PLUS:
Bloomberg Recruits at Scripps Howard

STUDY ABROAD:
THAILAND
Scripps Howard School strategic communication major Nigil Crawford ‘18 poses with his sousaphone on the football practice field. Crawford, a graduating senior, has accepted a summer internship at ABC's Good Morning America.

*Photograph by Michael DiBari Jr.*
FEATU RES

COVER: SCRIPPS HOWARD SENIOR DESMOND SMALLEY RIDES AN ELEPHANT AT SAYOK ELEPHANT PARK IN SI SAWAT, THAILAND.
BELOW: HAMPTON UNIVERSITY JAC STUDENT JADA GEORGE ’19 FILMS A PERFORMANCE OF THE CHINESE NEW YEAR CELEBRATION IN WILLIAMSBURG, VA. PHOTO BY DOM HILL ’19

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TALENT ABOUNDS
— DEAN B. DA’VIDA PLUMMER

This impressive display of editorial and creative work has served to remind me of the wealth of talent found within the ranks of our students, faculty and staff. We invite you to enjoy the storytelling, to travel far and near through the lenses of these extraordinary visual communicators and to embrace the cultural experiences shared as you leaf through the pages of our publication.

We remain grateful to the Scripps Howard Foundation for gracing our state-of-the art academic home with its prestigious name and for its continuing efforts to brighten the futures of these young journalists destined for promising industry careers.

As you browse through this edition of JAC Magazine, do note the bylines and keep a watchful eye out for these content generators who will make a difference through their pursuit of truly meaningful stories around the world.

Awesome things are happening here at the Scripps Howard School of Journalism and Communications. We hope you will plan to tour our facility, located on Hampton University’s breathtakingly scenic campus, soon.

We look forward to seeing you.

Dean,
Scripps Howard School of Journalism and Communications
Hampton University
The Scripps Howard School of Journalism and Communications (SHSJC) is bustling with students anxious to start media careers in entertainment, sports, lifestyle and other flashy specialties perceived to be exciting. Only a brave few will enter the foreign and feared study of business journalism.

Several of those adventure seekers interested in business journalism were in for a career-defining experience thanks to Scripps’ partnership with Bloomberg, LP, the largest international financial news organization, with 176 bureaus around the world. Students learned that the world of business journalism is much more than just earnings reports.

The academic partnership between Hampton University and Bloomberg was developed in 2012 under the leadership of business journalist and former SHSJC Dean Brett Pulley. The partnership was created to introduce students to the world of financial journalism by establishing a newsroom complete with digital stock tickers, computers and access to the Bloomberg Professional Terminal, software that allows users to monitor real-time market data and analytics.

“Opportunities to cover business and financial news throughout the world are expanding,” said Pulley in a press release in 2012. “Business news is growing across digital platforms, and some of the best-paying jobs in journalism are in business news. This partnership will enable us to prepare our students to take advantage of those opportunities.”

More recently in the fall of 2017, Hampton University welcomed Edward “Butch” Maier, the former editor-in-chief of Inside Business and journalist with 25 years of experience. Maier was hired to refuel the business journalism program and to maximize interdisciplinary growth.


The first guest to arrive in Hampton was Tom Contiliano, Bloomberg’s chief of client relations, who has helped the company hire and train thousands of journalists. Contiliano gave the class a session of in-depth training on the Bloomberg Professional Terminal. The terminal training exposed students to the sophistication of the service. Outside terminal clients pay upwards of $25,000 per year for this technology.

“In one day, I am going to teach you how to use twice as many functions as the majority of our subscribers know how to use,” Contiliano said.
The next guest to visit the university was Bill Austin, a Bloomberg reporter for more than 25 years, editor and the head of journalism training in New York. Austin held an interactive presentation with students teaching them how to “follow the money” and tactics to improve writing skills.

Finishing out the semester, Catherine Whelan, a Bloomberg recruiter, led a presentation on resume building and interview techniques. Whelan met with each student enrolled in the class one-on-one to go over their resumes and ensure they were in a position for success.

Bloomberg’s investment extended well beyond the classroom. Six of Maier’s students, Leenika Belfield-Martín, Aviel Brown, Mion Edwards, Brianna Jackson, Jennifer Lowe and Alexis Scott, were selected to attend a three-day, all expense-paid workshop at Bloomberg’s Washington Bureau with students from a Scripps sister school, Ohio University. The six were chosen based on essays, news stories, resumes and course grades.

“The workshop was yet another huge showing that Bloomberg will go the distance not just to create a diversity pipeline for HBCU students, but to nurture and expose young people to a sector of the media industry they may not have even imagined as a career,” said SHSJC Dean and Assistant Vice President for Marketing/Media B. Da’Vida Plummer.

