

The World of Mass Media

NEWSLETTER OF MASS COMMUNICATIONS DEPARTMENT



Notes From The Chair

“Remember that *The World of Mass Media* will never love you as much as you love it. If you understand this you will be truly successful.”

Farrish Joins WHLT 22 News Team



Carmen Farrish

Carmen Farrish is a 2010 graduate of Tougaloo College. She received her Bachelors of Arts Degree in Mass Comm with an emphasis in Broadcast and a minor in Public Relations.

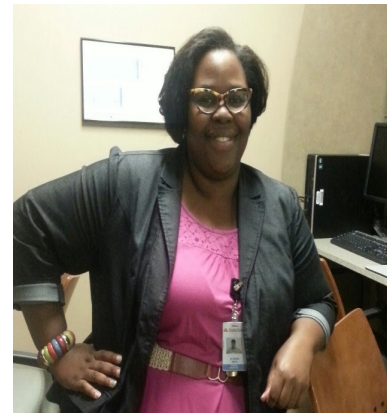
Carmen joined the WHLT22 news team in January of 2015 after working at the sister station in Jackson, Ms. Although broadcasting was always the goal; she started out as a Local Sales Assistant, promoted to Program Coordinator, finally landing her dream role of Reporter at WHLT. She likes to tell people she took the unconventional route to reporting. Never ending faith and determination allowed that dream to come into fruition.

We are so proud of Carmen. You can follow her career on Facebook at Carmen Farrish News.

Also feel free to email her at cfarrish@whlt.com



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Alessa Smith

Tougaloo Welcomes Home Alumni Alessa Smith

Ms. Aleesha Smith returns home to Tougaloo and the Department of Mass Communication as an Assistant Professor of Advertising and Public relations.

She is a graduate of Tougaloo College, as a part of the first class to graduate with a B.A. in journalism and mass communication. She received her M.A. in Journalism and Mass communication from the University of Georgia.

Prior to joining the Tougaloo faculty she was an adjunct professor at Parkland College and an Employee Relations manager for a major insurance company.



Instagram
@eagleeyenews



Channeltougalo

Mass Comm Organizations and Publications

The Harambee

Publication produced by Tougaloo College students with the counsel of an advisor. The newspaper's name is derived from the Swahili language which means "working together."

Eagle Eye News

The Department produces a weekly newscast produced, directed and reported by students. The newscast offers a training ground for future television reporters and producers by creating a real-life lab experience for mass communication majors.

Advertising Club

Students interested in advertising receive applied training in the discipline as members of the advertising club. Members have access to industry professionals and agencies.

Public Relations Association of Mississippi

The Tougaloo Chapter of PRAM offers networking opportunities which bring internship possibilities and job contacts in the public relations field.

ASU HOSTS MASS COMM DAY



In the Spring of 2015 the Mass Communication Students Tougaloo College went to Alcorn State University to attend their annual Mass Communication Day. Students were able to meet local profession-



Melanie Dotson
Anchor

Recent Tougaloo graduate, Melanie Dotson, a mass communication major, hit the ground running only 10 weeks post-graduation. July 13th, 2015, she joined WXVT, located in Greenville, MS, where she will anchor, report, produce, and provide weather for their newscast.

Melanie says that without the repetitive practice and mentoring provided to her during her collegiate career, this dream would not have been fulfilled. "There were times when I thought my mentor pushed me to my breaking point. Looking back on those challenging moments, I am now aware that they showed me the importance of diligence and perseverance."

"I vividly remember spending long hours in the lab

Mass Comm Graduate Takes Center Stage in New Career

perfecting my craft in order to produce a reel that surpassed today's average standard. All the hard work was definitely worth it." Dotson stated.

With a new career ahead, Dotson plans on giving back as much as she can to those who desire a career in Broadcast Journalism.

"Pope Cottage has birthed numerous young professionals who have turned their dreams into a daily reality. I remember hearing about my "Pope Cottage Idol", Terrance Friday, and how he benefited from the hands-on training and guidance given to him through our department. It gave us, the students, something tangible to relate to. He's living his dream....so I can too."

Dotson added, "Knowing how much Terrance's visits meant to me, I definitely want to do the same for the class following in my footsteps."

Ms. Dotson served as anchor and reporter for Tougaloo Eagle Eye News, she admits to struggling quite a bit in the beginning. "When I met my mentor I said, 'I want to be the anchor for Eagle Eye. I'm going to be the next big thing'. He chuckled and said, 'Oh okay. We'll see if you can handle the work'.

"I don't think I realized how much work was involved into producing an entire newscast. It's a lot. But, as my love grew for broadcasting, everything started to fall into place. By the time I became deeply in love with my major, graduation was right around the corner, and I had to send out my resume reel for local and out-of-state news stations."

Melanie Dotson graduated from the Eagle Queen on Sunday, May 3rd, 2015. She received her Bachelor's of Arts in Mass Communication with an emphasis in Radio and Television Broadcasting. After the diploma, "life after graduation" finally settled in.

"I remember my mentor telling me to apply for jobs every single day." Dotson said. "Honestly, it was sometimes aggravating because he would always know when my effort didn't meet his expectations. But I kept applying, and I finally had an interview. I felt like I was home again inside the new station. I was reassured that I was walking into my destiny. Next, was the waiting game....it was stressful, but I made it through."



