though I went through a phase of wanting to go racecar driving, when I grew out of that, it was obvious that I was going to be an architect and become dad's partner someday."

Doug McCarty worked for his father's firm throughout high school, before attending UT's college of architecture. After college, he had a brief stint in the office of I.M. Pei, himself a student of French Internationalist Le Corbusier and follower of Frank Lloyd Wright, before returning to his father's firm. These early experiences shaped his sensibilities, and the influence of these three architects can be seen in the Art and Architecture building, as well as later works like the City County building and even current ones like the new Student Union.

"For the Art and Architecture building, [the administration] wanted a unique building that was expressive of both art and architecture—and they got it! I mean, they got a unique building that, I believe, is one of the better architectural buildings

in the country still. A lot of people have said that," McCarty said. But today it does not appear that the university is willing to take the same risks it once did, and its once-dynamic approach to architecture has cooled significantly. According to Senior Vice Chancellor Chris Cimino, quoting the current Campus Master Plan, "All views of future projects on both the University of Tennessee, Knoxville, and University of Tennessee Agricultural Institute campuses must conform to the campus architectural style," citing Ayres Hall, Austin Peay, and Jessie Harris, among others, as examples.

The style we know as collegiate gothic has its roots in practicality and durability. Some of the oldest buildings on campus feature high-gabled stone roofs. At UT, these roofs follow a specific ratio—12 feet of rise for 12 feet of run. But modern collegiate gothic on our campus is defined less by design concerns and more with specific scale and materiality: red brick, white limestone, orange clay-tiled roofs, and regular detailing. Contemporary-styled buildings such as the Natalie L. Haslam Music Center constructed on campus since the current master plan was adopted were designed prior to the collegiate gothic transition.

According to the administration, response to these buildings has been positive. "The university's goal is to provide the best learning environment possible. From infrastructure, buildings, renovations, and landscaping, it is all part of creating a conducive environment for the campus community," said Cimino. "These new facilities are indeed fulfilling their intended purpose and providing faculty and staff with exceptional teaching and learning environments."

These environments are costly—the Student Union redevelopment was billed at over \$150 million. We can weigh for ourselves perceived differences in quality between the new and old buildings like Ayres Hall, which has stood on its hallowed hill for nearly a century and become an iconic landmark. But only time will tell whether the new buildings—Strong, Brown, Stokely, or any of UT's current or future developments—can become as iconic as the landmarks we already have.



UT's campus is a mixture of gothic revival, modernism, and contemporary architecture.



The first phase of the new Student Union, designed by Barber McMurry and McCarty Holsaple. McCarty combined postmodernism with Tennessee Gothic.

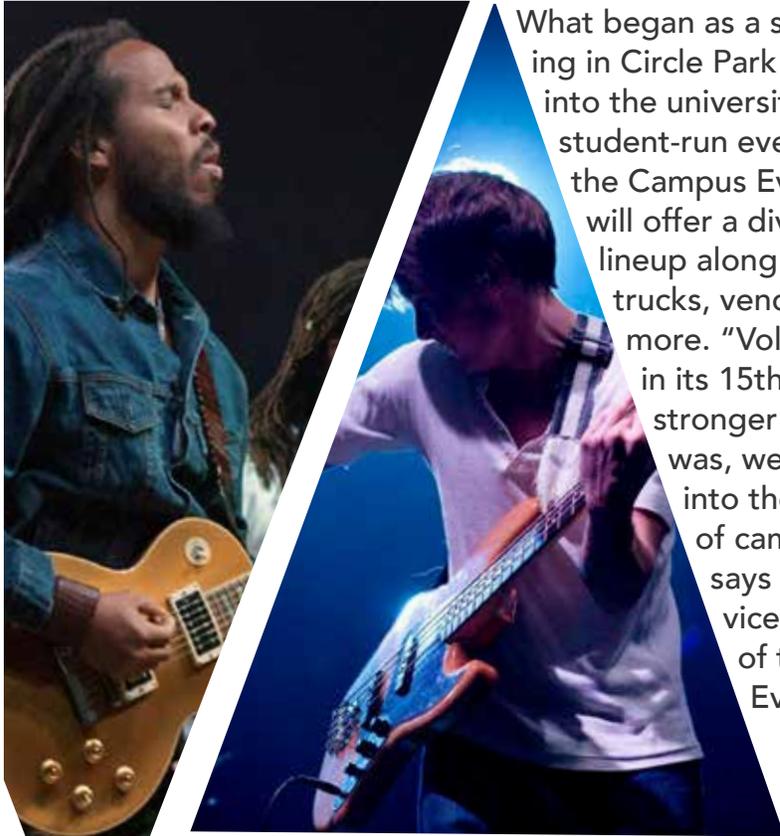


Stokely Hall uses rows of pointed arches and high-gabled roofs to recall older collegiate gothic buildings on campus.



VOLAPALOOZA

By Chloe DeLuca

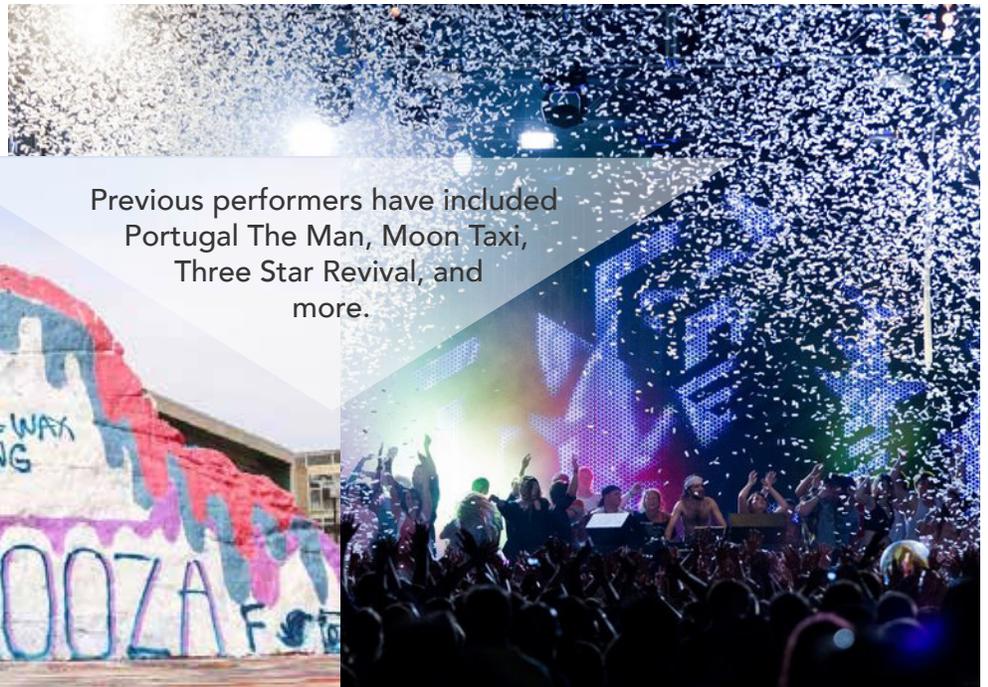


Ziggy Marley (left) and the Black Cadillacs (right) rocked Volapalooza 2012, held at Thompson-Boling Arena.

