



**Jim Killackey**  
JAYMAC PRESIDENT

**Friends and Alumni,**

What an exciting year it's been for JayMac and for the Gaylord College of Journalism and Mass Communication. Alumni and friends of the college gathered this fall to celebrate the opening of Gaylord Hall.

Located at or near the epicenter of the University of Oklahoma campus in Norman, Gaylord Hall puts a wonderful spotlight on the OU journalism program, a program which is rapidly rising to national prominence and light years ahead of where it might have been without the generosity and support of so many.

The building is superb, in style and appearance. Even the news ticker around the building is a wonderful addition to the campus – letting all who see it realize the importance of keep up to date on happenings in Oklahoma, the United States and worldwide.

And, the building is just part of the change. The fact that we are a college instead of a school is huge in terms of funding and prominence and recruiting the best and brightest new students. The new broadcasting areas are state-of-the-art and will provide student journalists with the best in technology in preparation for a career in the real world. The college's multimedia laboratory appears to be something that will greatly benefit students who will study both print and broadcasting. These things are all obvious indicators to those at the university and thousands who visit the Norman campus that OU is truly committed to providing the best educational environment possible.

As OU journalism alumni, you should be extremely proud of all the changes on at our college – The Gaylord College. The commitment to be the very best college we can be is apparent and a testament to all graduates – past, present and future.

Sincerely,

*Jim Killackey*



**Charles C. Self**  
DEAN

**Friends and Alumni,**

The Grand Opening of Gaylord Hall on November 30 launched a new era in the history of journalism education at The University of Oklahoma. It culminated a four-year transition initiated by the gift of \$22 million from Edward L. Gaylord, publisher of The Daily Oklahoman, and his family.

The H. H. Herbert School of Journalism and Mass Communication has become the Gaylord College. Copeland Hall, a state-of-the-art facility when it opened 43 years ago, has joined Gaylord Hall, a state of the art facility for the 21st century, to house journalism education at OU.

It has been a bracing four years since Mr. Gaylord made his gift. We have hired a dozen new faculty members, doubled our enrollment, expanded our masters program, proposed a new doctoral program, employed more staff, constructed a new building, reviewed our curriculum, enhanced research productivity, offered more service and outreach, renewed our high school journalism program, and developed opportunities students, faculty, and alumni.

During these four years, we have also witnessed dramatic changes in the media industries we study. New technologies have transformed daily routines. New concepts have changed professional practices. New audiences have shifted media strategies.

Change in the college, change in media—periods of rapid change challenge us. They are exciting. They are fascinating. They offer opportunity. They are also stressful. They remove guideposts. They can undermine quality.

Excellence in these times requires flexibility. But it also requires a commitment to core values. Sometimes inflexibility is mistaken for values. Sometimes bad practice is mistaken for flexibility. The trick is to recognize and embrace innovation, to challenge and reject mere shoddy pandering.

Today, all of us—faculty, students, alumni, professionals, friends and supporters of the college—need an open conversation about core values and innovation. The Gaylord College stands upon a distinguished 91-year history. Continuity with that history guides us. We also face a changing industry. Our college has the tools to lead that change toward excellence. It is our responsibility to protect and teach the immutable, unchanging values that sustain excellence in mass communication, but to lead the creative innovation that keeps our field vibrant.

Our conversation—through research, teaching, training, workshops, and public seminars—can sort the immutable from the inflexible, the innovative from the transient. We can stand for core values and provide continuity for our industries. We can also offer new ideas that lead change toward excellence. It will require the participation of everyone in our community. We ask you will join us as we harness our history to our new tools to create excellence in change. It is the challenge at the opening of our next 90 years of excellence. Be a part of it.

Sincerely,

*Charles C. Self*

Pulse is published for and by the friends and alumni of the Gaylord College of Journalism and Mass Communication at the University of Oklahoma. For this issue, 8,000 copies have been prepared and distributed at no cost to the taxpayers of the State of Oklahoma.

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**request for information on foreign/ war correspondents**

Assistant professor Kathryn Jenson White is writing a story for Sooner Magazine about J-College students and graduates who have worked or are working as foreign correspondents and war correspondents. Please email names and contact information to [kjw@ou.edu](mailto:kjw@ou.edu).

**correction from last issue**

In the Spring 2004 Pulse, the story "From Three Rooms to Three Stories: 90 Years of Journalism," contained an omission. A number of alumni wrote in to note that from 1929 to 1958 the journalism school was located in the Nuclear Engineering Laboratory (NEL) building across Asp Street from Buchanan Hall and was the home for hundreds of journalism graduates.

# GAYLORD HALL

BY NICHOLAS BLAMPYE

## GRAND OPENING

In celebration of the official opening and dedication of Gaylord Hall, OU and the Gaylord College of Journalism and Mass Communications hosted an opening dinner on Nov. 29 and a ribbon-cutting ceremony on Nov. 30. The two-day event allowed faculty, staff, students and contributors to reflect on the Gaylord family's gift, the history of journalism and the legacy that the building will leave on future generations of journalists.

The featured speaker at the opening dinner in the Oklahoma Memorial Union ballroom was David Halberstam. Halberstam, a Pulitzer Prize-winning journalist and bestselling author, reflected on his experiences of nearly 50 years in the business.

Halberstam began his journalistic endeavors in Jackson, Miss., during the turbulent years of the civil rights movement and later traveled to Vietnam to cover the war.

OU President David Boren said Halberstam was one of the first American journalists to report that great doubt surrounded the US role in Vietnam and whether Americans could actually win the war.

Halberstam said that his war coverage irritated Presidents John Kennedy and Lyndon Johnson because he was reporting US losses. In the early days of the war, print journalism had the most profound impact on war coverage because television news was slower, he said. Footage of the war and any television reports had to be flown back to the US before broadcast and print journalists could dispatch reports faster.

In discussing the role that journalism plays in a society, Boren said that journalism plays a vital role.

"Journalism is the greatest educational institution in a society," he said.

Halberstam echoed Boren's thoughts and said through journalism a better understanding of other cultures and people could be taught.

"We should be education [the people]," he said. "We should be teachers and students at the same time."

Halberstam said the greatest benefit of being a journalist was that everyday provided a new lesson.

"For 50 years I have been paid to learn," he said. "That is a great thing. It's a wonderfully enriching life."

During the fireside chat, Halberstam offered his opinion of how the journalism industry has changed over the years.

Halberstam said that the traditional values of news have changed to reflect a more celebrity-driven culture of sex and entertainment. But Halberstam offered future editors advice about how to handle the blurred line between entertainment and news.

"[A great editor] is someone who balances for people what they want to know with what they need to know," he said.

The discussion of journalism and the new building's impact on future journalists continued on Nov. 30 at the dedication and ribbon-cutting ceremony.

Dean Charles Self said the building is prepared to take its place in the world of journalism education after a 90-year history at the university. Gaylord Hall will be the college's eighth home since its creation in 1913 by former President Stratton Brooks, he said.



President Boren, Regent Christy Everest and members of the Gaylord Family cut the ribbon at the opening of Gaylord Hall.

Photo by Amanda Johnson



Pulitzer Prize-winning reporter and author David Halberstam joins President Boren for a "fireside chat" at the 2004 JayMac Alumni Banquet which kicked off the opening events for Gaylord Hall.

Everest said her parents would be thrilled by the state-of-the-art technology of the building and that her father's statue was in an appropriate place. Her father now has the students of OU's journalism program behind him and a watchful eye on the football field.

Everest said beyond the beauty of the building, the real heart of the college was the student.

"Ashley Gibson, the journalism student who spoke at the groundbreaking ceremony said it best, 'It's not about the building, it's about the people,'" she said.

Student speaker and journalism senior, Maria Real, said the Gaylord family's gift would allow students to excel.

"The Gaylord gift will serve as a platform for the good things to come," she said.

Boren said at the dedication that the \$22 million gift from E.L. Gaylord was the largest single gift ever made to a public university's journalism program. Gaylord, Boren said, would be proud of the building because of his commitment to Oklahoma and OU students.

"He loved this state," he said. "I don't think there was anyone who loved this state more."

Boren said with the new building, OU is sending the message that the Gaylord College is going to join the top ranks of journalism education.

OU Regent Christy Gaylord Everest, and daughter of E.L. Gaylord, said the dedication was the culmination of a long wait for the family.

# DEDICATION & CELEBRATION



Syndicated columnist and conservative pundit George Will addressed 500 alumni and friends of the college at a special dinner during the opening of Gaylord Hall.