For one student, the trip was a peek into the future. Jackson, a graduating journalism senior from Chesapeake, Virginia, was selected for a paid summer internship with Bloomberg News in New York.

“Initially, I was intimidated. I am a journalist-in-the-making who could easily write a sports, local or feature piece, but I knew nothing about business journalism,” Jackson said. “After realizing that I want to be as multifaceted as possible in this business, I dove right into the course and never looked back.”

Many at SHSJC, even professional journalists in the field, share the apprehension Jackson felt. There is a mistaken understanding among journalism professionals that business journalists should have a background in economics or finance. But Contiliano expressed that all students needed was the interest, work ethic, reporting skills and concise writing skills to get the job.
“Understanding business is the key to going anywhere you want in journalism,” Contiliano said. “Every story has a financial angle. The key is knowing how to find it.”

According to Lou Ureneck, the lead of Boston University’s program in business and economics journalism, a journalist who wasn’t trained in business or economics wrote one of the most important examples of business journalism in U.S. history. The result of her piece solidified professionalism in the entire field. The author was Ida Tarbell, a pioneer of investigative journalism. The work, first published in McClure’s magazine in 1902, was later released in a book, “The History of the Standard Oil Company.”

Writers reporting on beats such as crime, environment and sports may find opportunities in business journalism that they haven’t found anywhere else.

“I didn’t really have a desire (for business journalism) from the earliest point in my career,” said Nate Delesline III, assistant editor at Inside Business, a business journal in Norfolk, Virginia. “I just had the opportunity presented to me and found that I enjoyed it.”

Delesline started his 11-year career in 2007, working as a general assignment reporter in Mississippi and didn’t start working on finance stories until 2012, when he moved to the Charlottesville Daily Progress. Delesline explained that he learned finance and economic information quickly and informally.

“I learned a lot on the job,” Delesline said. “I was fortunate enough to have editors and co-workers who were kind and patient, who would take time to explain things to me.”

Delesline and Jackson are proof that with a little hard work, business news can be done by any journalist, at any stage in his or her career.

As for advice these two have for students interested in business journalism opportunities …

“So many people are interested in entertainment and sports because you get to be around a lot of high-profile things, but just give it a try. There is so much opportunity,” Delesline said. “Learn about some of the things I had to learn on the fly, like how to better understand financial reports, the structure of a company, and what is an LLC?”

“My advice to anyone applying to Bloomberg is to make sure you continuously polish your resume, cover letter and LinkedIn account, participate in The Script, WHOV-TV and WHOV radio because it all counts as experience outside of the classroom,” Jackson said. “But most importantly, when you go into any interview, just be yourself, and if the opportunity is meant for you, it’ll come your way.”

The completion of Jackson’s internship ends with an opportunity for an entry-level position with Bloomberg News.
Most college students plan to get their degree, land a steady job, and maybe find time to travel the world somewhere in between. Desmond Smalley, a graduating strategic communication senior from Raleigh, North Carolina, decided he wasn’t waiting for “maybe.” Last fall, Smalley studied abroad at Mahidol International University in Thailand. While there, he landed an internship at Grey Alchemy, a digital marketing agency in Bangkok. Smalley sat down with JAC Magazine journalist Lea Luellen to share his experiences living in Thailand and explain why more students of color should study abroad.

L.L. How was your experience growing up in Raleigh?  
D.S. My experience growing up there was great. Raleigh is a great place to raise a family. I had a great childhood and high school career, but I knew that the world was so much larger than my hometown. I was very adamant about getting out of my hometown and going to school to make a better life for myself.

L.L. Being from a small town in North Carolina, what made you want to travel abroad?  
D.S. I was going into my senior year, and I just knew I wanted something different. I had internships before, but I said to myself, “I just wanted something different.” I just went for it. So, I decided to go to Thailand. I wanted to be able to submerge myself into a new culture, meet new people and get a fresh outlook on life - just broaden my horizons all together.

L.L. How did it all happen? Was it through the school? Or did you set it up on your own?  
D.S. The international department here at Hampton University was allowing students to get passports for free! So, at first, I just did it because I wanted a free passport, not knowing at the time this would prompt me to go to the international office to express my interest in traveling abroad. From there, I was able to look through some pamphlets and see which programs I was interested in, whether it was programs in Thailand, London, Africa, etc. When I came across Thailand, I thought it was super beautiful, super affordable, so why not? I wanted something different - something outside of America.

L.L. While you were studying abroad in Thailand, what part of you developed the most spiritually, emotionally, intellectually or academically?  
D.S. Just being there, I learned that the world is so much larger than what we see day-to-day. We often only see our school and our hometown and think that’s it. We fail to realize that people around the world are just like us, only they come from a different cultural background. Realizing that people are so open-minded, so kind, so giving in so many different ways you realize, “Wow America is sort of slacking.” Altogether, I took away a sense of appreciation and a sense of gratefulness.
L.L. That powerful?
D.S. No, seriously, because being there, it’s not the most developed country. Just seeing how people can have so little and make so much out of it makes you appreciative of where you come from and what you have.