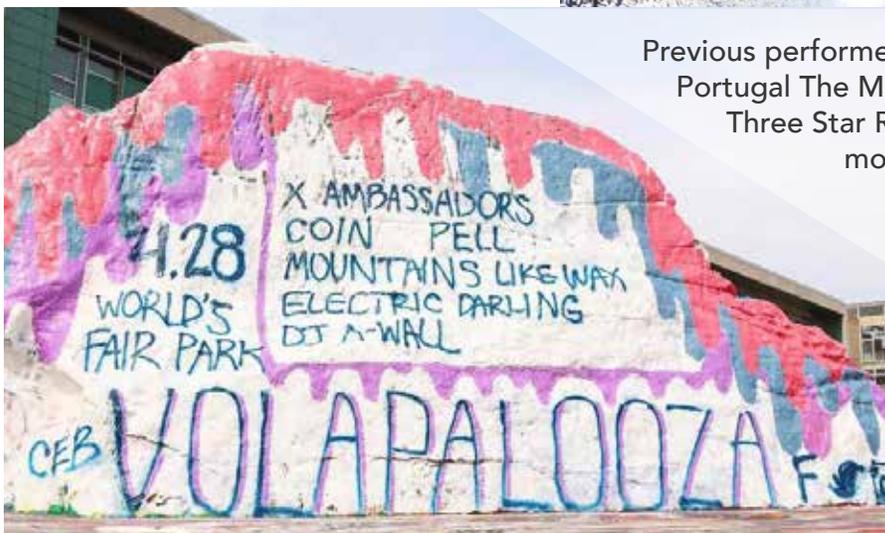
What began as a small gathering in Circle Park has evolved into the university's biggest student-run event. This year, the Campus Events Board will offer a diverse band lineup along with food trucks, vendors, and more. "Volapalooza is in its 15th year and stronger than it ever was, weaving itself into the framework of campus culture," says William Dyer, vice president of the Campus Events Board.



The Kingstons Springs performed at Volapalooza 2011, which was moved to the TRECS turf field due to severe weather conditions.



Previous performers have included Portugal The Man, Moon Taxi, Three Star Revival, and more.



All Photos Courtesy of Campus Events Board

Mash-up genius Girl Talk brought the confetti down to the turf.

Coffee As Community

UT Grad Norris Hill traveled around the world and discovered the idea of a welcoming coffee shop soon to be called Honeybee.

*By Mason Sigmon
Photos by Lauren Batson*



Two years ago on a chilly spring day, Norris Hill was finishing up after the morning rush when he realized what he was really doing. He was serving variety of people, but getting positive feedback from them all. “I felt like I was giving them a lift to start their day,” Hill said.

Hill, who studied agriculture in Haiti, Guatemala, and China, had previously thought that Knoxville was not ready for a specialty roasted coffee shop. In a flash of insight, he realized that it was just what Knoxville needed—and it is what he wanted to provide.

“I wanted to create a place that has something for everybody that walks in. It’s not meant to be a bar or club or pub, but a place to have one or two drinks to sit down and talk. It’s meant to take care of people,” Hill said.

In a way, it should not have been a surprise to Hill, whom had spent his last two years of high school in Knoxville and got out of the Army Special Forces in 1992. He saw his mission fostering a place for people from all over the world to gather and share the community.

After majoring in philosophy at UT, Hill got his masters in organizational leadership and spiritual formation. He was a group leader for a local chapter of YoungLife for 10 years. “I just like seeing people communicate and grow.”

His international ag studies pushed him into the world of coffee. “I wanted to help the farmers on the ground since they make the least amount of money but do the bulk of the work,” said Hill.

After he met the farmers in Guatemala, Hill came back to Knoxville ready to make a difference. He thought he would buy a farm.

To make ends meet he bought beans from his contacts in South America and sold coffee out of an airstream trailer.

He found it very difficult to work out of the trailer since things would break frequently. He wanted to market more coffee beans, so his team decided to set up a shop in South Knoxville.

Honeybee was a hit. “We were serving families, construction workers, lawyers, locals, and visitors,” Hill said. “I realized that the interactions at the start of their days, we were creating a community.”

Hill feels that Honeybee includes creativity into its coffee, and its structure is different, since the coffee shop is small and allows more free thinking. They use specialty coffees and roast their own, allowing them to control the entire process.

“How we take care of people is the main principle of our business: from the employees to the people making the coffee, everyone cares about how the bean is roasted,” Hill said. “How we create that atmosphere of community is by paying attention to the music, temperature, cleanliness, making sure everything is stocked.

Employees realize hospitality is most important thing. Hospitality is the main reason we exist. But the result is community.”

“In Honeybee they can get together for a few minutes and interact in a way they would not anywhere else.”



CHANGE MATTERS

Heraclitus of Ephesus (535 BC—475 BC) was plainly onto something when he developed his oft-quoted statement that **the only thing in the universe that is constant is change**. In this special section, we look at change on our campus from several different angles.

Change is everywhere and moving at a brisk pace.

First, Chelsea Babin interviews new **Chancellor Beverly J. Davenport**, the first woman to be the chancellor of an SEC university, who also inherits the bold initiative to make UT a Top 25 public research university. In the interview, Davenport remarks, **"I think change is fundamental to what we all do. Leadership is about change management."** Read the complete interview for insight into the future of UT.

Next, Lori Gogal-Smith profiles **UT's Diversity Student Leaders Society (DSLS)**, including Lecturer Alice Wirth and Co-Presidents Faith Howard and Jenna Winn. "DSLS is a program ... that strives to bridge curriculums and fosters opportunities," says Wirth.

Then, Jasmine Manning examines another perspective on activism through the prism of **Barry Bozeman**, who was drawn into the post-Kent State protests of 1971 and, in his word, "radicalized."

Our Special Section concludes with Kaila Curry's profile of the **Reverend Harold Middlebrook**, who stood alongside the Reverend Dr. Martin Luther King, Jr., on the Edmund Pettus Bridge, in Selma, in 1965. Middlebrook compares the activism of the Southern Christian Leadership Conference of the 1960s with the Black Lives Matter movement of today. **"We must work to eradicate negligence, we must work to eradicate racism, we must work to eradicate sexism,"** says Middlebrook.

As students, we aspire to understand our world of constant change and acquire the tools and wisdom to adapt to and thrive in it.

A Conversation with Chancellor Beverly J. Davenport

Interview by Chelsea Babin



In which Chancellor Davenport discusses change and diversity at the University of Tennessee, the future—and her love of Peyton Manning.

Beverly J. Davenport is the eighth chancellor of the University of Tennessee. From 2013 through 2017, she was the senior vice president for academic affairs and provost and, later, the interim president at the University of Cincinnati. Davenport has an MA in communications and journalism from Western Kentucky University and a PhD in communication studies from the University of Michigan.

Chelsea Babin: This edition of SCOOP is all about change. How important is change to you as part of your strategy at UT?

Beverly Davenport: I think change is fundamental to what we all do. Leadership is about change management. This is already an institution that is changing, but I think the world is changing so quickly that we have to be mindful of all that's going around us. I've always said that we have to meet students in the ways in which they lead their lives. Change is constant.

CB: What are some of the strategic changes that you have in your 10-year plan?

BD: Ten years is a long time. I like to talk about the more immediate horizon rather than 10 years. I came in impressed by the quality of the students and the accomplishments that this institution has made already. Many people say "we all stand on the shoulders of those who came before us." I look at building on our strengths and telling our story in a bigger and bolder way. I've been asking everybody: "What do you think the University of Tennessee is known for?" People pause—but I want us to know what we're known for and to be known way beyond our walls. We have to be thinking every day: What can we do to make this a place where students can thrive? How do we build an environment where students leave prepared to take on the world?



“My life motto is to not expect more in others than what you’re willing to give yourself,” said Chancellor Davenport. Photo by Lori Gogal-Smith.

CB: You're not from here. What did you know about UT before you came here?

BD: I'm not from Tennessee, but my family lives in Tennessee. I knew about Tennessee. What does everybody know first about the University? Orange and athletics. There's not anything wrong with that, but I want everybody to know that the University of Tennessee is about other things, too. I knew about the institution, its growth, its tradition—and its pride.

Among other things, we have the Haslam College of Business. We have the national lab in Oak Ridge nearby that offers great intellectual talent and the financial resources for us to be able to partner and work on all phases of security. I knew engineering is one of our top programs. I knew about the student success record and the top faculty. And, of course, I knew about the Great Smoky Mountains. I grew up coming to the mountains.

CB: What are your thoughts about diversity on campus?

