



Judy Hood

Judy Hood began her career as a journalist at UNA, serving as writer/editor/reporter with *The Flor-Ala*. She is a marketing/communication professional whose career

spans four decades and includes leadership positions at the *TimesDaily* newspaper, the Alabama Music Hall of Fame, Eliza Coffee Memorial Hospital and International Paper Company. Five years ago she retired from her regional corporate communications position at IP to start Judy Hood Consulting.

For the past four years she has been heavily involved in supporting the uptick of music tourism related to the critically-acclaimed Muscle Shoals movie which documents the history of the local recording industry that made the area the hit recording capital of the world. Her husband, David, is the bassist for the legendary Muscle Shoals Rhythm Section (aka Swampers) and he is featured in the movie.

Judy and her husband have travelled extensively domestically and abroad to support screenings of the movie. She conducts "Swampette Tours" of local studios and the Alabama Music Hall of Fame. She recently partnered with Ivory Tower LLC to design and manage "The Shoals Gold Record Room," which is an upscale tribute to the Muscle Shoals music industry and the Alabama Music Hall of Fame.

She works closely with the Alabama State Tourism Department, the Business Council of Alabama and the Shoals Chamber of Commerce to capitalize on economic growth opportunities associated with the film. Judy serves on the board of directors for the Alabama Music Hall of Fame and the Business Council of Alabama. She is chairman

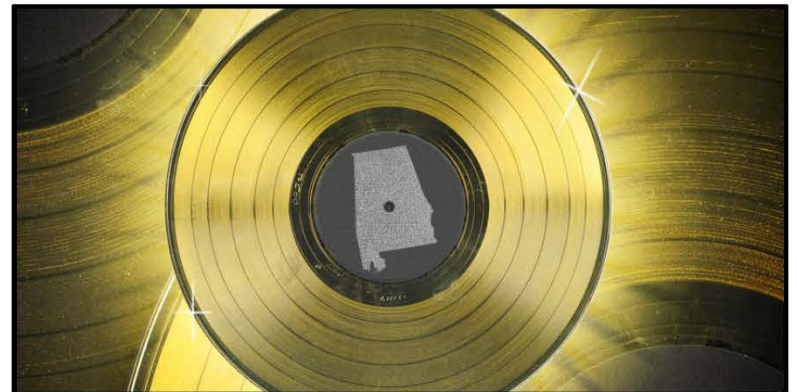
of the Muscle Shoals Music Foundation Board, the nonprofit organization that owns and manages 3614 Jackson Highway, which was the original Muscle Shoals Sound Studio.



Debbie Wilson

Debbie Wilson started her communications career in radio at Big River Broadcasting as a news reporter and disc jockey. She moved to Los Angeles and joined the PR and Marketing team at The Westin Bonaventure Hotel. She moved back to Florence and served as Marketing Manager for the Alabama Music Hall of Fame before being hired as the first Executive

Director of Tourism at the Florence/Lauderdale Tourism Bureau. She joined the team at the Alabama Tourism Department as North Alabama Regional Director in 2015. She recently moved back to Florence to partner with Judy Hood to promote music tourism. She recently was part of a panel for the International Music Tourism Convention in Liverpool, England, to talk about music tourism in the South.



UPCOMING EVENTS

- March 23** **Lindsey Festival Special UNA Faculty Screening**
Home, short film by Jason Pangilinan, M.F.A.
Hunky Dory, feature film by Mike Johnson, M.F.A.
6:00 p.m., Communications Building 131
- April 4** **First Amendment Awareness Month Launch**
12:30 p.m., Communications Building Lobby
- April 13** **"Live Free or Eat Free" Pizza Lunch**
12:30 p.m., Communications Building Outdoor Event Area
- April 18** **UNA Earth Day *Southern Exposure* Film Series Screening**
6:00 p.m., Communications Building 131
- April 27** ***Good Night and Good Luck***
Screening and Panel Discussion
6:00 p.m., Communications Building 131



University of North Alabama
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Department of Communications
256.765.4247

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UNA Department of Communications
celebrates **WOMEN'S HISTORY MONTH** with

THE MESSAGE MATTERS: CELEBRATING WOMEN WHO 'TELL IT LIKE IT IS'



**Swampette JUDY HOOD (left) and
Tourism Guru DEBBIE WILSON**

The career paths of these UNA graduates and former journalists illustrate the diverse jobs available for women in public relations and how the profession has evolved over the years.

6:00 p.m., Thursday, March 16, 2017
Communications Building 131
on Pine Street across from Kilby School