L.L. How did the trip help you grow as a strategic communication major?
D.S. I worked really hard junior year of spring semester to solidify my plans of studying abroad. I wanted to find an experience that could enhance me in a professional and career realm. I simply googled “marketing agencies in Thailand” and I applied. I ended up landing a part-time job at Grey Alchemy, a digital marketing agency in Bangkok, Thailand. So, Monday, Wednesday, Friday, I would work in Bangkok. Tuesday and Thursday, I would go to class at Mahidol University. That helped me in so many different ways; it gives you a new perspective on how everyone does digital marketing and advertising in different countries, as well as being able to make connections with people from all over the world. I was able to work with people from France, London and, of course, Thailand. I did event marketing for a cool music festival in Bangkok called “Bean Fest.” Just learning how they do things in other countries - they use Facebook a lot! So, I used Facebook in terms of advertising. You know the ads that you see on your timeline on Facebook? I was basically in charge of creating, rolling out and executing our campaigns that were out on Facebook. I was in charge of managing the ads and reaching their target audience and stuff like that. Being able to absorb as much as possible and being able to bring it back here and use those experiences as leverage for the next step in my life. Working at Grey Alchemy was totally a great experience for me and for my career.

L.L. In terms of earning credits, how were you able to earn credits that transferred over to Hampton University?
D.S. I’m super glad I did this program through a program called ISA (International Studies Abroad). Literally, they were the liaison between me and the school. They had a portal set up to ensure that all the steps I needed to take to travel abroad were solidified. The portal makes sure you have your passport, medical clearance form, the classes - everything.

L.L. Do the classes transfer?
D.S. The classes do transfer! They don’t transfer as a grade, so it didn’t affect my GPA, but they do transfer as General Ed credits. So, I took Thai Society & Thai Culture, which equated to Hampton University’s Philosophy 320 or Independent Study class. I also took Media Culture and Theory, which equated to a JAC class. Then, I took Integrated Marketing and Communications, which was really fun and cool!

L.L. What would you tell a freshman or sophomore about traveling abroad?
D.S. I would tell them to travel, regardless. Especially as African Americans, I believe the statistic is that 60 percent of Americans do not own a passport. So, with that being said, we’re already limited to traveling outside of the U.S. I would tell them to study abroad. Use your resources! Do your research. Use the resources on campus! Go to the International Office, then express your interests! It will all get done if you have the mindset that you want to broaden your horizon. If you want to see the world for what it is, and you want a new experience, studying abroad is definitely for you. It will change your life completely in the most positive way possible. So, I say go for it! All people of color, we need to study abroad, we need to travel! Research, plan and execute, and your life will change forever.

“IT WILL CHANGE YOUR LIFE COMPLETELY IN THE MOST POSITIVE WAY POSSIBLE.”
DESMOND SMALLEY
Colby Heard and Kim Jenkins, co-hosts of The Gospel Express on WHOV 88.1 Radio, have known each other since middle school; their natural chemistry and contagious energy is, in part, why their segment has such a big following.

“They initially had Colby and I hosting The Gospel Express on different days of the week,” Jenkins said, “We eventually did one day together, Friday, and there was an overwhelming response. People loved when we did the show together.”

The Gospel Express has been on air since June of 1996 as the morning drive program and is one of the area’s highest rated programs in its format.

Like most radio programs, the show originally broadcasts locally, then moves through social media platforms such as iHeart Radio, which provides global access.

“It’s really interesting that people in California, New Orleans and Hawaii are in different time zones and they still wake up and tune-in to us through iHeart Radio,” said Heard. “It lets us know that our intention, our platform and ministry does not have to be done to the typical way that everyone else says it has to be done.”

“The Gospel Express with Kim and Colby” is certainly not done in the typical way. Their program is unique in the sense that their message is meant to reach all people through all aspects of life, not just gospel.

“What we understand is that people are people, in church and out of church. We talk about real-life issues and what’s going on in the world because that is what’s real in your household,” said Jenkins.

The aspect of gospel in the African-American community is embodied through The Gospel Express. The importance of gospel to African Americans and the uplifting, encouraging spirit of the program has spread through the airways of the city and on Hampton University’s campus.

The impact of the show is “authentic to a campus like an HBCU because that’s where our voice, as African Americans, is still being heard,” Jenkins said. “It’s an honor and privilege to touch the lives of people we have never met before and may not ever see,” added Heard.