BD: Diversity is a big deal in our country. We are a nation divided and polarized, although I do believe that the things that divide us are cyclical. I couldn't be more committed to different viewpoints and different lifestyles. So much transcends gender and race. Those are two things that make us different, but that's two of so many things. People who went to high school in Nashville probably are very different than people who went to high school in a small town that had 1,000 people. That's a dimension we need to consider. I want this to be a university with many viewpoints. I'm really proud that I've been at other universities and I've seen things done differently, because that helps all of us make better decisions. We need to question our assumptions—that is what higher learning is all about! We are a place of ideas. If we all thought exactly alike and came from exactly the same place we would not be preparing you for the world that you are going to navigate. We live in a nation that is more diverse than ever, and we live in a world that is struggling with issues of difference.

CB: How does what you know as a communications professor

help you navigate your role as Chancellor?

BD: Every day I talk! That's what I do! My past informs me in so many ways. It makes me mindful of the role of communications. I know that words matter and that I have to articulate my views and my values, I know that we talk things into being. I know that our external public is looking at us all the time—and they have high expectations. Communications is about logic, evidence, and structuring arguments. I think communications is the best major that one could have.

This is one of my very favorite tweets at the University of Cincinnati. I have some choice ones out there. I was the provost for three years, and the president left so I was asked to step in as interim president. One of the first tweets I saw was from a communications major. She tweeted: "Now I know what I can say when people ask me what can you do with a communications major. I can be university president!" I was so proud that people who are studying and have studied what I studied know how fundamentally important communication is.

CB: How did you prepare for the announcement of the new AD?

BD: First and foremost, I don't think anyone could have prepared for the onslaught of attention devoted to this single decision. I think John Currie is a great choice. Of course, we knew that people would want to know about the process and why the process was not more public; we knew that people would want to know, "why him?" I anticipated many of the questions and I knew the decision would be scrutinized. We worked hard, and we were mindful of the many questions and the many audiences.

CB: I've read that you received a letter that said: "If you do something that people don't like, just say you love Peyton Manning."

BD: I did! It's true! I did not make that up. I wouldn't have known how to make that up. I got a letter that said that.

CB: That was really interesting to me. And I liked that you said: "So I'm here today to tell you

that I love Peyton Manning"—and then you proceeded to tell us how much you loved him. I just thought that was great.

BD: Peyton and I walked in together and he was also sitting right in front of me. I texted Peyton and I said, "Get this, Peyton! I got this letter." I'm on a first name basis with Peyton Manning. Is that not the coolest thing ever?! Peyton is the nicest guy in the whole word. He's everything that people think positively about him. I texted him about the letter and he just wrote back: "Ha ha! Funny!" And then someone told me that someone has a statue of Peyton in their house. So I texted him back and said, "And if that doesn't work maybe I can borrow this person's statue." It doesn't work with everybody but here's what I know from my communications background: Humor is a way to identify with your audience. It's a way to let your audience know that you're real. I said we need a little levity around here.

I want people to see me. I'm real. I'm human. Don't send me a text and say you hate my guts. You don't even know me! It's important that people see that I laugh, I cry, I have children—I just happen to have this job that takes a lot. The best advice I ever received was from a dear colleague at the University of Cincinnati. He was on the search committee that chose me, and he went with me to every stop. He would take my hand and lean over say: "You be you." And I said: "I can't be anything else!" People want to know that you are someone underneath whatever they've imagined. I don't even want to know what they've imagined sometimes.

CB: What is your favorite UT tradition so far?

BD: Oh my! Making that Power T [see story on page 7]—that's going to be our tradition! That compressed video is the coolest ever to watch! I don't know if it's considered a tradition, but it's part of our spirit and commitment and excitement. And the orange! I'm not an orange person. I never wore a lot of orange—but I get it. Orange is such a strong, powerful, bright, happy color. I see why everybody's wrapped up in it. There is something here about that orange!

DIVERSITY STUDENT LEADERSHIP SOCIETY

TEACHING HUMANITY & SUCCESS IN A DIVERSE WORLD

The Diversity Student Leaders Society opens doors to new experiences and growth.

By Lori Gogal-Smith

Diversity can be a difficult word to define. According to Merriam-Webster, diversity is the condition of having and/or being composed of differing elements or qualities, as in the inclusion of different types of people in a group or organization. UT's Diversity Student Leaders Society fits this definition. It comprises a group of students who work hard to not only bring diversity to their school but also learn through diversity and grow as individuals.

DSL S was founded in 2007 by Alice Wirth, a College of Communication and Information lecturer, to prepare students for the diverse global workplace through education and hands-on experiences. "I encourage my students to be ambassadors for inclusion and to always be conscious of the variety that exemplifies the world surrounding them," Wirth explains. "DSL S is a program, not a club, that strives to bridge curriculums and fosters opportunities."

When asked to define diversity themselves, Co-Presidents Faith Howard and Jenna Winn agreed that it was more of a feeling than a tangible thing. "Diversity is not about how much or how little melanin is in your skin," Winn says. "It's about learning to embrace differences fully and accepting people for who they are inside and out." A PR major, Winn joined DSL S in 2015 with the goal of embracing different people and learning from other cultures. A journalism and electronic media major, Howard joined DSL S in part to bring her own sense of

diversity to UT after transferring from the University of Houston. "DSL S has taught me not to judge a book by its cover and to learn to accept others as they come and celebrate their differences," Howard explains.

Wirth often asks students what they want to learn from the organization. She enjoys encouraging her students to "take a walk in someone else's shoes" and to learn rather than to judge. Wirth provides her students with workshops that teach them skills needed to survive during/after college, including dining etiquette for the business world, how to personalize as well as perfect the flawless resume, and how to give back to their community through charity. DSL S often provides charitable actions and goods to Knoxville's homeless population, among local service. "DSL S has taught me that inclusion is valuable," Winn says. "This society has helped me gain confidence in myself and elevate my professional skills in a way I thought I never could. I am accepted for who I am, which motivates me to share my thoughts and opinions with others."

Winn and Howard admit that without DSL S they would not have had some life-changing experiences that have enabled them to grow. Through fundraisers, such as the annual Diversity Banquet, DSL S provides opportunities for educational travel. Their most recent trip was to Chicago, where students visited several major businesses in their field of study, such as the Chicago Tribune and Flowers Communications Group. "Traveling to Chicago helped me

put my career choices into perspective and enlightened me to the real world of journalism," Howard admits. Some students went to a session at Leading Real Estate Companies of the World with President and CEO Pam O'Connor, a 1972 CCI graduate.

Winn, who had traveled to both New York City and Chicago with DSL S, confesses that the biggest city she ever thought that she could make it in was Nashville. The experience of traveling to bigger cities gave her confidence that she can feel comfortable in following her dreams and becoming successful by networking in a vast corporate world, she says. "It taught me how to adapt in a continuing changing environment."

Wirth takes pride in knowing that she can make a difference in the life of all of her students by providing them with the resource that is DSL S. The relationship between Wirth and her students is family-like. "Giving others a chance to be their best self and mentoring them to follow through on their dreams is very important to me," Wirth proclaims. "Hard work, enthusiasm, and embracing diversity are the keys to success."

Wirth says her most monumental moments with DSL S are when she sees students succeed by going to graduate school, becoming notable professionals, or by just following their dreams. Much of that comes back to teaching students to have integrity, appreciate everyone as a whole person, and embrace what others have to put on the table. "Humanity is important," Wirth says. "One person can make a difference."



Top: Members of DSLS visit Chicago to expand their knowledge through the experience of travel.
Right: DSLS members share what they learned over the course of their Chicago trip.



“ Through diversity we achieve more than simple tolerance; we encompass acceptance. ”



Top and right: DSLS students develop news skills as they participate in the inner workings of the Channel 6 Chicago CBS studio.





FROM BYSTANDER TO RADICAL

A Story of the Knoxville 22

By Jasmine Manning

“Following the Kent State massacre in 1971,” says Barry Bozeman, “I was standing with a bullhorn speaking to over 700 students who gathered during final exams to protest the arrival of Nixon at the Graham Crusade by holding ‘Thou Shall Not Kill’ signs in a silent protest.” Bozeman was the son of C. Howard Bozeman, a longtime Knox County judge and a president of the Alumni Association, and Barbara Newman Bozeman, a Torchbearer and editor of the *Volunteer* yearbook.