Photo by Carlo Romero

By LINDSAY O'DONNELL

## W

hen John Fannell graduated from OU in 1981 with a degree in journalism, he never imagined that a day would come when a building such as Gaylord Hall would open its doors to journalism majors and prepare them for the outside world. Hearing about the newest technology within the building, Fannell recalls earlier days as a journalism major.

"We definitely didn't have computers," Fannell said.

Fannell attended the reception and dinner Tuesday, Nov. 30 that honored Gaylord Hall and the family who made its construction possible. He said he hoped to find some old instructors and classmates, but was the most eager to hear from George Will, an ABC news commentator and syndicated columnist who was the keynote speaker for the evening.

"I've always been a huge fan of George Will," Fannell said. "I'm a regular reader of his column."

After dinner, OU President Boren acknowledged the Gaylord family and their huge gift to the University.

"We're here tonight because of that act of generosity, that act of love," Boren said. "We have so much to celebrate and so much to be grateful for."

Boren continued by saying how important it is to have a thorough knowledge of business, history and economics as a journalist in order to help inform the world of what is happening.

"The role of the journalism profession has never been more important in our society than it is today," Boren said.

Boren introduced Will, whose column is published twice weekly in approximately 500 newspapers across the nation. Will said that journalism is such an important profession in today's society, but one of the most important aspects of it is to have an understanding of ideas.

"Nothing is more important than the history of ideas," Will said.

He said only ideas have long and lasting consequences in the daily decisions made, and it is the role of journalists to take those ideas seriously.

Will also talked about the set up of a new government in Iraq, and how it takes time to rebuild a nation and change power.

"If you think our values are universal values, then regime change is simple," Will said. "But, they're not."

Will concluded his speech by saying that the journalists who go through the Gaylord College of Journalism and Mass Communication will have a very advantageous starting point in their career. He said it is imperative that we understand the world around us to become affective journalists.

"Journalists have an enormous role to play," Will said.

Boren concluded the evening by saying that the new college will provide students with more opportunities than ever before.

"The Gaylord College will provide journalists and communicators who will not only provide information but put information into context," Boren said.

Boren thanked Will for his insightful address and his call for students and faculty alike to understand the power of knowledge and ideas.

"I don't think we've heard from him or anyone else a more thoughtful address," Boren said. "We thank you for reminding us of the purpose of this university."

By ANGELA CHAMBERS

## J

Journalist Kathleen Parker learned two things from her first editor at the Orlando Sentinel: never assume anything and never misspell a dead guy's name in an obituary. Twenty-seven years later this simple lesson still reminds her of the importance of being an accurate, fair and reliable reporter. Parker, along with six other distinguished journalists, visited the university Nov. 30 to lead panel discussions about their experiences in the profession as part of the two-day celebration of the Gaylord Hall grand opening beginning Nov. 29.

Students, faculty, staff, alumni and other guests of the college filled Oklahoma Memorial Union Molly Shi Boren Ballroom to hear the luncheon address featuring Parker and journalist Robin Wright to discuss "Journalism and Its Proper Role in Society." Parker is a columnist for more than 300 newspapers nationwide and a former director and teacher at the School of Written Expression at the Buckley School of Thought, Reflections and Communications in Camden, South Carolina, according to Dean Charles Self. Wright is a diplomatic correspondent for The Washington Post.

Parker discussed how journalists' personal beliefs can skew their objectivity in reporting. She says that because the media tends to be more liberal, sometimes this political view will tilt the news in an unfair way. This causes a disconnect between the media and the rest of the people they serve, which Parker says is "Journalism's greatest sin."

Parker says the media will not always report both sides on social issues like abortion. The readers have a right to know a fair and complete account of both sides of the story, she says.

"Not only is it damaging to journalism, but it's also damaging to democracy," Parker says.

Recently returning from a trip to the Middle East, Robin Wright discussed her views on foreign policy and how well journalists cover it. She says the media isn't always good at gathering information on foreign groups at the right times. If the media had focused on Al-Queda before Sept. 11, then they would know more of who they are. Wright says the media also doesn't look at the challenges the United States faces when allying with countries like Egypt and Pakistan that have people within the countries that support terrorist groups.

"A vast number of Pakistanis side with Al-Queda, yet we're relying on it as a cornerstone on the campaign to defeat Al-Queda in South Asia," Wright says.

The next panel hosted three homeland journalists to talk about "How Oklahoma Journalists Cover Washington." The Daily Oklahoman editor Ed Kelley, Tulsa World senior editor Alex Adwan and Washington Bureau Chief Jim Myers led the discussions.

Kelley says it's difficult to write about Oklahoma issues when living in Washington if you don't know the paper and its audience. He says he tries to think about his father, who is a rural mail carrier, and what he and other people like him in the Oklahoma community would find interesting.

"If I satisfy whatever questions they have, then I've done my job," Kelley says.

Two OU graduates Roger Frizzell and Kevin Foreman led the last panel about "Advertising, Public Relations and Contemporary America." Frizzell is vice president of corporate communications and advertising for American Airlines and Foreman is principal and creative director of Sounders-Ream in Dallas.

With new technologies like TiVo allowing consumers to take out commercials in recorded television programs, Foreman says advertisers are starting to look to other mediums like the Internet. One new way is by hiring people to write in blogs and subtly promote the products of a company and have links to other sites where the products can be found. Frizzell says blogs are effective because they create a community where the consumers have the freedom to go in or out as they please and it encourages them to leave comments about the products.

Frizzell talked about the importance of integrating public relations and advertising in a company so it may do a better job. He says public relations helps to create the voice for advertising, making it difficult to do one without the other.

"Marrying public relations with advertising is a marriage made in heaven," Frizzell says.



# a new beginning

BY MICHAEL GIESECKE

While the red brick and white stone exterior of Gaylord Hall alludes to the Cherokee Gothic style of the university's oldest buildings, its interior is on the cutting-edge of technology. Miles of electrical wiring and Ethernet cable, numerous satellite feeds and hundreds of gigabytes of RAM give life to the building that is the university's information hub.

The most visible technology of Gaylord Hall is the news ticker screaming across the front of the building. The ticker runs the day's current time and weather conditions and the phrase "Go Sooners" in bright, color-changing letters. From Cate Center to Gould Hall, faculty, staff, students and visitors can catch the time and temperature just by looking up.

Not as visible to the public but even more important is the broadcast and production area in the east wing. The facilities are equipped with the latest in broadcast media and production technology. Visiting assistant professor of broadcast Lynn Franklin, who teaches a variety of broadcast classes and advises The Wire, the student-run Web radio station and TV4OU, the university's television channel for students, says the facilities are far beyond those in Copeland Hall, where some of the equipment is as old as the students.

"The kind of facility we had in Copeland Hall was similar to when I was an undergrad here, and it hadn't changed much in 25 years," Franklin says. "In terms of progress, this is like going from the Wright brothers' plane to a 747, overnight."

One of Gaylord Hall's biggest improvements, according to those now working within it, is that it is a fully digital facility. While many broadcast studios are stuck in the move from analogue to digital, Gaylord Hall has moved the college to the front of the mass media pack.

"Through the gift of the Gaylords we have been able to leap-frog that transition," Franklin says. "In effect, it is like



Keaton Fuchs, journalism sophomore and Gaylord College TV operations manager, assembles equipment in the new broadcast studio.

Photo by Carlo Romero

switching off of one, analogue, and turning on another, digital.”

Broadcast Engineer Monty Roberts says that the building was designed with a “digital backbone” that in the future will allow for the easy replacement of old equipment as new technologies develop.

“We could upgrade the entire facility without having to replace the entire infrastructure,” Roberts says.

In the master control room, satellite feeds are brought into a database, converted to digital and then recorded by a 32-hour capacity automation system that Franklin calls “TiVo on steroids.”

The automation system sorts and organizes incoming media, records the feeds from CNN, the Arts Network and others, and then creates detailed files that include information such as title and running time. Students can then use this material as programming for the university’s cable channel and to supplement the student news broadcasts.

In the rack room, the heart of the digital beast, faculty and staff can feed other media sources into the database: DVD, CD and VHS. They can then access the material from any computer in the building through a system called Safari and create multimedia presentations to use as teaching aids.

Also in the rack room is a duplication system that converts analogue material, such as VHS, to digital via a seven-disc DVD burner. Franklin says an important application of this system will be making copies of video résumés for graduating students entering the job market.

Gaylord Hall’s production facilities have 10 AVID editing rooms, two audio suites, a graphics booth and a voice-over booth for recording narration for video. The graphics booth has one of two planned workstations equipped with a PowerMac G5 and Adobe design software. The voice-over booth has teleprompter and video playback capabilities, and the broadcast audio suite features a 40-input console that Franklin says many professionals would die for.