Although “The Gospel Express with Kim and Colby” is its own unique program within the Scripps Howard School of Journalism and Communications, the WHOV radio station features a number of programs that promote creativity and have a lasting impact on students.
On a sunny Saturday in January, the Richmond and Hampton Roads Chinese communities showcased their first ever flash mob show in historic Williamsburg. The flash mob was one of many others around the world honoring and celebrating the 2018 Chinese New Year. Four local Chinese associations came together for the first time to make this event happen.

The participants included students as well as locals. Dr. Jia Su led the dragon dance and Dr. Chengan Du sang with the flash mob dancers. As Dr. Su led the crowd of 50-plus participants, he was honored and ecstatic to be part of such an undertaking.

The Chinese New Year is one of the most celebrated holidays throughout Asia. It follows the Chinese lunar calendar causing it to fall on a different date every year. The 2018 Chinese New Year begins on Feb.16 and has 12 sections like the western zodiac. The Chinese Zodiac adds an animal to each year on a 12-year rotation. This year is the year of the dog, occupying the 11th section.
A CHINESE PERFORMER DANCES THE “MY MOTHERLAND IS CHINA” DANCE DURING A CELEBRATION OF THE CHINESE NEW YEAR IN WILLIAMSBURG, VIRGINIA. BELOW: DR. KANGMING MAPOSES WITH STUDENTS FROM SCRIPPS HOWARD AFTER FILMING THE EVENT. RIGHT: DR. MA DIRECTS STUDENTS AROUND THE PERFORMANCES. PHOTOS BY DOMINIQUE HILL ‘19
The organizations that helped put this show together were ICN TV Network and international stations such as CC TV 4, CC TV 7, CC TV, Discover and Beauty Media. Hampton University was one of the seven organizers of the global event.

The students of Scripps Howard selected to be the shooting crew for the show were Jada George, Carlton Griffin, Bakari Clemmons, Justin Bramwell, India Anderson, Larry-Michael Mercer-Aclise, Joi Jones, Kristopher Allen, Dominique Hill and Trayonna Hendricks. Dr. Kangming Ma was the director of the flash mob in Virginia, and chose students from her International Journalism class to take part. Each student held an important role on the crew, whether directing, controlling the cameras or managing a drone. “I think it’s very interesting how their New Year is different from ours. They have a different animal to represent each year. I also never realized how dense the Chinese population was in the 757 area. I was very impressed,” said Carlton Griffin.

The finished video was aired Friday, Feb. 16 in six different cities in the U.S., including Los Angeles, Seattle, Detroit and Houston, as well as China, just in time for the Chinese New Year.

**The Principles Of Leadership**

Powerful resource for individuals, non-profits and corporations by icon of higher education, Dr. William R. Harvey who explains 10 principles that distinguish effective leaders

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**About Dr. William R. Harvey**

Dr. William R. Harvey has served as President of Hampton University for 39 years. During his tenure, he has introduced innovations that have solidified Hampton’s stellar position among the nation’s colleges and universities. His extraordinary leadership is reflected in the growth and quality of the University’s student population, academic programs, physical facilities and financial base.

Hampton University has built the first proton therapy cancer treatment center in the Commonwealth of Virginia -- an unparalleled hub for cancer treatment, research and technology.

An astute businessman, Dr. Harvey has applied his business acumen to the needs of Hampton University. In the process, he established student scholarships, created jobs, provided services, and increased the number of African-American entrepreneurs, while expanding the tax base in the City of Hampton.

In addition to the distinguished leadership Dr. Harvey has provided to Hampton University, he is the sole owner of the Pepsi Cola Bottling Company of Houghton, Michigan.

**Inspiring and motivational, Principles of Leadership: The Harvey Leadership Model** explains how you can apply 10 key principles in your life and career.

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http://PrinciplesOfLeadershipBook.com
The Scripps Howard School of Journalism and Communications received $150,000 at the beginning of the school year to install a cutting-edge content management system. The system will integrate all aspects of production, provide hardware and software and fuel the school’s creation of a wide range of multi-platform digital programming.

This donation comes thanks to the generosity of long-time HU supporter, The Scripps Howard Foundation, the philanthropic arm of the global E.W. Scripps Company.

“The Scripps Howard Foundation leadership is committed to Hampton University and the Scripps School as part of its efforts to diversify the media industry across the country and around the world,” said Liz Carter, president and CEO of the Scripps Howard Foundation.

Dr. Battinto Batts Jr., director of the Scripps Howard Foundation journalism fund and former SHSJC assistant dean for academic affairs, traveled to HU to deliver the check personally. “It is rewarding to serve in a capacity with the foundation that allows me to interface with Hampton University and offer this level of support for the progress of the school,” said Batts.