Barry was born in Fort Sanders Hospital and grew up on the corner of Cumberland Avenue and Volunteer Boule-

vard (now the site of the Student Union building). The oldest of three brothers, Bozeman was an Eagle scout in high school, class president his freshman year at UT, and Phi Sigma Kappa president by the end of his sophomore year.

So, how did this son of two prominent parents transform from an Eagle scout and traditional student leader into a radical?

“My ‘involvement’ in the protest was forced on me,” explains Bozeman. He was a senior when President Richard Nixon decided to make a visit, during which Bozeman inadvertently became associated with the protests and became the 22nd member of Knoxville 21.

Knoxville 21 was a student-run protest

group started in the late 1960s, which often protested social injustices on campus. On May 4, 1970, four unarmed students were killed and nine wounded while protesting the Vietnam War at Kent State University in Ohio. The students were also protesting the Cambodian Campaign, a series of military operations that President Nixon had announced in April.

“After the bombings of Cambodia and the Kent State Massacre,” says Bozeman, “anti-war efforts came to a crescendo and campuses to a halt. Nixon wanted to show that he was welcome on a college campus somewhere—anywhere.” When Nixon heard that his good friend Billy Graham, the Asheville-based evangelist,

At left: Barry Bozeman was a bystander during the protests. He credits this photo as the one that got him arrested.

was holding a crusade in Neyland Stadium on the campus of one of the largest universities in the South during final exam week, the prospect was too good for Nixon to pass up. It would also serve as a campaign stop to bolster the chances of William Brock, the opponent of Nixon's nemesis Senator Albert Gore Sr., who now openly opposed the war.

"We went to great lengths to encourage the protesters to remain silent and to simply hold up 'Thou Shalt Not Kill' signs," says Bozeman. "But the police and certain elements in enforcement wanted to start the kind of ruckus that could lead to arrests. The signs were ripped from our hands as we entered the stadium.

The faculty committee that reviewed the event stated clearly that the elimination of most of the "Thou Shalt Not Kill" signs by police led to the vocal demonstration that was disruptive. More than 50 were arrested for 'Disrupting a religious service' for displaying one of Ten Commandments while every elected Republican in the state was on that stage without a Democrat in sight.

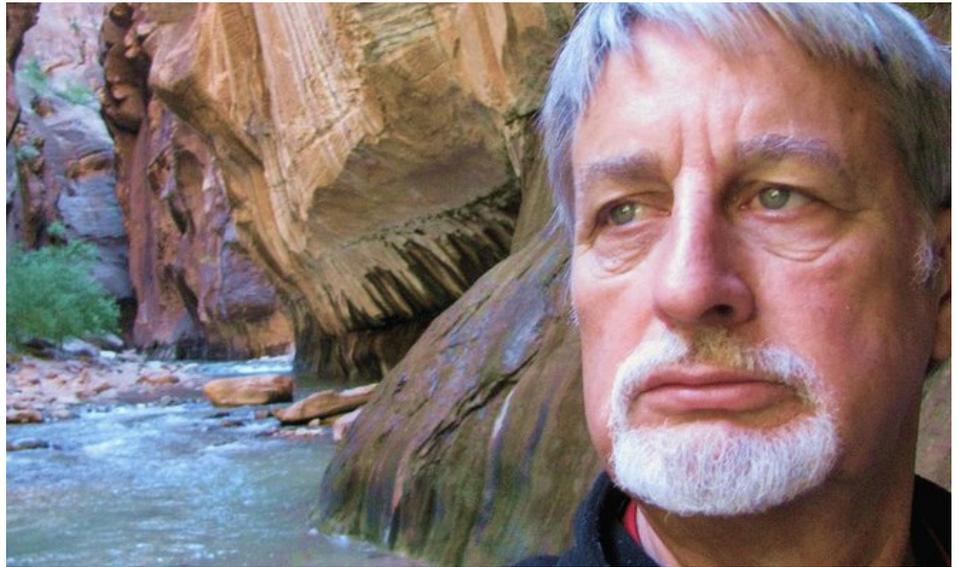
"At the last moment, I decided to go to the Hill to register for some classes where I found a demonstration in front of the admin building. A picture was taken as I spoke to some frat brothers to find out what was happening. That's the picture that got me arrested. At this point, I was not involved in the protest. I had tried to get into the administration building to register."

In the meantime, Knoxville 21 got into a scuffle with UT and Knoxville police. "Knoxville 21 were charged with felony 'Inciting to Riot' for an event that bore no earthly resemblance to a riot," says Bozeman. "The extent of any damage was the small pane of window glass and perhaps a trampled shrub.

"Even though I had nothing to do with the protest, the Republican Attorney General for Knox County saw this as a way to embarrass my father, who was the leading Democrat in the area. All of a sudden I was facing a five-year prison term. That 'radicalized' me."

Bozeman currently resides in Knoxville, where he continues to protest and runs the blog knoxville22.blogspot.com.

At right: Students protested the arrival of Nixon at the Graham Crusade by holding "Thou Shall Not Kill" signs.



Bozeman now resides in Knoxville and runs several blogs.



Bozeman (far left) was class and fraternity president before becoming radicalized and devoting his time to protests. Photos provided by Barry Bozeman.





By Kaila Curry

As this year's recipient of the College of Communication and Information Diversity Award, the Reverend Harold Middlebrook, an icon of the civil rights movement of the 1960s, looked out at the young faces at the CCI Experience Diversity Banquet. The raspy and proper tone of his voice is a veneer over a soul that is pulled tight like a cable about to break. "One thing that we have not learned," he said, "is that unless all of us rise together, none of us will rise, nobody is free."

Middlebrook was ecstatic to be at the banquet, which featured multicultural dance, music, and performing arts as part of its mission to provide an inspirational diversity experience for students, faculty, and all others in attendance. "I'm always delighted to be around students," said Middlebrook. "They keep me young—or I make them feel old." He gives a jarring, hearty, and contagious laugh.

Born in Memphis on July 4, 1942, Middlebrook was a close friend of the Rev. Dr. Martin Luther King, Jr. "Dr. King was a visionary, a prophet, a philosopher, and a person who was genuinely concerned about the welfare of all humans," says Middlebrook. "He was thrust into the role as a leader of a liberation movement, which was designed not just for African Americans, but also for the liberation of all people. As a result of his work, people of all races, of all genders, of all backgrounds, could be liberated to the point where they could know that they were free, and they could share that with other people."

Middlebrook first became involved with the civil rights movement as a student in the early 1960s at Morehouse College. There, Middlebrook learned about King, who was at the time president of the Southern Christian Leadership Conference (SCLC). Middlebrook's association with the King family grew as he served as the youth minister at Ebenezer Baptist Church in Atlanta, where both King and his father held pastorates.

"I don't know that when Dr. King was living that we understood anything about diversity," said Middlebrook. "I knew that when we were working, we may liberate people and people may feel free and be able to share with one another and come together."

As part of his acceptance speech, Middlebrook, who was recognized for his more than 50 years of civil rights leadership and community involvement, engaged the audience with a rational approach to controversial issues. He encouraged students at the banquet to be involved in the political process and vote.

Equality Yesterday and Today

Harold Middlebrook recalls the days of Martin Luther King, Jr., and compares them to those of Black Lives Matter.



The right to vote did not come easy

In 1965, Middlebrook directed the SCLC's Selma, Alabama, field office. On March 7, African Americans seeking voting rights, including Middlebrook, launched a march across Selma's Edmund Pettus Bridge. The day turned violent when the police brutally attacked the marchers, giving the episode the name "Bloody Sunday" and its place in history.

After the successful march a few days later and the events that followed, King chose Middlebrook to restore the morale of Selma's African American community, which was openly hostile toward the SCLC's abandonment of the town. Soon after, Middlebrook organized a voter registration campaign that resulted in the registration of 54 new voters.

On March 7, 2015, President Barack Obama and his family joined thousands of Americans in Selma to honor the sacrifice and bravery of the men and women who bled there in 1965 to gain voting rights for all African Americans. Middlebrook joined Obama in this sacred reenactment.