“This is one of the areas where we have bumped way, way out there and in which we significantly outpace a lot of commercial broadcast facilities,” Franklin said.

The main studio has three digital cameras, a chroma key green screen and an incandescent and fluorescent lighting system. The automated lighting is suspended from the ceiling and producers can control it through a console in the production area or through a remote console.

Franklin says the lighting system flexibility will extend lamp life and cut costs. In Copeland Hall, the lighting options were on or off.

A smaller but more multipurpose area of the building is the convergence lab, a collaborative area in which the various mass communication media interact. This studio holds three robotic cameras – two with teleprompters – an anchor desk, a chroma key wall and a production area.

“These facilities are comparable to what you would find, I would think, in the top 100 markets,” Roberts says.

**“In terms of progress, this is like going from the Wright brothers’ plane to a 747, overnight.”**

Gaylord Hall has four new computer labs designed primarily for print, digital video and Web media. Computer Network Administrator Buddy Wiedemann says that the labs in Gaylord Hall are newer and faster machines than those that were in Copeland Hall labs.

The Mac labs have 42 G5 Apple PowerMacs with a combined 7,200 gigabytes of storage space and 45 gigabytes of RAM. Each G5 is loaded with Microsoft Office, Macromedia graphics and web design software and the entire Adobe Creative Suite. While Macs are the computer of choice for most mass media, Gaylord Hall recognizes the the Windows platform also plays a role in mass media. The College now has a news-writing lab with 16 Dell Optiplex stations, and the convergence newsroom has 10 Dell Dimension 4200 PCs.

David Tarpenning, visiting assistant professor of advertising, says technology available to students in Gaylord Hall not only rivals that used by advertising professionals but in many cases surpasses it. He says when he asks creative directors from Oklahoma City advertising agencies to evaluate the work of his advanced copywriting class, they are amazed not only by the students’ talents but also by the sophisticated technology they use.

“The Gaylord College provides outstanding technological preparation for students who intend to work in the advertising creative field or in any other aspect of the advertising business, for that matter,” Tarpenning says. “The computer technology is still far above average in Copeland, but state-of-the-art in Gaylord. And the students appreciate it.”

To keep all of these computers and the college connected to the world, Gaylord Hall has uncounted Ethernet ports and wireless Internet throughout the building. Wiedemann says Copeland Hall has wireless areas but is not entirely wireless.



Top: monitors in the multimedia lab production area. Bottom: Lecturer Lynn Franklin in the new master control room in Gaylord Hall.

Photo By Carlo Romero



# gaylord hall

Matt Leach, professional writing senior and technical director/ director of the “News 4 Norman” student news broadcast, says he and the crew will need time to learn the new equipment. He says all the high-tech will lead to higher caliber shows.



Broadcast engineer Monty Roberts and visiting professor Lynn Franklin inspect equipment in the multimedia lab.

Photo by Carlo Romero

“I expect the new facilities to have a major effect on the quality of the news show, finally allowing us to do almost anything we can invent or anything you might see on commercial productions, letting us be far more creative and, I think, getting a much better quality of show in the end,” Leach says. “The equipment

is such a leap forward in technology that the biggest struggle at first will be to master it.

“We’re moving as we speak to getting a better grasp on exactly all the things the new equipment can do, but I expect it won’t be a year or more before the full capabilities of the studio are finally all taken advantage of.”



He says students who want to work on their laptops won’t have to unplug the Ethernet cable from the desktop computers to get access as they must do in much of Copeland.

Even with the four labs in Gaylord Hall, Copeland will still serve students, Wiedemann says.

The college plans two more construction phases before the mass media complex is complete. Roberts says the new additions will include two more studios and a small amphitheater in the courtyard for outdoor presentations and movie screenings. However, even with just one phase completed, Gaylord Hall already provides experience in a professional work environment that prepares students seeking a career in the mass media for all the technology they are likely to use very soon.

# distinguished alumni

By PRISCILLA ALLISON

**B**oth recipients of this year's JayMac Distinguished Alumni Award have shown dedication not only to the highest standards of professional skills but also to using those skills to speak out for the rights of those who have either been unfairly treated or underrepresented in media positions or in media coverage.

"These are alumni that over the years have been successful and continued to be supportive of the College of Journalism," JayMac President Donna Nicks says.

Karie Ross Dombrowski became ESPN's third female on-air anchor in 1987. In 1989, she was among the first to take a stand for the fair treatment of women employed by ESPN.

Dombrowski's statements in a company meeting about problems with sexual harassment within the organization may have been the reason that the station didn't renew her contract, she says, but the impact she feels she had on raising awareness of the issue was worth the difficulty she experienced there.

A September story in *The Oklahoman* says that Dombrowski "talked about editing time being traded for sex, about men groping and grabbing female employees, about women constantly coming to her with terror in their eyes."

"So much focus has been on the issue with the 25<sup>th</sup> anniversary of ESPN, and a book has come out that deals with the issue, so in my later years there's been focus on it," she says. "When I wanted there to be focus on it, no one would listen."

"ESPN: The Uncensored History," Michael Freeman's 2000 book, addresses, among many other problems at the network in its first 20 years, sexual harassment at the network and mentions Dombrowski as a factor in bringing the problem to light.

JayMac board member Wendi Williamson, Oklahoma City, nominated Dombrowski for the award because of an article in the *Daily Oklahoman* about Dombrowski's stand and the effect it had on ESPN.

"Since sports was really an all male-dominated area, she really made a difference in the lives of the females that came after her that worked in that area," Williamson says.

A love of sports, especially OU sports, started when Dombrowski was quite young.

"My dad started taking me to OU football games when I was in diapers," she says. "I was the first female sports editor on my high school newspaper, and that was when I decided, 'I'm majoring in journalism at OU.'"

Both of Dombrowski's parents graduated from the university.

"I think my parents did a great job of putting that 'Sooner' thought in my head at an early age," Dombrowski says.

She earned her bachelor's in 1982, a year later than originally intended because of taking a year off from her studies to represent the United States Cotton industry as Maid of Cotton in 1980. She says that while some might think this was a pageant experience,

it was much more a one-year public relations training event.

"I traveled, literally, around the world for one year and visited 10 different countries," Dombrowski says. "In each country I usually had a press conference or meeting with the ambassador or consulate of that city.

"It was invaluable. I can't even put into words how much that one year of traveling meant to me. It opened my eyes to so many things that I never thought I'd see or do or be exposed to."

Dombrowski focused her degree work in print, given that in the late '70s and early '80s broadcast offerings were few, but she took as many electives as possible in broadcasting. Still, her career trajectory was another unintended aspect of her life.

She started working at KOKH-TV in 1981, and by 1983 she was in Columbus, Ohio, at a station. Four years later, an ESPN executive who happened to be visiting relatives saw her on air.

"He called me up and asked me if I wanted a job," she says.

After leaving ESPN in 1990, Dombrowski worked in television in various cities before turning her enthusiasm

for sports to raising money for autism. She is chairwoman for Jack's Place for Autism, a charity organization that benefits autistic children and adults. Dombrowski's personal project is an event called Detroit Teams Up for Autism, involving Detroit's five professional sports teams: the Pistons, the Tigers, the Redwings, the Lions and the Shocks.

The coaches put together live experience packages, such as two seats on the Redwings personal jet to an away game, and then auction them. Dombrowski's sports background has been an advantage in her endeavor.

"I've been able to use all of my resources from the past to help out autism," she says. "It is a fun, fun night because these coaches get into a competition to kind of better the other."

Although she has been approached about working on television in the Detroit area, Dombrowski says she isn't in a hurry because she wants to enjoy her children while she has the chance.

In 1995, Harlan McKosato began producing and hosting *Native America Calling* for National Public Radio, the first nationally syndicated radio program produced by Native Americans.

"It went out to 20-something states," McKosato of Albuquerque, N.M., says. "There were a lot of highlights."

One of his favorite memories is his interview with former-President Bill Clinton.

"He had mentioned during his second campaign that he was Cherokee," he says. "I asked him if he had ever considered becoming a member of the Cherokee nation. I stumped the president. He had no idea what to say."

McKosato resigned from *Native America Calling* this year after nine years with the program and is now working to launch a Native American cable network called *First Americans Cable Entertainment System*. It is in the beginning stages, but McKosato says he hopes to see success in the next few years.

The programming he hopes for will be widely varied, but all of it will have a Native-American focus. He says he wants to air feature-length films and documentaries that might not otherwise be available in wide release as well as to generate some of the station's own shows.