The partnership dates back to 2001, when HU President Dr. William R. Harvey met with former Scripps Foundation President and Chief Executive Officer Judith G. Clabes to seal this multi-million dollar investment.
“From the 757 to the NFL,” a July 13 panel at Hampton University’s Scripps Howard School of Journalism and Communications, might as well have been called “From the 757 to the NFL and back to the 757.”

Three prominent pro football names from the Hampton Roads area code – Pittsburgh Steelers coach Mike Tomlin, former Atlanta Falcons and Philadelphia Eagles quarterback Mike Vick and former New Orleans Saints quarterback Aaron Brooks – returned to share stories and words of wisdom for area high school football players.

NFL writer Jason Reid of The Undefeated, an ESPN-run website, moderated the 90-minute-long, live-streamed event in the Scripps Howard Auditorium.

Tomlin was born in Hampton and attended Denbigh High School in Newport News. Vick and Brooks are cousins from Newport News. Vick starred at Warwick High after Brooks made his mark at Ferguson High.

The three have not lost sight of their origins.

“It’s as simple as paying it forward for me,” Tomlin said. “I love this place. I’ll always come back here. It’s an awesome feeling to see that 757 guy.” He pointed to dozens of teens in high school jerseys and added, “I can’t wait to see you guys.”

The impact of football on Tomlin’s life can’t be understated. “It was a vehicle for me, and I’m sure for all of us to get out, get educated, do productive things and stay off the streets,” he said.

Brooks faced similar circumstances. He seeks to offer hope and encouragement to others. “There were strong challenges, but we prevailed,” he said, mentioning his early housing struggles.

Vick will be inducted into the Virginia Tech Sports Hall of Fame in September. It seems astonishing now, but when he left the 757 for Blacksburg, it took time for him to adjust to the college game. “I really didn’t know if I could play college football for four or five months,” said Vick, who finished third in the Heisman voting as a redshirt freshman in 1999 and...
Scripps Howard School students met one of the leaders in their future industry – Public Relations Society of America (PRSA), President and CEO Dr. Joseph Truncale – during his visit in March.

Dean B. Da’Vida Plummer was grateful to have one of the top professionals in the public relations field take the time to share his experiences with students.

“Having someone of his caliber visit us and spend time with our students is so meaningful,” Plummer said. “The insights and personal experiences he gave to us were invaluable.”

Truncale was given a tour of the campus, as well as a look into the curriculum, classrooms, studios and student media labs at Scripps Howard, which has a student chapter of PRSA (PRSSA) as well. He was impressed with what he saw.

“Hampton University is a truly dynamic institution. The history is incredible, and the Scripps Howard School of Journalism and Communications is a major showpiece,” Truncale said. “I was so very impressed with the facility, the faculty and staff, courses of study and mostly with the PRSSA students who participated in my tour. With Felicia Blow serving on our board of directors, I am 100 percent confident that PRSA and Hampton University will continue a long-lasting partner relationship.”

The visit, arranged by Hampton University Associate Vice President for Development Felicia Blow, gave students the opportunity to show off their school and learn from one of the leaders in the field.

“It means so much to have someone of Dr. Truncale’s caliber to visit our campus,” said Blow, who is senior counsel and national board liaison to PRSA’s National Board of Directors and a Hampton University alumna (’88). “The students learned a lot from him and, in return, they showed him that Scripps Howard is on the cutting edge of learning environments. As a member of the PRSA National Board of Directors and a graduate of Hampton, I was so incredibly proud of my ‘Home By the Sea!’”
Pro Football  Continued from previous page

sixth during an injury-marred sophomore season. “There were
times early in my career when I wanted to pack up and come
home.”

Brooks, who starred at the University of Virginia, had no
such learning curve upon his arrival in Charlottesville. “The
competition I experienced in the 757?” Brooks said. “I felt like I
owned the campus.”

He went on to own the distinction of being the quarterback
who led the Saints to its first playoff victory, defeating the
defending Super Bowl champion St. Louis Rams in 2000. There
is one distinction Brooks could do without.

Reid asked the panel if society would ever stop viewing
quarterbacks who happen to be African American – such as Vick
and Brooks – as “black quarterbacks” and view them simply as
“quarterbacks.”

“I would hope so, but until that day comes, I think it’s going
to be difficult for white America to accept us,” Brooks said. “We
don’t run around saying we are a ‘black quarterback.’ ... It’s just a
stigma that’s been placed on us that has been very hard to shake.”

As a Pro Bowl QB, Vick had no difficulty shaking defenders early
in his career.

What advice did he have for those looking to follow in his
footsteps on the field?

“At the end of the day, you just have to chase greatness,” Vick
said. “Either you want it or you don’t. Everything’s not going to
be perfect. Everything’s not going to go your way.” For Vick, who
served 18 months in federal prison for his role in a dogfighting
operation, setbacks on the field also were educational.