"I was in Selma 52 years ago, so for me going back to Selma was kind of an emotional time, because it reminded me of the struggle we had in 1965," said Middlebrook "To see the president walking that path said that we have reached another level in the whole struggle. Remember that the Selma movement was about the right to vote and voter registration. So when you see him there, then you know that we have achieved a new level of success to some degree, because we were able to elect a president that others said would never happen in this country."

The Civil Rights movement encompassed social movements in the United States whose goals were to end racial segregation and discrimination against African Americans. Black activism has evolved into the present. Today the Black Lives Matter movement campaigns against violence and perceived systematic racism toward black people. Middlebrook was asked to compare the two.

"One thing about the Black Lives Matter movement," Middlebrook said, "is that it's really designed not to just say that just black lives matter, but that all lives matter. That what happens to women, what happens to African Americans, what happens to people is important. Until we get to the point that we understand who we are and who we can be, there will always be struggle. We must work to eradicate negligence, we must work to eradicate racism, we must work to eradicate sexism. We must work as a nation not to Make America Great Again, but to make America greater than what we have now."

Clockwise from far left:

- Looking through memorabilia from the civil rights era, the Rev. Harold Middlebrook holds a photo from the night the Rev. Martin Luther King, Jr., was assassinated.
 - Middlebrook with Knoxville Mayor Randy Tyree (right).
 - Middlebrook (left) and Jessie Jackson (top right) at a press conference with King
 - Middlebrook in the pulpit.
 - Middlebrook continues to stay active in the community.
- Photos courtesy the Knoxville News Sentinel.



Forever Growing

by Lori Gogal-Smith

*I am my own earth; my seasons change
I transform, transcend, and adapt*

•

*Sometimes I am winter. Death haunts me.
Harsh, cold, silence satiates the air, smothering*

*Sometimes I am spring. Joy radiates from within me.
Flowers bloom from my soul, excited, alive, and happy*

•

*Sometimes I am summer. Warmth rises from beneath me.
The sun graces my skin with a golden hue, I am rich with desire, glowing*

*Sometimes I am fall. I am down, my body is heavy, no one can help me.
I am nostalgic, brittle, dimming, and winter is approaching quickly.*

•

*I am my own earth; my seasons create me.
They breathe, they grow, they often go unseen
I am my own earth, only I can save me.*

Photo by Lori Gogal-Smith

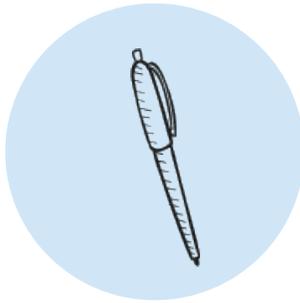
Enhance Your Resume

By Olivia Johnson

An interviewer on average will spend less than 10 seconds looking at your resume. How do you show that you are the ideal candidate? You have to wow them by showing how capable you are of fulfilling an available position they need. You must have experience.



Know that you should never create one individual resume to submit for every job you apply. Leslie Poynter from the Center of Career Development advises, “An employer is looking for a candidate who matches their job description as much as possible. If you are not tailoring your resume to each specific position, it could be looked over.” Next step, make your name visually interesting. When you make a claim that strikes their interest, you want your name to also linger in their brain.



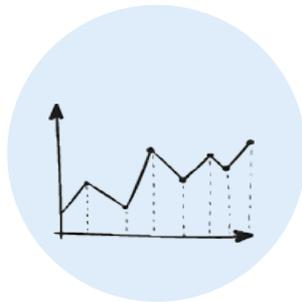
After education, all qualifications, expertise, and work experience should be listed next on your resume. You can separate this information chronologically or functionally. Functionally would mean you are bracketing your experience based on a general skill set you obtain, such as leadership. You then would list all leadership roles. It is a modern approach, while chronologically arranging your skills is traditional and more widely accepted.



Make use of the white space on your resume. A block of black text is hard for any person to immediately interpret. Allow natural spacing and pauses in your resume to highlight the work you have completed. For those with extensive experience, this will help you mold which information is critical to include in your resume. Moreover, this will help those with limited work experience give tasks more relevance.



Make sure you include something irregular that can spark their attention. Are you skilled in creating infographics? Let them know you work with InDesign. Are you a computer coder? List every coding language you can work with. Did you study abroad for six months? This gives you an opportunity to explain some memorable adventure that molded who you are.



Make all your qualifications measurable. A company needs clear information of how you interned at a business and not only immersed yourself in the work culture, but also made a beneficial difference to that company. You took knowledge you have learned and applied it to make that business more functional. Use strong action verbs. It will further enhance your qualifications.



Do not be modest. This does not mean you should add flourishes to information or banter on about each thing you did during an internship. This means you should be precise and confident in explaining how you contributed to the success of the business you where you worked.

Graphics courtesy of Freepik

SOCIAL MEDIA WEEK

Investigative reporter Jamie Satterfield gives advice about social media

By Miya McClain



Jamie Satterfield *Sentinel*, believes that social media can never replace journalism.

“Old fashioned journalism is still what counts,” said Satterfield. “Social media are just tools that aid in showing how the media are valuable, no matter what people think about them.”

Satterfield graduated from UT with a degree in finance and began her journalism career in 1988 at the *Mountain Press* newspaper in Sevierville. She was offered a job at the *Sentinel* specializing in law enforcement and crime and soon transitioned into legal affairs.

Satterfield has covered some of the biggest crime stories in East Tennessee and says her greatest moment as a reporter came in the early 1990s when she learned a child rapist had AIDS

and knew he had it before he raped a 5-year-old girl. Through extensive and creative reporting she exposed the DA’s wrongdoing and led to a new state law that makes it a crime to knowingly attempt to infect someone with a disease.

When the Social Media Week hosts reached out to her to speak on the panel about the Sevierville fires, she agreed without hesitation because students need to know both the powers and limitations of social media.

“Social media is great in the way of getting new information out to readers in a non-traditional way, but the problem with pushing for quick stories is the potential for errors and a lack of in-depth reporting,” Satterfield says.

Social media is helpful when she is covering trials and various legal hearings. She is able to use social media to interact directly with readers by answering questions and live tweeting.

There are so many options when it comes to news on social media. We get to decide what kind of information we want to receive—and Satterfield believes this can be a downfall.

“I think in this current culture that people who have a certain belief will seek

“Old-fashioned journalism is still what counts. Social media are just tools that aid in showing how the media are valuable, no matter what people think about them.”

out news sources that share their beliefs. I think that some of the objectivity gets lost and that can be problematic.”

Some think that due to the social media takeover and a higher presence of online journalism that traditional print outlets are dying. Satterfield agrees with this perspective to an extent and thinks that in the future we won’t see printed newspapers.

“The new generation is accustomed to getting their information through

the internet and we're adjusting as an industry. These days you get a lot of misinformation that is couched as news. People lose the ability to distinguish between the two," she said.

As social media becomes more prominent in job applications, it is important to brand yourself through your accounts. Satterfield's main tip? Show your personality and let people feel like they know you. Yet there are some cautions she suggests.

"Be careful about expressing opinions—especially on stories you are covering and reporting. Be careful about your social media accounts," Satterfield says. "I am presenting a picture of myself and whether someone trusts me will depend on that picture I portray."

A Lil Snig, A Lot Of Pay Off

By Elyssia Gaffney



Snigdha Dhar

Social media is focused on relationships, communicating through channels, and delivering content within online communities. UT's Sixth Annual Social Media Week provided social media-based workshops for students during the spring. From a list of multimedia experts and panelists, Snigdha

Dhar (aka @lilsnig) has earned her seat at the discussion table. The former Chick-fil-A Peach Bowl digital media executive is now filling a new position for Melt Marketing as the digital and social media manager. The UT grad and Middle Tennessee State University master's degree holder sat down to give me her top five dos and don'ts for social media usage before and during the job search.

BE CAUTIOUS OF WHAT YOU POST

That tweet may be funny in the moment, but will your future employer get a kick out of it, too? Before an employer even looks at your resume they will find you online. Twitter, Instagram, and Facebook are just three social media outlets Dhar personally and professionally checks often. So it is no surprise that she relies on these outlets when looking for potential candidates on her team.