"A lot of movies are made that are



Distinguished alumni Harlan McKosato and Karie Ross Dombrowski with OU President David L. Boren.  
Photo by Robert Taylor

really good, but they're only shown at film festivals," he says. "And I have some original programming ideas from a shopping network to reality shows."

Born and raised in Pawnee, McKosato says that like Dombrowski he always knew where he would study the art and craft of professional storytelling. He never wavered in his goal, he says, saving him the stress of career decisions during high school and in college.

"I decided when I was probably 15 or 16," McKosato says. "From what I saw, the best journalism school was at OU." I liked entertaining people with stories. You could ask my classmates. I was always telling stories. Then I thought, 'Hey, maybe I could make a living doing this.'"

McKosato worked 20 hours a week while taking a full class load each semester.

"I took around 16 hours my first three or four semesters and then dropped it down to 12 because I wanted to spend one more fall with cheap football tickets," he says.

During summers, he worked in the hayfields to pay off his loans.

"Summer school was definitely out," he says.

Former JayMac president Katherine Leidy of Norman nominated McKosato.

"I think he is just a really admirable person," she says. "I think the work that he's done in the Native-American media is wonderful. He shows a lot of pride in OU."

# carolyn hart

By JOY MORRIS

**H**enrietta O'Dwyer Collins, retired Pulitzer Prize-winning journalist turned savvy sleuth, never has to worry about a dull day. Called "Henrie O" by friends and family, the adventurous crime solver might find herself investigating a murder attempt on a media magnate on his private island in South Carolina one day; ending a calm holiday in the Tennessee mountains to find a killer another; and becoming entangled in a murder mystery in the midst of a Bermuda wedding party on yet another.

While Henrie O jet sets across the country in search of murderers, kidnappers and thieves, her creator, Carolyn Hart, sits in front of a glowing computer screen, imagining rousing adventures from the comfort of her tidy northwest Oklahoma City home.

Hart, who earned her bachelor's in journalism in 1958, said that while her own career as a reporter lasted just a year at *The Norman Transcript*, she enjoys watching adventures come to life through the experiences of her journalist heroine.

"It's really what I wanted to do," Hart says.

"It's what interested me, what fascinates me. One of the nice things about writing fiction is that you might not have been able to do something in your own life, but you can always do it in fiction. I always explain that Henrie O had the career that I didn't."

Hart's resume may not include murder and missing person investigations, but the author's 36 novels and multiple awards — including two fan-generated Agatha awards, two Boucher World Mystery Convention Anthony awards and two Macavity awards that Mystery Readers International members nominate — have helped make her just as eminent as her crime-solving alter ego.

After Hart left reporting to spend more time with family, she worried that her writing ability and natural curiosity would go by the wayside. An advertisement in *The Writer* magazine for a mystery writing contest led her to try that genre. The contest called for a story aimed at girls aged 8 to 12, so Hart channeled her early fondness for Nancy Drew novels into her entry.

Hart's story "The Secret of the Cellars" won the contest. She was hooked. She developed the story into a novel in 1964. After her first adult suspense novel in 1975 and eight more stand-alone novels, Hart created the first of two series, "Death on Demand," which details the crime-solving escapades of mystery bookshop owner Annie

Darling and her husband, Max. Hart wrote the first in the 14-novel series in 1987.

Hart says the series allows readers to reconnect with famed mystery authors.

"For mystery readers, the "Death on Demand" series offers a chance to encounter mystery books from the past and present because, of course, since Annie runs a mystery bookstore, she often talks in terms of mysteries, and mystery readers love mysteries," Hart says.

Hart says readers' fascination with mysteries extends beyond the guilty pleasure of reading gory murder details or gaining a glimpse into the criminal mind.

"It wasn't until I'd been a mystery writer for some years myself that I realized what the attraction to mysteries is," Hart says. "I believe that people read mysteries because we live in an unjust world, and that's why I write mysteries. We are not going to find justice in the world, but we can always read a mystery and find justice and decency and affirmation of goodness. That's what mysteries are really about."

Hart's strong-willed and inquisitive female characters have allowed her to combat the injustice of a writing genre frequently dominated by men. Hart says Annie Darling and Henrie O show readers that women can create sleuths as convincing as those of male mystery writers like Arthur Conan Doyle and Dashiell Hammett.

Henrie O, a 70-year-old retired widow, stars in Hart's second series, begun in 1993 and including six novels. The series is in the Jessica Fletcher "Murder, She Wrote" tradition in showing that age cannot slow a detective in pursuit of a case.

"People who are Henry O's contemporaries were younger in World War II, and they survived the most traumatic years in our history until the present, so they are deserving of respect, and they're quite capable of leading very full and interesting lives, and I wanted to reflect that," Hart says.

Mystery author Eve Sandstrom, who graduated from OU with Hart in 1958, says she did not even realize Hart had become a mystery author until, after spending more than 25 years at "The Lawton Constitution," Sandstrom signed up for a mystery writing course at OU and Hart was the instructor.

Sandstrom says "Death on Demand" allowed Hart to write mystery story the author had always wanted to write.

"It's a great book," Sandstrom says. "You can count on Carolyn to give you a good, wholesome mystery with good clues that's satisfying at the end."

Hart has also worked for gender equality in mystery writing by participating in Sisters in Crime, an organization that raises awareness of female mystery writers among readers, publishers and reviewers. Hart says the group reads reviews to monitor what portion of them relate to women. Hart says

that in 1985 *The New York Times* reviewed 88 mysteries, but women had written only 14 percent of them. Hart and other Sisters in Crime members pointed out this discrepancy to organizations, who, she says have increased effort to review more female authors.

"I think that's a very important thing because libraries don't buy books unless they're reviewed," Hart says. "It was never their intention to discriminate. It was simply that the perception was always the hard-boiled private eye written by men, and so those are the books that they review."

Because of Hart's efforts to encourage and promote other writers, her growing number of writing awards and her continual success, the Oklahoma Center for the Book awarded her the 2004 Arrell Gibson Lifetime Achievement Award. Center Director Glenda Carlile says that although Hart has won every major mystery award and has more than 2.5 million books in print, she finds time to help other writers and speak to writers' clubs.

Hart's "Letter from Home," a World War II crime novel, describes the effects of a murder on a northeastern Oklahoma town and 13-year-old resident Gretchen Gilman.

Hart says that when she thought of settings for her earlier novels, Oklahoma did not come to mind. "Death on Demand" novels are set in South Carolina, while Henrie O travels to Bermuda, Hawaii and Tennessee to solve her mysteries.

"I love Oklahoma City, but it's flat and it's dusty," Hart says. "It's just not exactly your most exciting lifestyle. I'm sure someone could write an exciting book here, but it wasn't me. The story about Gretchen is my love song to Oklahoma."

The Oklahoma Center for Poets and Writers at Oklahoma State University in Tulsa nominated "Letter from Home" for a Pulitzer Prize for Fiction.

Author Judy Wall, Hart's friend and a 1977 OU graduate, said Hart is "the grand dame of mystery writers" and deserves recognition. She says she was not fully aware of Hart's fame until she attending a book signing with Hart in Houston.

"The people were lined up out the door," Wall says. "People brought grocery sacks full of Carolyn Hart books."

Hart, whose Web site [carolynhart.com](http://carolynhart.com) allows her to stay connected to readers, appreciates those willing to spend a few hours engrossed in an engaging mystery.

"I have the world's nicest readers because they're mystery readers," Hart says. "You see, people don't read mysteries unless they want the world to be a good place. Bad people don't care whether the world's a good place."

Although Hart may not be traveling the country solving mysteries like Henrie O or encountering diverse characters at her own mystery bookshop like Annie and Max Darling, she enjoys living out the characters' adventures through her novels while continuing to make the world a richer place for mystery readers.



Author Carolyn Hart displays her 2003 Agatha Award for mystery writing. Photo by Susan Graves

BY LINDSAY O'DONNELL

# UNITY CONFERENCE

**D**iversity: the word can be heard within the large lecture halls of universities, in seminars and conventions across the country, in casual conversation between anchors on news show sets and in heated debate among colleagues at the newspaper copy desk.

This simple word is one touching the core of the journalism profession, and the College knows that it must raise the issues of diverse media staffs and representation of the underrepresented in classes, events and organizations.

With a population 79 percent Caucasian, OU has a challenge in recruiting students of color. Once they are on campus, students of color can feel out of place, so retention becomes another area of focus. The profession for which the College prepares students is also struggling to attract and retain journalists of color.