“Through the losses, I found out how much I truly loved the
game,” he said. Vick was NFL Comeback Player of the Year with
the Eagles and was thankful Tomlin brought him to Pittsburgh
for the final season of his career. That was several years after the
coach tried to persuade Brooks to join the Steelers.

Tomlin told him, “You’ll be with a great family.”

Brooks, who had children by this point, responded, “I know, but
I’ve got my own family.” Still, Tomlin had to ask.

“I’m unashamed about my affinity for guys from the area,”
the coach said. “Just knowing where they are from, what they are
about. There’s a hardening, just being from this place.”

Hampton University President William R. Harvey kiddingly
asked Tomlin why he didn’t follow in his father’s footsteps at
Hampton – opting instead to star as a receiver at William & Mary.

That still didn’t keep Dr. Harvey from presenting Tomlin
with a framed honorary HU jersey to match ones given to Vick
and Brooks. How’s that for a welcome-home gift?
Brandon “Theo” Dorsey, JAC ‘15
Dorsey works as a news personality and currently resides in Atlanta, Georgia. For the past two years, he has been working at WALB News 10 in southwest Georgia. His responsibilities include covering and reporting sports news media. One of his recent assignments included the PGA Masters Tournament in Augusta, Georgia. A year ago, he was promoted to sports director. Dorsey applauds Scripps Howard for its program but, most importantly, for the many opportunities that came along with it such as industry speakers, internships, and strong relationships with professors and mentors.

Mavis Baah, JAC ‘10
Baah lives in Northern Virginia and works as the managing director of regional communications and public affairs for Teach for America. Baah says that in the communications/PR industry there’s never a dull day of working and there’s always something to look forward to. Her organization is currently reinvigorating its brand and how it approaches integrated communications. Baah started her career working for outlets such as Essence and Time. She believes Scripps Howard helped her become a better writer and taught her how to build industry relationships.

Ashlee Brown, JAC ‘17
Brown returned home to New York where she completed an internship with ABC News Nightlife. Currently, she works as a production associate at “Watch What Happens Live With Andy Cohen” on Bravo. Her advice to current students is to pay attention in your classes and ask questions.

Joseph Walters, JAC ‘05
Walters currently resides in Virginia Beach, Virginia. He recently left a 10-year stint working in corporate America, and in 2014, partnered with his wife Stefanie Walters to establish a production company called the Redelynn Group. Walters says that Scripps Howard taught him how to communicate and network. Walters company currently has Hampton University students interning with him working on a web series called “U Can’t Make This Up.” Walters is also constructing a cable network called HB-1 Network. Its main focus is to “unite, celebrate, and promote attendance in popularity growth at HBCU’s, by showcasing and highlighting the culture of the HBCU community.” Walters advice to Scripps Howard majors is “never be afraid to ask questions; never be afraid to be wrong and always network and communicate with people you don’t know.”
SCRIPPS HOWARD STUDENTS BECOME SOCIAL MEDIA STARS

BY JALEN CROSBY ’18

Three Scripps Howard School students have mastered the realms of social media, learning how to take full advantage of its influence. These students have built audiences through their unique perspectives, personalities and shared interests.

Nia Wellman, simply known as Nia Imani on YouTube, fell in love with being in front of the camera at an early age. Growing up in Lithonia, Georgia, she recalls making silly videos with her cousin long before she ever considered making video tutorials on YouTube. In high school, Wellman’s classmates were infatuated with the way she styled her hair and constantly asked for tips. This gave her the idea of creating a YouTube Channel dedicated to natural hair, beauty and skin care videos as well as fashion. The rising senior has garnered over 100,000 YouTube subscribers and well over 8 million total views.

Through her videos, Wellman is a vocal supporter of the natural hair movement. She wants to help teach woman of all ages how to style and love their natural hair. The hair guru’s passion and desire to motivate others led to the establishment of Campus Curlz. In 2016, Wellman, along with fellow Hampton University student, Kiyanna Monroe, founded the organization. Wellman said her personal motivators are championed in the organization’s mission statement “As a natural-hair and service-based organization, it aims to enhance, educate and uplift those on campus and in the community through educational support and service.”

The organization currently supports 95 members at 27 universities across the nation.

Find her channel using the keyword “Nia Imani” on YouTube.

Ayanna Bozeman started as a YouTube fanatic. She found herself constantly on the website watching various types of videos. Bozeman initially made her channel, Ayanna Alexis, for fun but now has over 40,000 subscribers. She primarily focuses on being herself and completely genuine with her viewers. Although, her channel has grown rapidly, it does have its growing pains. “It is a passion of mine, and I love it. It is difficult sometimes to do everything on my own being a full-time student and working.” Her experiences have opened her eyes, and she is eager to see what the future has in store. She plans to use her platform to market herself and her various other endeavors.

Find her channel using the keyword “Ayanna Alexis” on YouTube.