"[I check social media so I can see] what you've tweeted, what you're about, what you, kind of, are as a person. Just to get to know you better than a piece of paper," Dhar said.

YOUR OPINION IS YOUR OPINION

Showing respect online is just as important as showing respect in person. "Just stating your opinion is not insulting," Dhar explains. "But if you are attacking someone because they feel differently, that's another situation. When you can express those opinions without offending others, that's where you win."

"If I'm applying for the same job you are, and all I can do is capture video on my phone, whereas you know how to work cameras and lighting equipment, you are bounds ahead of someone else. Employers see efficiency."

GO BACK TO THE BASICS

Syntax. Subject-verb agreement. Yes, all of those grammar rules you learned in second grade English class are now useful. Good captioning along with clear, concise tweets speaks to your writing skills and style, both of which are very important to Dhar. If you did not believe it before, #captionmatter, especially to digital employers.

"An employer can teach you some other things you need to know and you can learn on the job, but if you can write well you will be valuable across the board," ensured Dhar.

VERSATILITY IS KEY

The UT grad informs us that by learning a few different techniques, employers see that you can fulfill multiple jobs—making you a more appealing (cost-effective) candidate.

"If I'm applying for the same job you are," Dhar says, "and all I can do is capture video on my phone, whereas you know how to work a camera and lights, you are leaps and bounds ahead. Employers see efficiency."

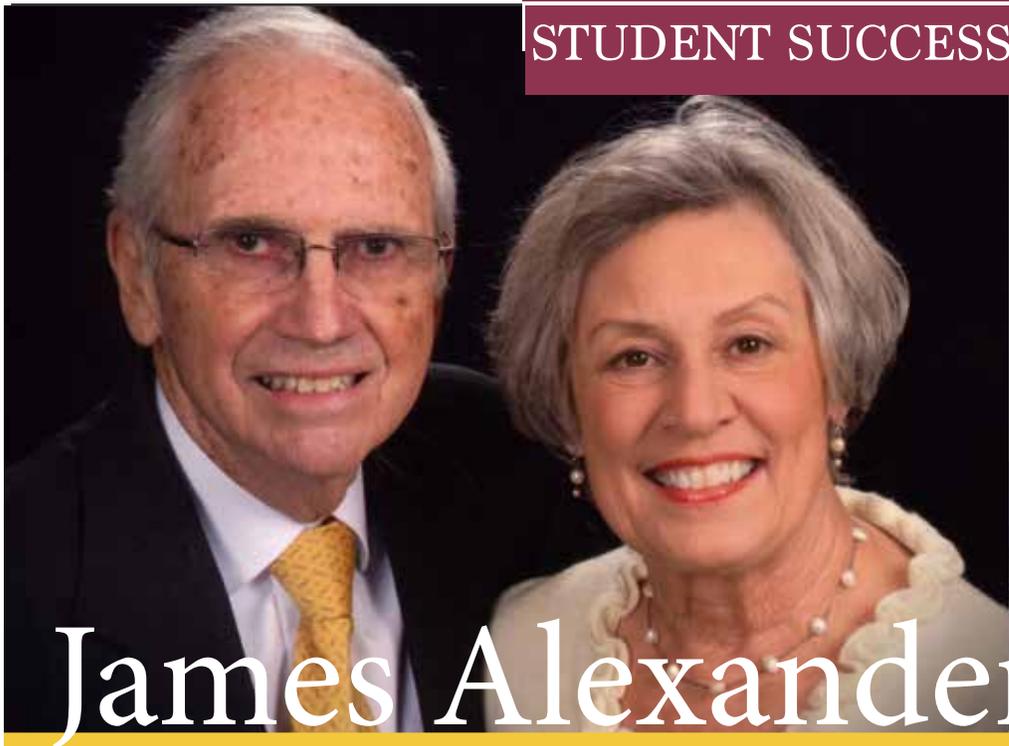
YES, TIPS ONE THROUGH FOUR ARE STRICT, BUT DON'T LOSE YOUR CHARISMA!

I know what you're thinking: "So, in order to get a job, my social media profiles can only show retweets from CNN and homework assignments?" Not at all! Creativity in your posts are encouraged by employers. In fact, the personality shown on twitter could be the difference between you getting the job over someone with a less exciting twitter profile.

"Maybe you have a good sense of humor. [At Melt] we may think: 'Oh, one of our clients really likes humor in their posts. We could really use someone like this on our team,'" says Dhar.

Social Media has its pros and cons, but in the end it's all about connecting. Dhar's five guidelines are suggestions on the best way to utilize social media for your advantage in the job hunt.

UT's Social Media Week aims to assist in furthering students' media skills while exploring new career options. You can visit UTSMW's Twitter page @utsmw for short clips from the week.



In three decades as press officer at ORNL, Alexander saw most everything—including a hijacked jet.

Early one Saturday morning in 1972, James Alexander was still in bed when his phone rang. Harvey, his Oak Ridge National Laboratory co-worker, was on the line. “Good morning, J.,” said Harvey. “Guess what? There’s a plane flying over Oak Ridge and it’s been hijacked. The hijackers are threatening to crash the plane into a nuclear reactor.”

“Very funny,” Alexander replied.

“But it’s not a joke,” said Harvey. “You need to get down there immediately.”

Alexander sprang into action, speeding to meet Harvey, where they saw Southern Airlines Flight 49 lazily circling over ORNL’s nuclear reactors. For the next eight hours, Alexander sat in a tiny room frantically answering national media calls, most of them the same question: what would happen if the airplane crashed into a nuclear reactor?

This was a far cry from what Alexander expected when he decided to pursue a career in journalism. “It was a pivotal point in my life,” Alexander recalled. “I went to UT from West High School not sure what I wanted to do.” At first, Alexander followed his father’s footsteps and declared business as his major. But first he had to find a job to pay his way through school. “I had a friend whose father was the editor of the *Knoxville Journal*. My friend’s father called me one day and asked, ‘would you like to work as a mat boy?’ I said, ‘I’ll take anything!’” A mat boy, Alexander

explained, worked in the ad department, walking around the city showing advertisers their proofs. “I went from mat boy to copy boy to putting papers on the machine, doing anything the editor needed,” Alexander said. The state editor took a shine to Alexander and asked him if he wanted to learn the fundamentals of journalistic writing. “As a matter of fact, I would!” he replied. Alexander was hooked. He changed his major to journalism, graduated in 1962, and got a job in the PR office at ORNL. For the next 30 years Alexander served as the Lab’s principal public information contact, answering questions about scientific breakthroughs, the environment, accidents, spills, and unusual incidents, including a hijacking.

As Alexander discovered later, the hijacking traced back to a dispute between the city of Detroit and a Knoxville native named Louis Moore. With Melvin Cale, a burglar who had escaped from a Tennessee halfway house, and their friend Henry Jackson, Moore had smuggled guns and hand grenades aboard Flight 49 in a raincoat, and forced the captain to change course. Their demand: \$10 million. After receiving no ransom money in stops at Cleveland, Ohio, and Toronto, Moore ordered the plane to fly to his hometown. “This is going to be your last chance,” he radioed Southern Airlines officials. “If we don’t get what we want, we’re going to bomb [ORNL].”

As the DC-9 circled over Oak Ridge, Alexander came up with the answer to the media’s queries about the effects of a plane crashing into a nuclear reactor. “The technical people with the Atomic Energy Commission and a contractor organization that ran the lab told us that a plane crashing into that nuclear reactor would likely cause severe damage, but not a nuclear explosion. It could result in the dispersal of radioactive material, which would most likely be contained in the government property in western Oak Ridge.”

As the plane descended in a slow spiral, Moore demanded that the pilot crash into the reactor, but the pilot asked him if killing himself was really worth it. Deciding it wasn’t, Moore instead demanded to be flown to Orlando, where the military shot the landing gear, and then to Cuba, where the 31 passengers emerged traumatized but alive. “Fidel Castro himself was there to meet the passengers and the pilot,” said Alexander. The hijackers spent five years in prison in Cuba, followed by 25 more in the United States.

