2017 CCI School/Major Alumni Winners

Advertising Alumna of the Year
Erin Hauck (’07)

Senior Director of Digital Investment, Hearts & Science, New York City
- Developed first Hearts & Science US digital team
- Cynopsis Media’s Top Women in Digital Award, Mentors Category
- Selected for Omnicom Global Talent Exchange Program
- Won 7 awards for Pepsi Max’s “Test Drive” video

Erin Hauck, a 2007 CCI graduate, is the 2017 Advertising Alumna of the Year. Erin is the founder and senior director of digital investment with Hearts & Science in New York City. In her role as leader, mentor and innovator she has: (1) on-boarded Procter and Gamble’s digital business and staffed the Digital Investment and Programmatic teams from scratch; (2) developed the digital investment process for internal and external workflows; (3) provided thought leadership for clients and the agency; (4) assisted in creating the revised programmatic structure and approach for P&G’s digital business with global impact; and (5) developed industry-first agency organizational structure and process to maximize flexibility and workflow efficiencies. Prior to her work at Hearts & Science, Erin was with OMD New York from 2007 to 2015 where she served as digital social chair, director of digital investment, associate digital media director, digital strategy supervisor; digital strategist and digital assistant strategist. While with OMD, she also spent six months in 2012 with OMD Sydney, Australia as part of Omnicom Global’s inaugural Talent Exchange Program where she served as digital senior account manager. Erin has won numerous awards for her work including; a Cynopsis Media Top Women in Digital Award, two Effie Awards, two Clio Awards, and three OMMA Awards.

Communication Studies Alumna of the Year
Amy Harp Donahue (MS ’11; BA ’09)

Director of Marketing and Communications, River City Company, Chattanooga, Tennessee
- Past President, UT Alumni Association – Chattanooga
- 2015 Leadership Chattanooga
- Current board member & Chair, Community Support Committee, Past Chair, Young Leaders Council Partnership for Families, Children & Adults

Amy Donahue, is the 2017 Communication Studies Alumna of the Year. She holds two UT degrees - a 2009 B.A. in Communication Studies and a 2011 M.S. in Communication & Information. In her current role as director of marketing and communication with River City Company in Chattanooga, she develops and executes messaging and marketing activities for all River City Company programs and projects. Prior to joining River City Company, Amy worked for the University of Tennessee Knoxville, the University of South
Carolina, Aiken and the University of Tennessee, Chattanooga where she utilized her expertise in finance specifically focused on student lending and academia. Amy is also very involved in her community. She is a current board member and chair of the Community Support Committee, and past chair of the Young Leaders Council Partnership for Families, Children and Adults in Chattanooga. She continues to serve UT and CCI as the current chair of the School of Communication Studies Advisory Board, as the past president of the UT Alumni Association of the Chattanooga Network and as a former member of UT’s Young Alumni Council. Amy completed the 2015 Leadership Chattanooga program through the Chattanooga Area Chamber of Commerce and also serves on the Chamber’s Communication Committee and the Downtown Council.

Information Sciences Alumna of the Year

Kendra Albright (PhD '02; MS '85)

Director of the School of Information Science, Kent State University, Ohio

- 2011 “Rising Star” University of South Carolina School of Library and Information Science
- Editor-in-Chief of Libri: International Journal of Libraries and Information Services
- 50+ peer-reviewed publications, 30+ invited presentations
- numerous grant awards

Kendra Albright is the 2017 Information Sciences Alumna of the Year. She holds three UT degrees including two from CCI - a 1985 M.S. in Information Sciences and a 2002 Ph.D. in Communications. Kendra is professor and director of Kent State University’s School of Library and Information Science. Prior to coming to Kent State in July 2016 she held a number of academic positions including: as a professor in the School of Library and Information Science and director of the African Studies Program at the University of South Carolina; and as a faculty member at the University of Sheffield, the top-ranked library and information science research program in the UK, where she also served as Deputy Director of the Centre for Health Information Management Research (CHIMR). She has held leadership roles in numerous international organizations, including the International Federation of Library Associations and Institutions (IFLA), American Society for Information Science & Technology (ASIS&T), Information Science Foundation for East Africa (ISFEA), and North American Information Initiatives in Sub-Saharan Africa, which she co-founded. Her primary research has focused on the use of information and communication to solve human problems, particularly in the areas of HIV/AIDS and domestic violence, and she has more than 50 peer-review publications, made more than 30 invited presentations and received numerous research grants. She is also editor-in-chief of Libri: International Journal of Libraries and Information Services. In 2011, the University of South Carolina named her a “Rising Star.” Before
pursuing an academic career, Kendra was division manager for Information Services at Information International Associates in Oak Ridge, Tennessee and she spent several years running her own research and market analysis consulting firm.