Chelsea Harrison was always the class clown growing up. Harrison, who is better known as “Chelsea Raye,” started making short looped videos on an app called Vine. Faster than she expected, Chelsea’s six-second video clips started to go viral weekly. She accumulated over 99.5 million loops (views) on Vine before deciding to make a YouTube channel. Harrison has nearly 50,000 followers on Instagram, and her channel is steadily growing. Harrison takes pride in putting a smile on people’s faces and bringing joy to their day. Her initial goal was to showcase to everyone outside of her hometown of Chesapeake, Virginia, and its surrounding region how funny she truly is. The graduating senior says, “I plan on making it into a career. It sounds like a pipe dream, but I’ve seen people do it, get roles, late night shows, and all of that for doing what I do. I have many projects I’m working on that I think will help push that goal into fruition.”

Find her channel using the keyword “Chelsea Raye” on YouTube.
Professor Lynn Waltz chronicles the aggressive and illegal tactics Smithfield Foods used against workers in North Carolina keeping them from unionizing in her first book, “Hog Wild: The Battle for Workers’ Rights at the World’s Largest Slaughterhouse.”

The investigative work “uncovers rampant corporate environmental hooliganism, labor exploitation, and union-busting by one of the nation’s largest meat producers,” according to the publisher, The University of Iowa Press.

It all started in 2005 when Waltz profiled Smithfield Foods for Virginia Business magazine. She soon wrote a more in-depth piece for a weekly magazine in Norfolk, then pursued the case again as a graduate student working on her thesis. Over the years, she followed multiple legal maneuvers as the federal government investigated allegations of Smithfield’s union busting against the United Food and Commercial Workers (UFCW) international union. Meanwhile, Smithfield filed racketeering charges against the union.

“The cases slowly worked their way through the courts, but eventually the union won the right to represent the workers at the world’s largest slaughterhouse in Tar Heel, North Carolina,” Waltz said. In the largest union win of the 21st century, 5,000 workers at the plant gained union representation with safer working conditions and higher pay.

A key figure in the book is Hampton alumnus, Jasper Brown, ’68 who was the lead attorney for the National Labor Relations Board, which won a large case against Smithfield Food for violating federal labor law. It remains one of the most important labor cases of the latter half of the 20th century.

“It takes a tremendous amount of money and will to get a union into a large manufacturing plant in the southeast,” said Waltz, whose analysis of the high moral costs of modern meatpacking, “The Price of Cheap Meat,” was recently published in The Washington Post.

“At one time, labor unions made sure that workers were paid well and protected from...”}

Continued on following page
Professor Moore comes to the Scripps Howard School with extensive experience in the digital industry. He has created drug-prevention animated films that have been recommended by The National Clearing House for Alcohol and Drug Information and The Division of Alcohol and Drug Education Services.

Professor Moore won the MacArthur Foundation Grant for Media Arts Program for the Capital Children’s Museum to produce a program called “Lights, Cameras, and Commercials in the Community.” The program featured children dealing with media literacy in their communities.

Willie Charles Moore is a fine artist, graphic designer, animator and filmmaker, whose animated shorts have garnered numerous awards such as The Golden Eagle, Charlotte Film Festival, The Paul Roberson Award and The Rose Bud Award.

Hog Wild  Continued from previous page

injury. Then, beginning in the 1960s, meatpackers shut down the old unionized urban plants and moved into right-to-work rural states, breaking the backs of the unions,” Waltz wrote. “In the 1990s, the North American Free Trade Agreement helped propel thousands of Latinos — many undocumented — into meatpacking, lowering wages even further. Employers welcomed them. Undocumented workers were easier to control and much harder to unionize than U.S.-born workers. The speed of production lines increased. Injuries increased. Union representation decreased further, along with wages and working conditions.”

Waltz is hopeful that the story of the Smithfield workers will provide a window for readers to better understand what is happening in meatpacking in the United States today. And, how the plant is a microcosm for what is happening in other industries as well.

“When unions became strong after labor laws were passed following the Great Depression, the middle class grew. Now that the law is unevenly enforced, or not enforced at all, corporations have gained the upper hand at the expense of workers,” Waltz said.

Student and staff members of the Scripps Howard School of Journalism and Communications have supported the assistant professor with her new book. “Dr. Michael DiBari and Professor Wayne Dawkins were very supportive. They were invaluable,” Waltz said. The student organization Brand757 also assisted Waltz with her website (www.lynnwaltz.com) and social media, and created a trailer for the book.

Waltz has been a professor at Hampton University since 2014. Before becoming a professor, Waltz spent 25 years in journalism, then earned a Master of Fine Arts in Creative Nonfiction at Old Dominion University. While working for The Virginian-Pilot, in 1994 she received first place for news writing from the National Association of Black Journalists for a series of stories that helped get an innocent man out of jail. She was also nominated for a Pulitzer Prize in 1997 for her article about abuse of power by a state legislator.