Today, Alexander spends his retired life volunteering around Knoxville with his wife, Barbara. As for the future of journalism, Alexander remains optimistic. “I don’t believe print journalism will die; everyone enjoys a hard copy,” he said. “Future journalists should be excited and never be discouraged from reporting facts and asking the hard-hitting questions.” — *Kaila Curry*

STUDENT SUCCESS



Justin Crawford

An anchor on WBIR's *UT Today*, host of *VOL-Talk*, and a student leader

Justin Crawford, a junior focused on Journalism and Electronic Media, fell in love with journalism and all its possibilities when he first saw morning TV programs, including the *Today* show, after he moved to the U.S. from Japan (his father was in the military). He is a shining star in the College of Communication & Information, is involved in a dizzying array of broadcasting activities, and is impressed by the college's many offerings.

Crawford believes it's up to the individual student to learn about the college's disparate opportunities. "Students need to focus and figure out what the resources are—whether it's a faculty member, a particular class, or the available equipment."

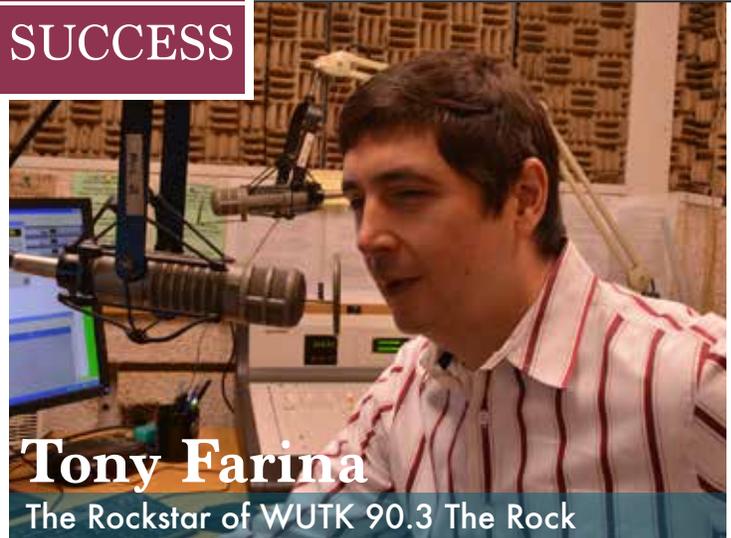
At UT, he has served as the public relations and social media chair/vice president on the executive team of the Diversity Student Leaders Society, an ME4UT ambassador in the UT Vol-Corps Program as part of the Undergraduate Admissions office, a Peer Career advisor for the UT Career Development Center—and an anchor and feature reporter for WBIR's *UT Today*. He also hosted and produced *VOLTalk* for the Volunteer Channel. He is a frequent host at UT events across campus.

"It's easy to be an Ignite [Center for Leadership and Service] student director, an ambassador, and a career advisor because everything I've always loved to do in my life I've been able to do in these jobs while being a student."

Balancing all these roles and jobs has been challenging for Crawford—but he still finds balance. "I utilize every hour that I can in a day," he says. "I make sure I get sleep. After getting eight hours of sleep I know that there are still 16 hours in the day. I try to use those 16 hours to go to class, do extracurriculars, go to my jobs, and on and on."

Although he is involved in many pursuits throughout the university and on and off campus, Crawford believes the best is yet to come.

"Every time I do something I think I could have done better," he says. "I don't want to be told I am successful until I have a good job or until I'm 30. My goal? To become a successful reporter—but also to hit the red carpets." — *Miya McClain*



Tony Farina

The Rockstar of WUTK 90.3 The Rock

As a freshman studying broadcast journalism in 1989, Tony Farina got involved with the campus radio station, once referred to as Album 90, later as New Rock 90. "I was a board operator and a newsperson until December of 1991," he reminisces. "Then I came back in 1997 and filled in as a DJ. I also worked in the news department." Back then, FM 90.3 and AM 850 stations jointly broadcast from Andy Holt Tower. "They had us all in the same room," Farina recalls. "There was a lot going on." Crammed into one office space, AM 850 delivered recordings of news stories while WUTK played new music and paved the way for many now popular acts such as REM, The Clash, Elvis Costello, and The Cure.

In 2004, Tony started work on his master's degree, with a graduate assistantship with WUTK. "The station, at that point, was in a really bad position. There were some undergraduate students that were watching over it," Farina recalls, "but there wasn't any structure to it." The station brought in no money and lacked necessities, such as computers, a billing system, and any student instruction. "We didn't even have a way to invoice," Farina recounts, "so that was one of the first projects I did, trying to get this invoice system that we still have."

Then UT decided to make big changes and seek professional support. "That's right around the time they hired Benny." Benny Smith, general manager and program director of The Rock, was hired as a full-time employee and often worked 50-hour weeks in order to build up the station. As board members, Farina and Smith brought the station to life, molding WUTK into a high-functioning business and student-produced lab—all while Farina balanced an internship at Scripps Network and developed his master's project, *A Demographic Audience Analysis of WUTK 90.3 The Rock*. His work examined some of the issues facing the station and proposed solutions. "The project was to come up with demographics that we could use to show potential donors what our audience was like," Tony describes.

Using the project, Farina has put into place strategies that generate growth, notably creating partnerships with sponsors to bring in money for the station, which is not funded by the university. This includes promoting sponsors on social media. "It takes time for people to trust you and build these things up," Farina says. "Posts and all these social media efforts are how we make sure people know we are trying to help them out."

Today, WUTK is a thriving business and student laboratory that has been voted Knoxville's Top Local Radio Station for 11 years in a row. To students hoping to break into the radio field, Farina says, "Honestly, there are a lot of people trying for a small number of jobs. You need to have a good focus on what you're trying to do and use places like WUTK to help you get experience, and to try to figure out something you're interested in specializing in." — *Chloe DeLuca*

CCI Global Communications Scholars

Semester in Australia

How the Study Abroad Program has changed and could change you.



By Kaila Curry

Deranged toddlers strangling ducklings: this was the story thrown on my desk at *Peninsula Living* magazine one blazing afternoon in Sydney, Australia, after several park rangers issued complaints concerning negligent mothers. Attempting to find a lead, I called the police station where I was promptly chastised with a “don’t bloody prank call me, mate!”

After a rather unsuccessful morning at my internship, I happily boarded the bus and commuted to Australian Catholic University, where I attended a class with Laura Miller, the faculty advisor of the CCI Global Scholars Study Abroad Australia. The next day I attended a weekend surf camp and pet a kangaroo. This was my life for a full semester and I enjoyed every minute of it.

The College of Communication and Information started a semester-long study abroad program in Sydney in 2015. The program includes one course taught by a UT faculty member and one course taught by a faculty member at the University of Sydney, followed by a credit-bearing internship matched to each student in the program. Students receive a total of 13 credit hours for the experience.

For me, my time abroad definitely shaped me as a person. Not only do I now refer to my boxed wine as “goon,” but I also gained valuable experience at a magazine and made a lot of friends along the way.

“Studying abroad has a lot of positive effects on students,” said Sam Swan, director of internationalization and outreach for CCI. “For one thing, it helps a student develop a broader view of the world. You begin to see the world through the eyes of others instead of your own.”

By January 2016, I was there with 14 other CCI students living it up in the land down under. There were, however, a few bumps along the way.

“I got an email before I left that said they were putting me at this community radio station, and I wanted to be in TV,” said program participant Kaitlin Lambert. “I emailed CAPA [the internship program] and they emailed back that TV stations in Australia only took Australian interns.”



Sydney Opera House, just minutes away from student housing

Many students felt misled about what they thought their internship would be. Kaitlin added that she felt the program did not look at the individual person’s dreams and aspirations, and rather stuck us at any place that needed free labor.

Fortunately, Laura Miller, who just completed her second year teaching a three-week communications class in Sydney, says the kinks in the first year of the program seem to have been worked out after switching to the International Study Abroad program.

“It’s changed quite a bit since [the inaugural trip],” Miller said. “Students learn a lot at their internships and have something to put on their résumé, but I also think there’s a lot of personal growth, too. One of the things I noticed is that their confidence goes up. They feel more confident talking to locals, asking questions, and they feel more comfortable in their surroundings. People will just say, ‘I’m kind of at home here.’”