The Gaylord College tries to recruit students of color through its relationship with Oklahoma Scholastic Media/OIPA, which has its offices within the College, and through supplementary educational activities such as the Oklahoma Institute for Diversity in Journalism workshop. It also sponsors four organizations for journalists of color: the National Association of Black Journalists, the Native American Journalists Association, the National Association of Hispanic Journalists and the Asian American Journalists Association. It supports students in attending events like the national UNITY conference, at which representatives of all four of the minority journalists' associations gather. The College also requests that faculty members try to encourage diversity within the curriculum by offering courses focused on the subject and by discussing the issue in all classes.

Judy Gibbs Robinson, diversity reporter for *The Oklahoman*, says that diversity is not only getting people from diverse backgrounds into the newsrooms but also including diverse sources and subjects in all news coverage. She says the UNITY conference, to which OU sent seven students in summer 2004, is a great way for students to get out of their comfort zones and get to know people who don't "look and act and think as they do."

"Anything that pushes students to become aware of other kinds of people is a critical part of a college education," Gibbs says.

She says that educated people must know how to interact people from every different culture and religion, and that is a critical part of the journalism profession. She says often students come to college and seek people of the same race with similar backgrounds. Experiencing those of other cultures and beliefs is imperative, she says, for a sound democracy.

"For journalists, this is even more critical because as our communities become more and more diverse, and all of the Census data confirms that they are, we must prepare journalists to report on a wide variety of communities from a wide variety of perspectives," Gibbs says.

The seven delegates who attended UNITY 2004 in Washington, D.C., found themselves among nearly 8,000 other journalists of color. The conference is the largest gathering of journalists of color in the United States.

Associate professor of journalism Meta Carstarphen, who was faculty sponsor for the attending students, says the conference, which takes place every four years, is a combined effort of the four minority journalism organizations. Attending benefits both those who attend and the organizations they represent, Carstarphen says.

"The students who attended were our ambassadors, our representatives, and they joined literally hundreds of other students from programs across the country that also went to UNITY," Carstarphen says.

Carstarphen says the August conference featured keynote speakers such as President George W. Bush, Democratic presidential candidate John Kerry and Secretary of State Colin Powell. She says the conference was important for journalism students to see what opportunities are available to them.

"It's also empowering for our students to be in a gathering where they get to see journalists of color," Carstarphen says. "It's just wonderful, and then you meet so many other people who are working in the field and it gives you just a different perspective."

Carstarphen says that while activities like the UNITY conference are important, teachers must also encourage diversity within the classroom to get students thinking and talking about the issues involved in all areas of journalistic study and work.

Carstarphen teaches a course titled "Race, Gender, and the Media," and strives to make her students aware of the pivotal role race and gender play in the mass media from message to staffing. She tries to lead her students to think professionally rather than personally about these issues.

"When you are working as a journalist, we have a professional

responsibility to go beyond our personal comfort levels and really try to report, try and communicate, try and advertise, try and use public relations — all of the skills that we teach in this college for the larger community, and that larger community is diverse," Carstarphen said.

She says the need for diversity in the media will only increase as population demographics shift and that students must be advocates of the ideal of media representation of all in society.

Carstarphen says change happens slowly and that becoming aware is the right direction for journalists and society in general to take.

"Diversity is," Carstarphen says. "It's a fact of life. It's so much better for us to be proactive and to think ahead of problems and issues and conflicts-how we can sort this out, how we can work together, how we can do the things we need to do together as a society, then to try and ignore it and create even more problems."

Journalism senior Scott Hughes, NAJA member, says his experience at UNITY was one to remember.

"I liked being able to see Kerry, Bush and Colin Powell speak," Hughes says. "I thought that was really cool that they got up there, and it just kind of told me that we have a voice and all of these important people are concerned about it. I thought that was really cool."

Hughes says diversity is something that journalists must continue to address because journalists represents all members of society.

"It's part of the job, making sure you have all of the angles down," Hughes says. "You have to know about these issues, not just be able to report on them. It's important for these young journalism students to get it down early."

The conference, he says, helps students get started in the right direction. The UNITY conference, which was first held in 1994, will convene again in 2008, but student chapters of the diverse journalism organizations host annual regional and national conventions each year.

The Oklahoma Institute for Diversity in Journalism, which presented its first summer workshop in 2004, will present another in 2005. Gaylord College Associate Dean Fred Blevens says the College wants to begin reaching out to and educating students early. The OIDJ workshop, a two-week residential workshop that provides an intense immersion in journalism, provides high school students of color an experience meant to draw the best and brightest into the profession.

Blevens founded The Oklahoma Institute for Diversity in Journalism, with grants from the Dow Jones Newspaper Fund and Oklahoma's Ethics and Excellence in Journalism Foundation. The 2004 students produced *The Red Dirt Journal*, which focused on a diverse array of topics such as interracial dating, international students, current events and small town happenings.

Blevens says he worked with assistant professor Kathryn Jenson White, Oklahoma City Community College professor Sue Hinton, and University of Central Oklahoma associate professor Mark Hanbutt throughout the spring 2004 semester to design the workshop and set goals.

Blevens, who has conducted workshops in Texas for more than 15 years, says the experience is an important step in educating students on diversity, whether it is considering racial issues or the coverage of small towns rather than big cities.



Top: American Society of Newspaper Editors President Karla Garrett Harshaw speaks to Gaylord College students about diversity. Bottom: Meta Carstarphen, associate professor and NABJ faculty advisor, helped students organize and attend the 2004 UNITY conference in Washington, D.C.

Photo by Carlo Romero

BY LINDSAY O'DONNELL

# DIVERSITY COMMITTEE

The Gaylord College is taking active steps to raise awareness about diversity. Among them is the diversity committee who's purpose is to assist the college in fostering diverse viewpoints.

# W

hile the longest distance between two points may indeed be a committee, the College's Diversity Committee tries to keep the movement toward increasing faculty and student numbers of people of color and toward a curriculum that presents a variety of takes on the subject.

Assistant professors Christa Ward and Kathryn Jenson White co-chair the committee; Harry Hicks, Engleman/Livermore Professor of Community Journalism; assistant professor Jennifer Tiernan; visiting assistant professor David Tarpenning; and Public Information Officer Lance Thomas make up the rest of the group.

"Basically, it's a committee that's set up to make sure that a diverse group of opinions and ideas and thoughts are disseminated through the university, through our classrooms, through the faculty we hire and so on," Ward said.

Ward says the committee aims to provide a framework for getting ideas about diversity out into the College. She says that achieving true diversity means more than just having people who look different. It means welcoming thoughts that aren't necessarily what people would consider the norm.

The committee works from a set of faculty drafted objectives that focus on efforts to recruit students and hire faculty members from all ethnicities, to work with other organizations and departments to create a welcoming and supportive attitude for all students and to seek ways to infuse the various elements of diversity throughout the curriculum.

"This year, the committee set as its first task revising the goals to submit to the faculty to approve," White says. "We've done that. We're now setting up faculty visits to schools with large numbers of students of color. We're also coming up with some course proposals to increase the visibility of the issue in our curriculum. We have five objectives we're seeking to meet through a variety of actions."

"While we know awareness and concern have increased, we haven't seen measurable change in the areas as much as we would wish. We're pushing to make those changes apparent."

Ward says that unless the College takes action to start changing things within its walls, the profession has not hope of seeing much change.

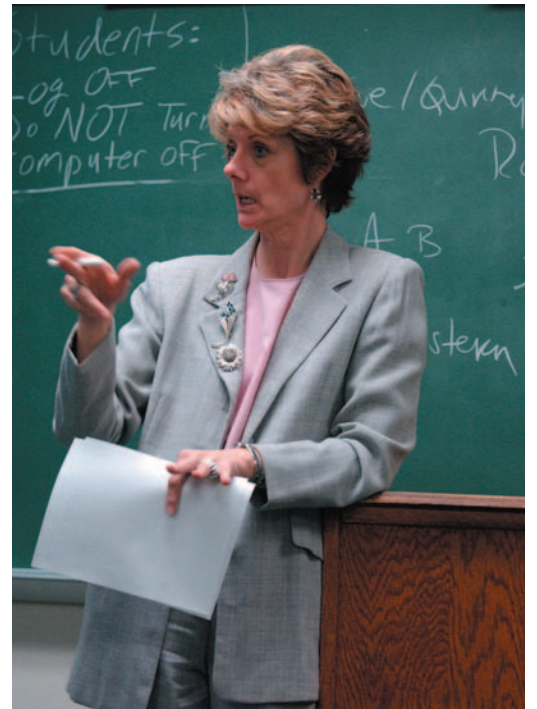
"It's very important that we promote media careers with all of the best students, but particularly with those students who represent diverse bodies," she says. "Otherwise, T.V. looks the same all of the time. I don't think students often realize their vital role in promoting progress as far as this is concerned."

