

AMBER: Children in Jeopardy



RANDY COVINGTON

Randy Covington is on the faculty of the School of Journalism and Mass Communications. He also is director of the IFRA Newsplex, a newsroom of the future located jointly operated by the University and IFRA, an international press consortium.

For the University, Covington teaches classes in new media as well as ethics. He has been a core member of the training team for USC's successful AMBER and the Media seminars. He also does professional training in strategic communication for NATO, the U.S. Army and the South Carolina Chamber of Commerce, among others.

For IFRA, Covington serves as a professional trainer and consultant, working with news organizations such as the Financial Times in London, Impresa in Portugal and Casa Editorial El Tiempo in Bogota

From 1991 until 2001, Covington served as news director of WIS TV in Columbia. Under his leadership, WIS significantly expanded its news programming, established one of the most successful local television Web sites in the U.S. and maintained its news leadership in the Columbia market.

Covington previously worked in news management positions for TV stations in Houston, Louisville, Boston and Philadelphia. His honors include a du-Pont Columbia Citation, four Emmys and an Ohio State Award. In 1997, the Radio Television News Directors of the Carolinas recognized him as its news director of the year.

Covington started his career in print with newspapers in his home state of Indiana. He also has worked as a newswriter for the Associated Press as well as in radio.



LISA SISK

Lisa Sisk has worked in the public relations field for more than 30 years, beginning in St. Louis with an international agency, where she handled public relations and investor relations for clients ranging from non-profits to Fortune 100 companies. She also has worked in public relations with several non-profit organizations and in the corporate, government and public education sectors of communications and public relations.

She joined the public relations faculty of the School of Journalism and Mass Communications full time in 2005 after teaching as an adjunct since 2001. She has been part of the AMBER Alert team at USC since its inception.

USC's Mortar Board honor society has awarded Sisk its Excellence in Teaching Award.

She earned her bachelor's degree in Communications from Lindenwood College in St. Charles, Mo., completed two years of post-graduate study in journalism at Southern Illinois University at Carbondale and earned her Master of Arts in Journalism from USC.

Among the undergraduate and graduate courses she teaches are Public Relations Campaigns, Public Relations Writing, Mass Media Writing and Principles of Public Relations. She also teaches the graduate level Integrated Communications Campaigns as well as the advertising and public relations components in the intense program for incoming graduate students. She developed and teaches three new upper-level integrated communications classes for journalism majors and graduate students.



CLAY MARRA

Clay Marra is the Newsplex Resource Coordinator. He is responsible for providing technical support for the facility as well as training for Newsplex participants in both multimedia software and broadcast equipment.

Marra is a graduate of the University of South Carolina with a Degree in Media Arts. His professional interest is photography, including capturing both still and video images. Marra served as cinematographer for a documentary on the homeless, *Two Worlds: One City*.

In his spare time, Marra is a competitive wake boarder and freelance photographer.