The 2016 pioneer CCI Study Abroad group

My Time in America

One girl's take on American life 7,000 miles from home



Joy Wang and her parents.

By Joy Wang

I believe that college is a time for learning—but not only about academics. It is a time for learning about myself. Personal growth and development are key components of the college years. The United States plays a leading role for the mature education system, which is held in high esteem across the world. In addition, the

University of Tennessee is known for its special location, surrounded by nature, giving it an advantage when students are selecting a university. That's why I chose UT to start my life abroad among all the exchange programs with my home university. From original material preparation to the visa application, the whole process was fussy but smooth.

Different country, different language, different culture, different environment: Everything was unfamiliar to me, but also attractive. After over 20 hours on a tiring flight, I finally set foot in Knoxville. It was not as busy as Shanghai, but not as quiet as San Francisco. I found Knoxville to be a clever mixture of city and town, which comforted my restless heart.

There is no doubt that language is the biggest problem in my exchange life. Although I have studied English for at least 10 years, it's still hard for me to adapt to the rapid talking speed in such a short time. Actual life always differs from what you have learned in books. When it comes to studying, I've had to adjust to a new system. American colleges use a credit system, which means you could graduate once you have achieved all the required credits. This allows me to arrange my own schedule and study with students older than me. The first time I came to my photography class, I found it hard for me to keep up to speed with what the professor said. So, I asked for permission to record the lecture, so that I could review the content after class.

“Different country, different language, different culture, different environment... Everything was unfamiliar to me, but also attractive.”

Participation matters in American classes. This is different from China, where teachers just talked and students took notes. The participation aspect requires me to overcome shyness and speak out my opinions.

Some stereotypes I had of American culture before living here is that there were a lot of fat people and cheeseburgers. Although there are not burgers everywhere, cheese accounts for a large portion of the American diet, which contradicts the Chinese's “less oil and sugar” diet habit. I struggled to adapt to life with mashed potatoes and fries every day. Therefore, I learned to cook some Chinese dishes on my own, increasing my cooking skills.

Family life in America is also different than in China. Many Americans have sisters or brothers, but China has its “one child policy,” so I am the only child in my family. Additionally, Chinese parents attach more importance to grades than anything else because of fiercely competitive university exams. Before I came to America, I did not have to worry about money, food, or clothes, but only grades. Despite living in dorms since high school, I feel that I still have limited ability to take care of myself. It is a challenge, as well as a practice. I have learned to deal with a variety of problems that I have never experienced before. For instance, this is the first time I have managed my banking account.

I have gotten a lot of help and met countless friendly people. The person I appreciate most is Holly, a girl with a sweet smile. She is the same major and same year in school as me, and when I asked her for help on my homework, she gave me her phone number without hesitation. She is such a nice girl, and she even took me back to her home to spend Thanksgiving with her family. I can't be more thankful to her.

It is nearly the end of my exchange life—all in the blink of an eye. Joys and sorrows, sweet moments and bitter moments, are all called growth. Memories of UT are the most precious treasure in my life, which will inspire me to pursue goals strongly and constantly.



Joy and her extended family

Now

Text and Photos by Lauren Batson

A lot has changed since my dad went to school—students no longer can watch a football game for free from the Hill. Seeing a basketball game is easy now with sports bars, cable, and extra seating in Thompson-Boling Arena. But even with all the physical changes, there are still some things that remain the same—cramming for exams is a regular thing, hanging out on the Strip when you should be studying, and wearing baggy overalls to football games to show your UT spirit.

Lauren Batson (right), senior, 2017



Ayres Hall, 2017



Women's Volleyball, 2016

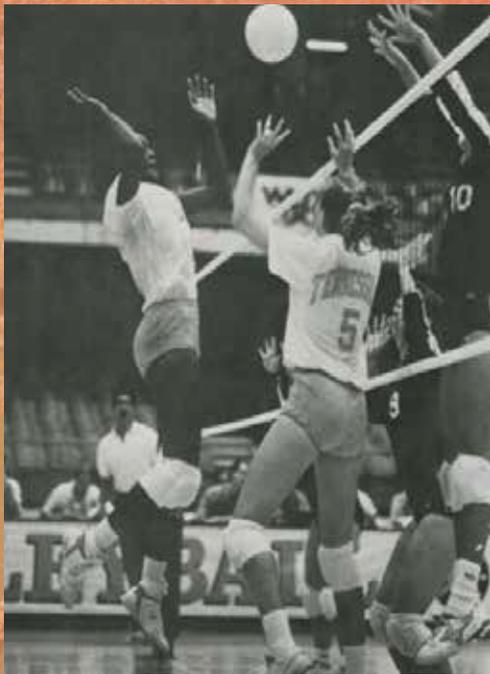
Then

Jerry Batson (right), senior, 1980

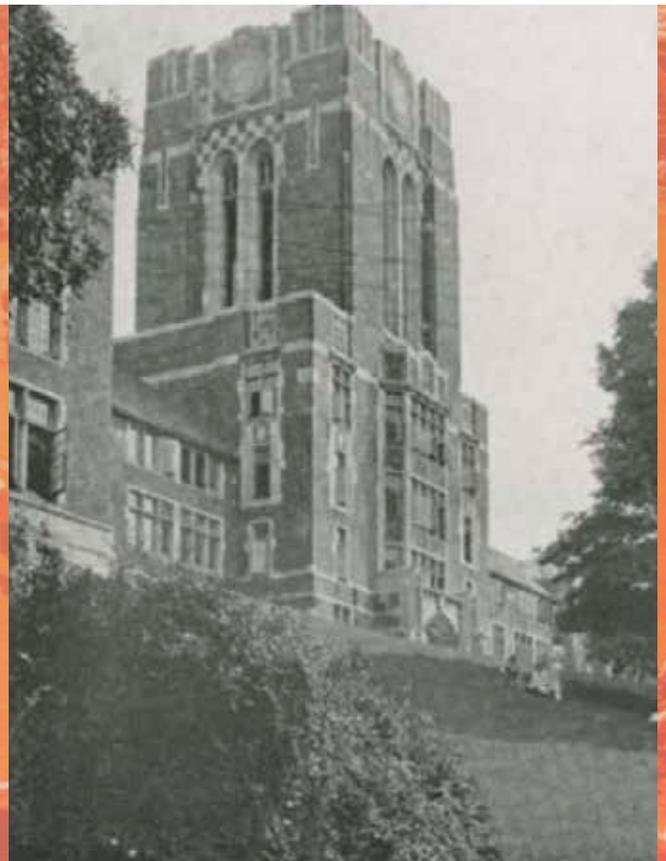


A few things I remember about school in 1976-1980: Neyland Stadium was not a bowl yet and you could sit on the hill and watch a football game. Students could drink at 18 years old and get a beer on the Strip for \$1. Stokely Athletic Center would be sold out for basketball games, so students had to watch it in the basement of the dorms on closed circuit TV. Sport bars, cable, and West Town Mall were non-existent so we had to find other ways to entertain ourselves. - Jerry Batson

Ayres Hall, 1925



Women's Volleyball, 1990



Scoop Magazine
School of Journalism & Electronic Media
College of Communication & Information
University of Tennessee
333 Communications Building
Knoxville, TN 37996-0343

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Creating this magazine started off as a distant, hopeful dream of our classmates. Actually printing it and holding it in our hands has been a sweet, fulfilling reality. While this class taught us the way to create a physical magazine through the logistics of assigning articles, editing pieces, taking photos, and literally designing each page, it ended up teaching us more than just the process. This class, and the creation of this issue of SCOOP, taught us to tell stories. We learned to tell the stories of our peers, our mentors, our fellow alum, our administration, and our classmates. Creating this magazine taught us to highlight change: the good, the bad, and the ugly. This class taught us that we have the power to initiate empathy, connectedness, respect, learning, critical thinking, and conversations through what we choose to include in our magazine, and our hope is that this 32-page product has done just that.