One early review of “Hog Wild” notes: “Waltz’s examination of Smithfield Foods’ campaign against unionism in the modern meat industry is vivid and haunting. Her book offers compelling insight into the fate of the modern American labor movement and, crucially, evidence for why the United States is increasingly divided between rich and poor.”
Professor Moore also created a summer student fellows workshop exploring identity, environment, sound and image in digital storytelling for Johns Hopkins University and Morgan State University-Baltimore Youth Film Arts program, The Guerrilla Role Animator.

With over 25 years of film, video and animation experience and 11 years of teaching in the Fine Arts and Graphic Design division, Professor Moore has a K-12 Masters Certification in Fine Arts and Photography and is committed to providing quality instruction. His teaching experience includes graduate and undergraduate courses in Graphic Design, Digital Film/Video; 2D Animation; 2.5 Animation and 3D Animation.

He holds a M.F.A. in film from New York University’s Tisch School of the Arts. He has worked in Thailand, Korea, Germany and Singapore, as well as the U.S.

Professor Harris holds two bachelor’s degrees—one in History from “Our Home By the Sea” and the other in German Literature and Language from Virginia Commonwealth University. He is the recipient of the Alan Landsburg Documentary Production Award for his feature-length documentary that explores what African Americans and Africans in the Diaspora experience in the U.S., South Africa and Europe.

Professor Harris currently teaches Introduction to Film, Radio and Television.

Professor Edward “Butch” Maier brings a quarter century of journalism experience to the classroom.

A native of Charleston, West Virginia, he received his bachelor’s degree from Guilford College, where he became a sports writer two days after setting foot on the campus in Greensboro, North Carolina. He served as sports editor for two years and wrote a school-record 236 articles for his college newspaper.

Professor Maier’s journalism journey took him to the Myrtle Beach Sun News in South Carolina; The North Hills News Record and Gateway Publications in suburban Pittsburgh; Hernando Today in Brooksville, Florida; The Gaston Gazette in Gastonia, North Carolina; The Tribune-Review in Greensburg, Pennsylvania; The Akron Beacon Journal in Ohio; The Boston Globe; The Plain Dealer and The Virginian-Pilot, Professor Maier worked his way up from tiny weekly newspapers to small dailies to the largest papers in three states.

Professor Cameron Harris is an independent filmmaker, possessing years of global production experience.
STUDENT INTERNSHIP LISTING

Brooklyne Baker, ‘18, The Nate Parker Film Institute
Chental Song Berry, ’18, Dow Jones News Fund
Aubree Brabham, ’19, Ms. Magazine
Aviel Brown, ’18, Genworth Financial
Alexandra Carmon, ’18, MSNBC
Ania Cotton, ’18, NASA
Nigil Crawford, ’18, ABC, Good Morning America
Kelsey Crimiel, ’19, AARP- ASI Marketing
Lashawnn Edwards, ’18, NBA, Spain
Mion Edwards, ’18, Knight Foundation
Ayanna Fields, ’18, U.S. Department of Commerce
Raschell Guilliams, ’19, PR and Communications at NASA
Chelsea Hannah, ’20, Universal Music Group
Chelsea Harrison, ’18, Viacom/The Daily Show
Leondra Head, ’19, MSNBC
Kayla Holmes, ’20, FOX 5
Michelle Jenkins, ’18, Southern Lawyer Media Journal

Tiffany Livingston, ’19, AARP
Kayla Key, ’18, Pennsylvania Cable Network
Spencer Lundy, ’18, Hampton University Proton Therapy
Kandis Mascall, ’18, Nightline/ABC News, NY
Ayanna Maxwell, ’20, HBCU Pride Nation
Erin McKie, ’21, Philadelphia 76ers
Bianna Mulzac, ’19, Atlantic Records
Pia Nicholson, ’18, Princess Cruises
Arielle Nicole, ’18, Ministry Marketing Solutions
Toree Paden, ’18, PGA
Jordan Parker, ’18, USA Today
Sasha Rhodd, ’20, BET Networks
Tiara Sargeant, ’18, NASA Johnson Space Center
Norey Smith, ’18, Sony Pictures
Arielle Wallace, ’18, Ministry Marketing Solutions
Mikey Watkins, ’19, Ferguson Enterprises
Maya Wilson, ’18, National Park Service

SCRIPPS HOWARD GRADUATING SENIORS CHEER AS THEY LINE UP, PREPARING TO PROCESS INTO HAMPTON UNIVERSITY’S FOOTBALL STADIUM ON GRADUATION DAY 2018. PHOTO BY MICHAEL DIBARI JR.
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