Ward says that simply getting people simply to think about the concepts of diversity is a major goal. She says the point is not to sway people to a certain opinion, but to educate people on the historical, psychological and professional complexities of the issue. Underlying all the rhetoric is the simple idea that a diverse population requires a diverse media to accurately reflect it and positively help shape it, the two impacts scholars most often cite for mass media.

"It's so easy for us to get caught up in our own world and forget that anything exists beyond our little bubble," Ward says. "It's not an issue of whether it's right or wrong, but we just need to be aware that there are people who don't have opinions, thoughts or beliefs like ours. That doesn't mean that they shouldn't be respected or that we shouldn't include them in our national dialogue, of course. So, if nothing else, we just get people thinking about the various ways to think about the issues."

Thomas, like Ward on the committee for the second year, says he looks forward to the day when students want to join the College *because* of its diversity. He says that is achievable, but only with work.

"Diversity is one of those efforts that many think will take change by itself given enough time," he says. "Maybe that's true, but as public information officer for the College, I am responsible for communicating now a whole range of issues to many different audiences. I think it takes more to achieve diversity than waiting. We need a sustained, targeted effort over a number of years."



Diversity committee co-chairs Christa Ward (top) and Kathryn Jenson White (above) lead a committee designed to promote and encourage diversity in the college. Photo by Carlo Romero

"Each year we can work with up to 20 students," Blevens says. "That may seem a small number, but if we can in four years draw 80 journalists of color into the profession, that's a good thing. As media get involved, the workshop will have an impact on their awareness and, perhaps recruiting and hiring practices. The more people who are thinking about this issue and acting on it, the better."

Blevens says college students usually understand the importance of diversity better than their professional counterparts because they are made more aware through classroom interaction at the university. Professionals, especially those in predominantly white areas, are often far less tuned in.

Blevens says he hopes the workshop will grow each year so it can continue to influence students across the state.

"Would these students be successful without the workshop? Yes," Blevens says. "But if you asked students who attend one of these workshops around the country, and there are many, to list the events that have most influenced them and most motivated them, most of them will mention that workshop."

Journalism freshman Adepeju Faboro, who graduated from Norman High School, attended the 2004 workshop and says it helped more than just those attending to think differently about diversity.

"I think it was a good step for not only the people who attended but also the people who read the paper," Faboro says.

She says students had to be aware of the importance of a diverse media, which is necessary to communicate effectively with today's increasingly diverse audience. She says people need to understand all sides of a story they report on, and that often includes knowledge about diversity in general.

"The world today is made up of so many different people, and we need people out there to relate to these people," she says.

Faboro says that as an African-American woman, she thinks the media have made great strides in their representation of women and African Americans, both in those who are covering the news and the news they are covering.

The Red Dirt Journal, a 20-page tabloid the students produced, presented journalists of color to seek out stories that had an impact on their communities. It also introduced white journalists to the idea that the best stories contain divergent points of view no matter what their topic.

Faboro says the workshop was a positive way to educate both the attendees and the readers on the complexities of this issue of national, even international, significance.

"The more diverse we get, the more people will understand what's really going on in the world," she says.

Recognizing and encouraging the value of diversity while seeking unity: That's the ultimate goal of the College and the profession of journalism.

# new faculty

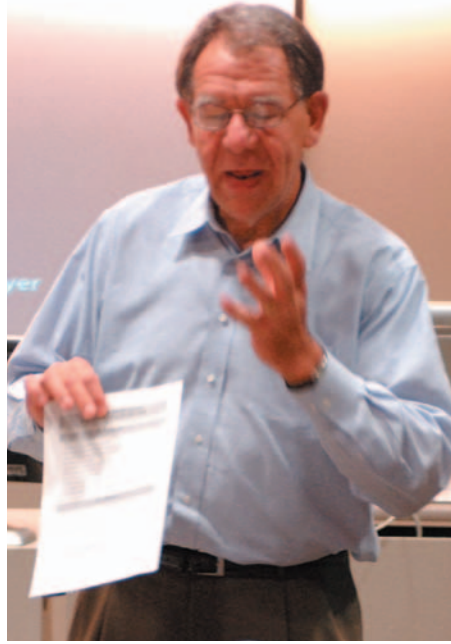
By SHEENA KARAMI

From left: Ralph Beliveau, Joe Foote, Katerina Tsetsura and Kathryn Jenson White.  
Photography by Carlo Romero

Originally from as far away as Russia and recently as close as downstairs in Copeland Hall, from as cold a climate as that in Wisconsin and as warm as that in Arizona they have come: the four new College faculty members.

The newest members of the faculty are Katerina Tsetsura, who earned her doctorate at Purdue University; Kathryn Jenson White, who served as adviser to Sooner yearbook for eight years before joining the faculty; Ralph Beliveau who earned his doctorate from the University of Wisconsin, Oshkosh; and Joe Foote, the Edward L. Gaylord Professor who came from Arizona State University.

"We are always trying to add to our outstanding faculty," Dean Charles Self says. "The addition of Ralph, Kathryn, Joe and Katerina will pay immediate dividends not only for our students who will attend their classes, but also for the College as we continue our growth process."



**Ralph Beliveau** | Beliveau spent the five years before joining Gaylord College at the University of Wisconsin Oshkosh teaching courses in radio-television-film. He earned his bachelor's in speech, specializing in radio-television-film from Northwestern University in 1983, and his doctorate in mass communication from the University of Iowa in December 2000. While working on his doctorate, he taught courses in journalism and rhetoric.

Beliveau says he came to OU to teach and to develop a strong body of research in his areas of focus, among which are media writing, popular culture and critical and rhetorical theory.

"Within the limits of my recent experience, I am very excited to be working with a new, bright and energetic group of students and colleagues," Beliveau said. "I knew several people who are faculty here, and I know they will be great folks with whom to work. On top of all that, the opportunities offered by the new facilities in the College are just amazing."

Beliveau says that many other areas of study within mass media interest him: media criticism, audio and video production, film and video studies, documentary theory, production and history, rhetorical criticism and critical media pedagogy.

**Joe Foote** | Becoming new faculty in 2004 meant returning to his old territory for Foote. He was born in Durant and earned both his bachelor's and master's at OU, where he also taught for a time. He went south of the Red River to earn his doctorate from the University of Texas, Austin, and over an even bigger body of water to be a post-graduate Rotary Fellow at Bristol University, England.

Foote joins the College from, most recently, Arizona State University, where he was director of the Walter Cronkite School of Journalism and Mass Communication from 2000 to 2003 and held the Weil professorship in 2003-2004. Foote has also held faculty and administrative positions at Southern Illinois University and Cornell University.

Foote has also held non-academic positions of note. He served as press secretary to speaker of the House of Representatives Carl Albert from 1974-1976 and as a journalist at the Voice of America, KTOK Radio and the Oklahoma News Network.

Coming full circle in his career to teach in the place that provided his education in journalism provides Foote with a great deal of satisfaction, he says.

"It is very special to be able to return to the university from which I graduated in the state in which I was born," Foote says. "Oklahoma and OU have given me so much, and I'm pleased to have the opportunity to contribute what talent I have to this university for the remainder of my career."

With fellow international scholars Gross and Tsetsura, Foote says he plans to build a strong international program.

Fulbright grants that took him to Bangladesh and Germany and communication projects in Asia, Africa, Europe and the Middle East have allowed him intense experience with the media of other countries. His most recent effort, begun in 2004, is a project to elevate women to positions of media leadership in Bangladesh.

He wants media leadership to be words used in conjunction with the College as well.

"I hope to help with the exciting challenge of building one of America's very finest journalism and mass communication programs," Foote says. "I really want to start some exciting new programs for students in the international area and to work with the faculty to strengthen the broadcasting and electronic media program."

Clearly, some can go home again with great success.

**Katerina Tsetsura** | International journalism has become a focus for the College, with both last year's new hire, Peter Gross, and this year's Foote focusing on it. Tsetsura also calls the world her home.

"There is just so much to learn from the journalistic practices around the world," Tsetsura says. "It is fascinating how different countries approach the many concepts of journalism."

A native of Russia, Tsetsura has traveled across the world to study journalism. She earned a master's in journalism, advertising and public relations from Voronezh State University in Russia, before deciding to move to America to continue her studies. Tsetsura moved to Hays, Kans, where she earned a master's in communication.

"I came to America with the plan to earn a degree and then move back to Russia," Tsetsura says. "Before I knew it, I just kept studying and studying and decided to stay here because of the many wonderful opportunities there are to study in the field of journalism."

Tsetsura earned her doctorate from Purdue University, where she taught courses in media writing, public relations and advertising. During summer 2003, she also taught communications courses at Stanford University.

