

2014 CCI School/Major Alumni Award Winners

Advertising Alumna of the Year

Dana McCullough ('95)

Vice President and Account Director, McCann Erickson

- Currently leads Nikon, Inc. and United Way account teams
- Previously worked at McCann leading the U.S. Army team
- Began career at Young & Rubicam in NYC
- Multiple Effie and One Show awards

McCullough is Vice President and Account Director at McCann Erickson, and currently leads the advertising efforts for Nikon Inc. and the United Way. She spent 8 years at McCann, where she also served as an integrated account lead on the U.S. Army account. McCullough began her career at Young & Rubicam in New York City. Key accounts over her ten years with Y&R included: AT&T, Pepperidge Farms, the 2000 Census, Fisher Price and Chevron. She's won multiple Effie and One Show awards for marketing communications and creative effectiveness.



Communication Studies Alumnus of the Year

Tyler Summitt ('13)

Head Coach, Louisiana Tech University Women's Basketball Team

- Youngest Head Coach in collegiate women's basketball
- Formerly Assistant Coach Marquette University Women's Basketball Team
- Co-Founder and board member The Pat Summitt Foundation

Tyler Summitt, a 2013 CCI graduate, was the 2014 Communication Studies Alumnus of the Year. Tyler became the head coach of Louisiana Tech University's women's basketball team on April 2, 2014 and was tasked with leading one of the most storied programs in women's college basketball back to prosperity. Summitt, the youngest head coach in women's college basketball, spent his first two seasons after graduating from UT as an assistant coach at Marquette University. In addition to his coaching duties in the collegiate ranks, Tyler is also a co-founder and board member of The Pat Summitt Foundation, participates in public speaking engagements and is active in church with his wife, AnDe. Tyler graduated from the University of Tennessee Chancellor's Honors Program where he was a member of the Tennessee men's basketball team for two seasons, learning from Cuonzo Martin and Bruce Pearl. He also served as a student assistant coach for his mother and the Tennessee women's basketball program and was actively involved in the 2007 through 2009 seasons for the Tennessee women, two of which resulted in national championships.



Information Sciences Alumnus of the Year

Marcellus Turner ('88)

City Librarian, The Seattle Public Library, Seattle, Washington

- Oversees the world-renowned Central Library and 26 branches
- Manages \$63 million budget and 684 staff members
- CCI BOV Member

Marcellus Turner, a 1988 Master's in information sciences graduate, was the 2014 Information Science Alumnus of the Year. As City Librarian, Marcellus oversees The Seattle Public Library, which includes the world-renowned Central Library and 26 new or renovated branches. The Library operates on a \$63 million budget and has 684 staff members. In August 2014, Seattle voters approved a seven-year, \$123 million levy to support Library operations and building maintenance. The busy system served nearly 13.6 million visitors last year and circulated 11.4 million books and materials. Turner is a member of the College of Communication and Information's Board of Visitors and also serves on the University of Washington Information School's MLIS Advisory Board. He is the former executive director of Jefferson County Public Library in Lakewood, Colorado. Prior to joining Jefferson County Public Library in 2002, Turner was assistant executive director of the Rockford Public Library in Rockford, Illinois. He has also worked at Tacoma Public Library in Tacoma, Washington, and Atlantic City Free Public Library in Atlantic City, New Jersey. In addition, he held several positions with academic libraries in Tennessee and Louisiana.



Journalism & Electronic Media Alumna of the Year

Viola Gienger ('84)

Senior Writer, U.S. Institute of Peace

- Manages the Olive Branch blog and institute's website
- 25 years as a news reporter and editor
- Formerly covered Eastern Europe and the Soviet Union and has reported from over 30 countries

Viola Gienger, a 1984 CCI graduate, was the 2014 Journalism and Electronic Media Alumna of the Year. Viola is a senior writer for the United States Institute of Peace (USIP), managing the Olive Branch blog on the Institute's web site as well as reporting and writing on issues related to the Institute's work in the U.S. and abroad. She has more than 25 years of experience as a news reporter and editor, most recently covering the State Department and the Pentagon for Bloomberg News. Before joining Bloomberg in 2003, Gienger spent seven years in Eastern Europe and the former Soviet Union. Living in Belarus, Poland and Bosnia, she trained and consulted for independent media around the region under privately funded programs such as the Knight International Press Fellowship and for USAID-funded projects, and then worked for two years as a freelance journalist based in Sarajevo. She has reported from more than 30 countries, including in the Middle East and Asia, and has served as a guest and moderator on Voice of America's weekly Issues in the News current affairs program. Her ventures in foreign reporting started with the former AP-Dow



Jones News Service in London in the 1980s, and her freelance work has been published in The Chicago Tribune, Newhouse's Religion News Service, The Washington Post, The New York Times, Transitions Online and Al-Monitor. She serves as a judge in national and regional journalism competitions and organizes professional development events as a member of the National Press Club and Journalism & Women Symposium.

Public Relations Alumnus of the Year

Isaac Wright ('03)

Vice President of American Bridge and Director of Correct The Record by American Bridge

- Previously CEO of Wright Strategies, LLC
- Worked on many political campaigns, Campaigns and Elections Magazine 2011 "Rising Star"
- Six Pollie Awards and a Reed Award
- Arkansas Business Magazine "40 Under 40"



Issac Wright, a 2003 CCI graduate, was the 2014 Public Relations Alumnus of the Year. Wright serves as Vice President of American Bridge and Director of Correct The Record by American Bridge.

Previously, he was CEO and founding partner of Wright Strategies LLC, a strategic communications and consulting firm. Wright began working in political campaigns as the youngest member of the national communications staff on the Gore-Lieberman 2000 campaign. His experiences include numerous gubernatorial and federal campaigns. He has been a senior strategist in the efforts of Arkansas Governor Mike Beebe and Missouri Governor Jay Nixon. He served as the South Carolina communications director for the Hillary Clinton campaign in 2007 and 2008. He previously served as Communications Director in the Office of Governor Mike Beebe and was the youngest communications director to any sitting governor in the country at that time. In 2011, Campaigns and Elections Magazine named Wright a "Rising Star" of politics, the highest recognition of the campaigns and elections industry for professionals under the age of 35. He has received six Pollie Awards and a Reed Award, the highest national professional awards in the political and public advocacy campaigns industry. His strategic analyses of the 2016 Presidential campaign environment have been featured in USA Today, Politico, National Journal and CNN. Arkansas Business Magazine named Wright to its "40 Under 40" list of the most influential people under the age of 40 in politics and business.