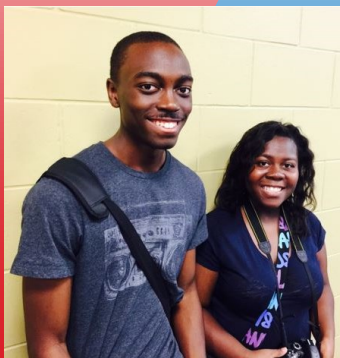
Melanie Dotson

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Students Find Jobs in Mass Communications

Student Interns



Kiera Bronson and Noah Haile, upcoming senior mass communication majors, spent two weeks as interns with the Digital Humanities seminar at Tougaloo. They recorded and photographed the speakers and faculty members at the seminar.

The purpose of the Digital Humanities seminar was to teach faculty different ways of incorporating the Internet into their classrooms. They also learned how to create their own websites.

Bronson said she learned how to use her camera in depth during those two weeks.

"At first, I didn't know how to use my camera in manual mode, so I took this opportunity to learn more about it," she stated.

Haile applied what he was taught in his classes through this internship.

"Matriculating through my intern, I was able to use skills I learned such as reporting live, recording, and on camera interviews," He said.



Andre Carter, Senior Mass Comm. Major.

Andre' Carter is a Senior Mass Communication Major, Studying Radio and Television Broadcasting. He has recently started at WRBJ 97.7FM as a Radio Personality and DJ Andre' has also recently been featured on WJTV Channel 12 News for his Upcoming YouTube series "Unlikely Heroes".



Andre Carter with former Tougaloo students Terrance Friday and Justin

BURKS SHINES AT LOCAL AFFILIATES



Justin Burks

Justin Burks is a part of the Tougaloo College Pope Cottage Family. The skills he learned at Tougaloo have quickly made him one of the area's most recognizable photojournalists. His crisp and precise skills have garnered plenty of support from viewers across the country. Justin is a photographer and editor for WJTV News channel 12. He has covered severe weather, sports, political events, and most recently the funeral of Blues Legend BBKing. Justin is known for his talents by many of his competitors. Before his current position, he worked as a photojournalist for WLBT News in Jackson. We are all so proud of Justin and everything he has accomplished. The best is yet to come.

MASS COMM ALUMNI ARE ON THE MOVE!

After moving on from 16 WAPT News, **JaMichael Chambers** is Jackson State's newest Assistant TV Production Manager.



JaMichael

Terrance is a 2010 graduate of Tougaloo College. As one of the first students to graduate through the newly formed Mass Comm Department, Terrance quickly used what he learned to take on an Internship at 16 WAPT News in Jackson.

Terrance took his talents to the Midwest where he worked as an Anchor for FOX 47 news in Lansing, MI.

Terrance is an Anchor/Reporter for the CBS affiliate and says he's proud to be representing the college and all the 'Pope Kids' out there. Follow him on facebook at Terrance Friday News and Twitter @TerranceFriday



Terrance Friday



LeMia Jenkins

LeMia Jenkins, a 2010 Graduate of Tougaloo College with a Bachelor's degree in Public Relations, and a Master of Public Health from the George Washington University. LaMia recently accepted a position at Jackson State University. Prior to JSU, she worked as a press secretary for Tougaloo Alum, Congressman Bennie G. Thompson based in the his Washington, D.C. office. She has also worked as Deputy Communications Director for Congresswoman Sheila Jackson Lee (TX-18)



Diamond Williams

The National Newspaper Publisher Association Foundation in Washington, DC presents 20 scholarships to students throughout the United States studying journalism, multi-media and English every year. Tougaloo College Senior, Diamond Williams, has been awarded a NNPAF Journalism Scholarship Fall 2015-2016.

Each awardee is specifically nominated by a Department chairperson and completes an application process. Once asked what she thought about being nominated Williams responds,

Williams Awarded NNPAF Scholarship For Fall 2015

"It's definitely a blessing and honor to know my hard work and dedication does not go unnoticed."

Once nominated, Williams had to surpass an application process. This process included a brief essay and letter of recommendation from an advisor, chairperson, or faculty. While discussing this process Williams adds, "The essay question is always the toughest part but I always speak from my heart not my head. It's the most truthful."

Williams plans to continue excelling in the Journalism field with now blogging daily and in hopes for an upcoming internship. She continues in disbelief, "You never know who is watching. So I always give my best work ethic and drive. I know God will do the rest."

Bronson Tapped for Double Honors



Kiera Bronson,

HEADWAE Recipient

Kiera Bronson, senior mass communication major, received double honors during her spring semester at Tougaloo College. The first was a journalism scholarship for \$1,000 from *The Mississippi Link* in December 2014.

The award was based on an essay she wrote entitled "Why Should I Win the Scholarship". Bronson learned about the scholarship from her broadcasting mentor, Karlos Sanders.

"He thought I would be a great person to apply for this scholarship. So I did not really thinking I would win," Bronson said.

The second award she received was from The Higher Education Appreciation Day, Working for Academic Excellence or HEADWAE. This honor is awarded to one student and professor in every community college, university, and college in Mississippi. Bronson was nominated by her Department Chairperson who also received this award.

100% Employment Rate For Tougaloo Mass Communication Class of 2015!