Tsetsura says she hopes to be involved in developing a strong international program for public relations education and research in the College.

"We are working with other schools across the world, trying to link up with them to establish good programs," Tsetsura says. "My hope is that we will be able to exchange experiences and opportunities and help open the eyes of students. The possibilities of what we can do are endless."

Tsetsura says she decided to accept the College's offer of a position because of the opportunities available to students and professors alike in a program with many new aspects, from becoming a college to moving in to a state-of-the-art building.

"You don't really see buildings like this, not even internationally," Tsetsura says. "It's not enough to have the desire to succeed; one has to have the support for thorough research and advanced programs. Gaylord Hall offers this support, and I'm very excited to be a part of all this."

On a more personal note, Tsetsura says the gratifications of her first full-time position are many. One, in particular, stands out, she says.

"It's really nice to have students of your own that call you 'Professor,'" she says. "They make everything worth it."

# david craig

BY AUGIE FROST

Associate Professor of Journalism David Craig's scholarly research focuses on an area of journalism – Ethics – that has been in the spotlight recently for all the wrong reasons.

In the last few years, the work of journalists has come under increased scrutiny as more reporters have fabricated or plagiarized not just elements in stories but whole stories in some of the nation's most reputable media outlets.

Jason Blair, Jack Kelley and Stephen Glass are some of the most widely known journalists to fall from grace after their media outlets found they had been dishonest in their reporting.

David Craig, associate professor, has devoted much of his scholarship to ethics in journalism.

Craig's research has focused on more on how journalists cover other professions such as medicine and business than on behavior within the program, until now.

"In the bioethical area there are so many important, really tough issues that not only affect professionals like doctors, but also affect patients and families," Craig said. "There are all kinds of difficult dilemmas that are hard for journalists to portray in a way that's not too complicated or too boring. Sometimes it just gets left out all together as an angle."

Craig said his research has included explorations of the way journalists approach human cloning, physician-assisted suicide and corporate scandals.

"It is an interesting issue because when journalists write about that kind of subject it gives people something to think about when they are looking at these issues and trying to understand them," he said.

Craig's research into the role journalists play in framing corporate scandals has had a profound influence on shaping public opinion.

"Journalists have a role since what they say to the public sometimes is most or all of what the public knows about ethical issues," Craig said. "When there is something going on like the corporate scandals involving Enron, they can help examine what went wrong: Is there something wrong in society, or is there something wrong in the culture of the business world, or is it the company or is it just the individuals?"

Craig's work is now taking a different turn as he begins to research the area of ethics within the journalistic world.

Part of Craig's research deals with how journalists covered the scandal surrounding Jason Blair of the New York Times. Blair acknowledged having plagiarized and fabricated several stories, invented sources and written datelines from places he'd never been. Craig is now in the early stages of writing a book about how journalists choose what goes into a story and what ethical issues arise from that, he said.

"How do you lead a story," Craig said. "Do you lead with an anecdote about a person? What does that do to how a person understands that story? How much information do you attribute and how do you use quotes? I'm looking at a lot of the things that journalists have to do all the time that ethic textbooks haven't talked much about."

Craig said books on journalistic ethics often focus on more obvious aspects of ethical issues such as the use of photos or questionable practices like fabrication.

"There's a lot of stuff that goes on day-to-day in journalists' work that isn't as visible to the public but it does a lot to shape what people see in print."

Craig has studied different newsrooms to explore these ethical areas: He has talked to reporters and editors at newsrooms in Portland, Ore. and Dallas. He

will also study a third undetermined location, he said.

Dean Charles Self said Craig's work matters greatly to the profession.

"I think he is doing some important work in trying to shape the way we approach the study of ethics," Self said. "He has some useful ideas on the practical implications of these theories for the ethical behavior of journalists."

Craig said the recent scandals involving journalists caught fabricating information in their stories have worsened the public's opinion of journalists and journalism.

"In a lot of people's eyes, journalists were not trustworthy even before Jason Blair, Jack Kelley, USA Today and these scandals related to fabrication and plagiarism that keep coming out," Craig said. "I think it is really big black eye for the news media, but I think for a lot of people it only adds to what they thought was true already."

Craig said it is harder for journalists to do good reporting because of the increased competition that cable news, the Internet and dwindling revenues create among the media outlets.

"[The media] are competing so intensely for people's attention and they all have time and space, especially if you look at 24-hour cable," Craig said. "There is constant air time to fill and it tends to push things toward sensationalism."

In his classroom, Craig said, he hopes to guide students toward a clear understanding of ethics that they can carry with them into their professional lives.

"[The class] is a practice ground to think through a lot of issues that students may have to deal with in the working world," he said. "They can talk them through, argue about them and hash them out before they are actually out there having to do it on the spot."

Journalism graduate student Erica Deutchman was in Craig's Spring 2003 Advanced News Editing class.

Deutchman said although the editing class is not specifically about ethics, Craig discusses ethical issues often and focuses how media producers should deal with them.

Craig's student-oriented style and hands-on approach allow students to understand the issues he is teaching, Deutchman said.

Deutchman said the discussion of ethical issues in journalism is extremely important to students.

"I think it is definitely necessary because we have had some ethical doings come to light especially with the New York Times and even the school newspaper," she said. "It would be good for aspiring journalists to have a good ethical background so they don't turn into [another] Jason Blair."



Associate Professor David Craig talks editing with students in his Advanced News Editing class.

Photo by Sara Brooks

**Kathryn Jenson White** | Before joining the faculty full time in July, White spent eight years teaching in the College as a lecturer while she served as adviser to the award-winning Sooner yearbook.

At Oklahoma City University and Oklahoma Baptist University, she spent nine years teaching a wide variety of mass media courses and advising the campus newspapers. Her areas of focus are feature writing, magazine and documentary film. While teaching she has maintained an active freelance career in feature, personal column and film review writing.

White has won a UOSA award for her teaching and SPJ awards for her writing.

"I have written for all types of publications, but the ones that interest me most are magazines," White says. "Everything about magazines, from writing all the way to publishing, interests me. One of my goals for the College is to provide students with a magazine in which to showcase the often excellent stories they write that end up in a manila folder rather than in a magazine or newspaper."

White this year teaches Magazine Practicum, the course whose students produce JayMac's magazine, *Pulse*. She had advised the previous three issues, working with students who worked as paid freelance writers, photographers and designers.

"I wanted to give students another way to learn how a magazine really works," White says. "I used to volunteer with the publication, but starting this year I wanted *Pulse* to be offered as a practicum course so students could learn more about magazines in a staff-like organized setting."

White earned her bachelor's in English in 1974 from California State University, Fullerton and her master's in English, from Boston University in 1975. She spent three more years completing her coursework for a doctorate and finishing her comprehensive exams and began work on a dissertation on D.H. Lawrence.

"After two years of work, I decided I wanted to take my life in another direction, so I wrote a humor book titled 'Redneckin', A Hell-Raisin, Foot-Stompin' Guide to Dancin', Dippin' and Doin' Around.' The book was a send-up of my roots, basically."

White says that while she defines herself in large part as a writer, teaching is where her heart truly lies.

"The relationships I build with students matter," she says. "I like the idea that I am an influence that helps shape individual lives. This is, by far, the more satisfying career."

# rachel savant

BY CARLO ROMERO

**P**ublic relations senior Rachel Savant is no stranger to representing an organization before throngs of manic individuals. She is also quite comfortable speaking candidly with the national media. After all, such responsibilities are commonplace for a queen.

Last spring, in a competition among 30 or so other would-be monarchs, Savant proved her highness when the Ruf/Neks, having begun in 1916, the oldest student organization on campus, crowned her their queen at the annual Red and White spring football scrimmage.

Though to a new Sooner fan the Ruf/Nek queen may appear to be a captive held for ransom by gun-blazing renegades, what seems waving in distress is actually a salute to school spirit. Savant says that despite misconceptions, her male counterparts treat her cordially at all times.

"The pledges have to call me 'Queen,' so I walk around campus hearing, 'Hey, Queen! What's up, Queen?'" she says.

According to Ruf/Nek pledge Chris McKitrick, the respect is earned. "She goes out of her way for us," McKitrick says.

A humble ruler, Savant does not wear her crown to class. Instead, she is working her way bareheaded through the curriculum in the Gaylord College of Journalism and Mass Communication. Since declaring her major last

fall, she has immersed herself in PRSSA, the Public Relations Student Society of America and in gaining professional public relations experience.

"When I decided I was going to major in PR, I told myself, 'I'm going to get as involved as I can,' to make sure it's what I want to do," Savant says.

