



Richard Ranta

## Richard Ranta Receives Silver Medal Award

**Richard Ranta**, dean of the College of Communication and Fine Arts, received the 2011 Silver Medal award from the local chapter of the American Advertising Federation (AAF Memphis). Rikki Boyce, past Silver Medal honoree and local marketing and advertising expert, presented the award. "In addition to his many achievements, it's important to remember that his college transforms students into the young professionals we need to advance our advertising world, along with the musicians, actors, singers and artists that we need to thrive. Perhaps that is the most important thing of all," Boyce said during the awards luncheon on January 27.

## Journalism Students Help Ford Motor Co. Promote Its Fiesta Automobile

Journalism seniors **Joe Walz, Frank Hanlon, Jeremy Kyle, Tameisha Vaughn, Brittney Block, Allison Boone, Kendyl Mauney, Kevin Keenmonare, and Martina Igberaese**, assisted Ford Motor Company in marketing the automaker's new Fiesta automobile. The students are one of three participating groups in the Ford internship program, and are part of an advertising class taught by Sandra Utt, associate professor of journalism. The other groups are from Vanderbilt University and Mississippi State University.

Last year during March Madness 19,000 Tiger basketball fans saw a commercial that the students filmed and produced, when it was played on the Jumbotron at the FedEx Forum. The next step in the campaign was a photo contest in November with the theme, "Where Would You Go With Your Fiesta?" The students

have worked with Retail First, Team Detroit, creating a social media campaign to increase awareness of the new car. They were responsible for research, submitting proposals, managing a budget, and implementing their ideas via social media.

"Nobody involved in the project will get a prize or any compensation from it," Utt says, "but the students are getting wonderful experience in designing and executing an advertising campaign. That experience will prove invaluable when they graduate and enter the 'real world' of advertising."



Master of Architecture students **Mario Walker** (l.) and **Jerry Coleman** (r.) with **James Williamson**, associate professor of architecture.

## Master of Architecture Students Win in International Design Competition

First year Master of Architecture students **Jerry Coleman** and **Mario Walker** were among the winners in the Playable10 ART category of the Playable10 International Design Competition for a creative playground in downtown Atlanta. Coleman was the runner-up and Walker received one of two honorable mention awards. The other categories were Playable10 SITE and Playable10 DIY. Both students completed their projects in the graduate architecture design studio taught by **James Williamson**. Students and practicing architects were eligible for the competition. Coleman completed his Bachelor of Environmental Design degree at Texas A+M University where he also earned a Master of Science in Construction Science. Walker completed his Bachelor of Fine Arts in Architecture degree at the University of Memphis.



**David Appleby** (left) and **Craig Leake** (right) during the filming of *Beyond Babyland*.

## Appleby and Leake Win Regional Emmy for Documentary

Professors **Craig Leake** and **David Appleby** won a regional Emmy for Best Writing for their 2010 documentary *Beyond Babyland*, which explores the complex issue of infant mortality in Memphis. The film also received Emmy nominations for Best Documentary, Directing and Editing.

One of Leake's latest works, *The Nurse*, won an audience award during the 13th annual Indie Memphis Film Festival in 2010. Additionally, Leake and his 17-year-old daughter Mackenzie collaborated on a documentary about Mackenzie's year-long confrontation with her fear of driving. *Don't Make Me Start This Car!* is a charming essay on the need to choose which risks are acceptable in life. The half-hour documentary was broadcast by WKNO-TV and will appear on other public television stations in Tennessee. Both Appleby and Leake have won several prestigious filmmaking awards, including Emmys, George Foster Peabody Awards, and CINE Golden Eagles, among others. Two of Appleby's award-winning films (*At the River I Stand* and *Hoxie: The First Stand*) have also aired on WKNO.

## U of M Recording *Blues in Black & White* Benefits Music Maker Relief Foundation

The University of Memphis' blues, jazz and gospel record label **High Water Records** and student-run **Blue T.O.M. Records** have collaborated for a rare blues album benefiting needy local musicians.

*Blues in Black & White*, which was released in December, features 10 cover songs managed by the University's Music River Publishing company (BMI). It was recorded and produced by Music Industry Program students and local musicians. The CD, which benefits the Music Maker Relief Foundation (MMRF) is also