**Journalism and Electronic Media Alumnus of the Year**

**Steve Dean (’74)**

Owner of FamFive Productions; creator of WBIR-TV’s *Heartland Series*, Knoxville, TN

- Chairman, Board of Directors, Museum of Appalachia
- 3 Iris Awards
- 5 regional Emmy Awards
- 3 International Film & Television Festival of New York Medals

Stephen Dean, a 1974 CCI graduate, is the 2017 Journalism and Electronic Media Alumnus of the Year. Stephen served as Community Relations and Promotions Director at Knoxville’s WBIR-TV for 30 years. He was the marketing director that launched, guided and grew the station’s slogan “Straight from the Heart” into one of the most recognized branding statements in local television. *The Heartland Series*, a television program about Southern Appalachian culture, was launched by Stephen in 1984, and he served as its Executive Producer for 20 years. Under his leadership, *The Heartland Series* won three Iris Awards from the National Association of Television and Program Executives, 5 regional Emmy’s and three medals from the International Film and Television Festival of New York. In 2003, Stephen was recognized with the Brand Builder Award as one of the top 10 television broadcast marketers in the country by PROMAX and the Broadcast Designers Association. He has also won national awards from the American Advertising Federation as well as numerous local and regional marketing and advertising honors throughout his career. After leaving WBIR, Stephen formed his own production company, Famfive Productions. The company produces historical and scientific video presentations for use in museums, as teaching aids for the classroom, and in television programming. In addition to his award winning video work, Stephen is active in the community where he serves as Chairman of the Board Directors of the Museum of Appalachia and as the treasurer of the East Tennessee Civil War Alliance, a non-profit agency dedicated to the preservation and perpetuation of Civil War sites, documents, artifacts and the human stories associated with the Civil War in East Tennessee. He is also Secretary of the Knoxville Civil War Roundtable.

**Public Relations Alumna of the Year**
Kellie Davie (‘11)

Founder of KeyCom PR, Nashville, Tennessee

- Young Professional Emerging Leader, Tennessee Hospitality & Tourism Association
- Top 30 Under 30, Cystic Fibrosis Foundation of Middle Tennessee
- Emerging Leader Award finalist, Nashville Area Chamber of Commerce

Kellie Davie, a 2011 CCI graduate, is the 2017 Public Relations Alumna of the Year. Kellie is the founder of KeyCom PR, a Nashville-based boutique marketing and public relations agency. Prior to starting her own agency, Kellie was: (1) Director of Marketing & Public Relations for The Westin Nashville where she served as the hotel’s spokesperson and oversaw all hotel marketing operations; (2) Director of Public Relations for the Loews Vanderbilt Hotel; and (3) Marketing and Public Relations Manager for the Omni Nashville Hotel where she managed all marketing operations for the property and served as the hotel’s art curator. Prior to her tenure in hospitality, Kellie worked for McNeely Pigott & Fox as an Associate Event Coordinator and for Scripps Networks Interactive as a Public Relations and Marketing Contractor. In addition to her professional accomplishments, Kellie is active in the community. She currently serves on the board of directors and governance committee for the Girl Scouts of Middle Tennessee, and is a member of the Junior League of Nashville and the Public Relations Society of America. In 2015 she was named one of Nashville’s “Top 30 Under 30” by the Cystic Fibrosis Foundation of Middle Tennessee, a “Young Professional Emerging Leader” by the Tennessee Hospitality & Tourism Association, and she was a finalist in the Nashville Area Chamber of Commerce’s “Nashville Emerging Leader Awards.”