As public relations director of PRSSA, the pre-professional understudy of the Public Relations Society of America, Savant is practicing what she's learning. Under the guidance of adviser Ken McMillen, assistant professor of public relations, PRSSA visits large public relations firms in nearby metropolitan areas to make contacts and observe firsthand the nature of public relations work. Through PRSSA, students make contacts in the field as well as attend conferences at which potential employers abound.

"It's a stepping stone. It opens doors for you," Savant says.

Her involvement with PRSSA isn't the only way Savant is honing her skills. She spent last summer as a public relations intern at KKNM in Oklahoma City.

"I interned at a radio station because I thought I might want to do musical PR," Savant explains. "I might be interested in doing promotions for individuals artists."

Savant, whose father is a professional photographer, appreciates the hands-on experience her internship provided.

"It was a very interesting experience," she says. "I was able to do news writing for them. I got to write the news that they read on the air."

Few, including McMillen, doubt Savant's ability to perform on the job.

"Rachel has almost all of the abilities necessary to succeed in the field without going any further with her education," McMillen says. "She's a case of Picasso going off to college."

Savant says McMillen has served as one of her mentors. "Working with Ken, it's one-on-one," she says. "He's given us unique insight. He's taken us to meet people who work in the actual field."

After trying out three majors and sampling courses from several colleges, Savant came to the Gaylord College searching for an intellectual spark. It didn't take long to find.

"My very first mass communications class was with Dr. Blevens," she says. "He is very passionate about it, and he gets you to think. I was one of 400 people in his class, but I really liked it. I guess he inspires you."

Although some say that public relations is more related to business than journalism, Savant says the discipline holds a rightful position in the Gaylord College.

"PR includes a lot of journalism, because you constantly deal with the media," she says. "You have to write press releases. You have to do research and investigate, and I think that's a lot of what reporters do."

Despite her commitment to her major, Rachel is comfortably uncertain about what the future has in store beyond graduation in December 2005.

"I'm just kind of playing it by ear right now," she says. "I know I want to be bilingual, so I might go study somewhere in Latin America. I might just see if I can get a job at a PR firm. I might just see what falls into my lap. I guess that's kind of what you have to do when you don't really know what you want to do."

For now, this queen is happy to enjoy the ride and to make her pre-professional home in the castle on Lindsey Street.



A Gaylord College student during the week, Rachel Savant doubles as "queen" of the OU Ruf-Neks spirit group on the weekend. Photo by Carlo Romero

# cat bark

BY ANGELA CHAMBERS

The 3,200-square-foot Edith Kinney Gaylord Library in Gaylord Hall has replaced the 990-square-foot Herbert-Priestley Resources Center in Copeland Hall, but she who carefully manages each and every book, journal, piece of equipment and piece of paper is the same.

To move her historical archives and current research resources across the South Oval, Librarian Catherine Bark single-handedly packed more than 700 boxes of materials. Instead of hiring help, Bark took the opportunity to organize the college's library resources for the move and dispose of the no-longer valuable accumulation of Copeland's nearly 30-year-old library as she picked up each piece and evaluated it.

"Packing and re-shelving all of the library's books is an enormous task and a big help to the college," Dean Charles Self says. "Cat is a wonderful resource to the students, faculty and staff."

Bark dedicated one month of the summer to the project. She says she saw the undertaking as just another part of her job.

"I needed to pack up my area like anyone else," she says. "It needed to be done, so I did it."

The Gaylord library provides services Copeland's facility did not. Students can study in the reading room and bring their laptops to access wireless Internet. Bark has defined a separate workroom for research projects and an archive room in which to store old publications.

In addition to organizing the new library, Bark says some of her duties include organizing the resources' catalogues, working to preserve old books, organizing public relations events and setting the library budget.

Bark says she enjoys above all helping students and faculty. When they ask her questions, they realize if she doesn't know the answer she can usually find it for them.

"Doing research is like solving a mystery," Bark says. "Don't ever ask a librarian a casual question because we don't like not solving a problem. I always stay on things until I find the answer."

Bark says sometimes people don't understand her educational background and are unaware she has the expertise to answer difficult questions. Bark received two master's degrees, one in biblical studies/missions from New Orleans Baptist Theological Seminary in 1990 and the second a master's of library and information studies from OU in 1992. Bark has worked as the journalism librarian for 11 years.

David Tarpenning, visiting assistant professor, says whenever he needs help, he goes to Bark. She is the first person who helped him find a resource at OU.

"She was and always is willing to help," Tarpenning says. "If she doesn't have the information in her library, she'll get on the Internet and find out if any of the other libraries have it. She is very supportive of students and faculty in research and finding the next to impossible."

In addition to the time-consuming tasks at the library, Bark, a member of the Cherokee Nation of Oklahoma and in the Paint Clan, organizes, participates in and supports a wide variety of Native-American events on campus.



Bark has organized the journalism table at the annual Native-American Visitation Day for five years. High school students and their parents come each year to find information on financial aid and take tours of campus. OU men's basketball head coach Kelvin Sampson, a member of the Lumbee Nation, attends and typically gives a speech at the event.

"We have the typical mass communication table that is loud, colorful and very well visited," Bark says. "We play Boomer Sooner loudly, wave pompoms, dance around and give out OU stickers and Oklahoma Daily newspapers."

David Craig, associate professor and director of graduate studies, has participated in the visitation day since 2001. Craig and Bark worked at the journalism table together talking to and answering questions for potential students about the college. Craig says Bark is always dedicated to the project.

"She is enthusiastic and positive about the college when she meets Native-American students during the visitation day," Craig says. "She's the one who gets faculty members involved in the event each year."

Bark also helped Craig find information for his research and "put up" with him when he held materials for long periods, Craig says.

Bark says she enjoys attending Native-American student group events including the Miss Indian OU pageant and the American Indian graduation ceremony. She says it's important to support Native-American students and faculty because there aren't many on campus and few in higher education positions.

"We are sort of role models to students, and I hope to show them that Native Americans can do anything that anyone else can do," Bark says.

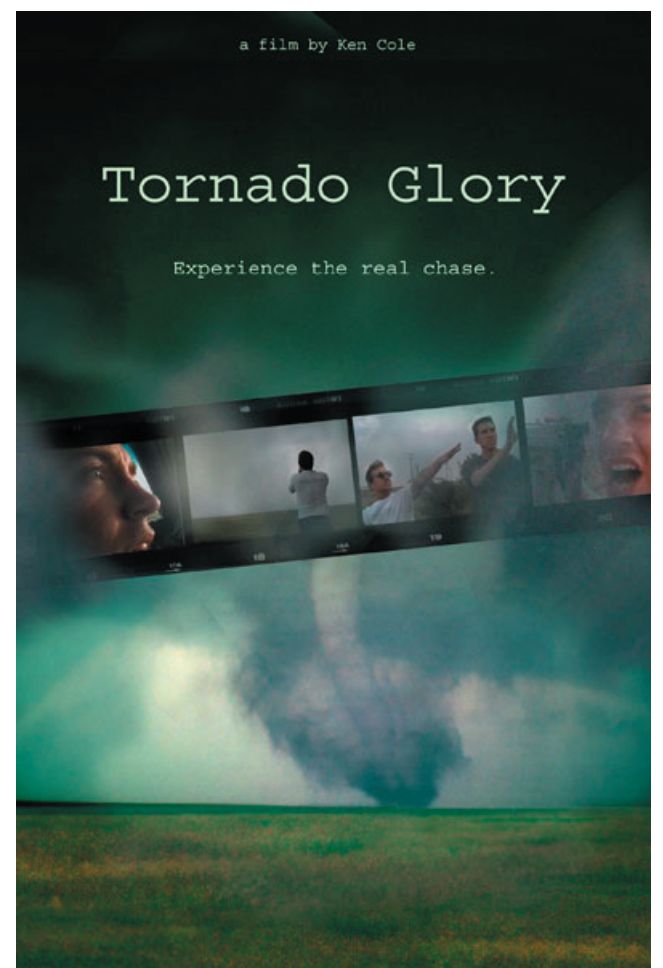
Bark says she hopes someday to teach a seminar on research and technology offered in libraries for journalism and mass communication students.

Librarian extraordinaire Cat Bark cares for and preserves the collections and materials housed in the Edith Kinney Gaylord Library.  
Photo by Carlo Romero

# student documentaries

BY JAY NORTH

Forget "The Osbournes" and the "Newlyweds." For real real-life programming, turn instead to documentaries by journalism graduate students Ken Cole and Tayo Oyedeji. Cole's 2003 film "Tornado Glory" explores the exciting world of storm chasers, and Oyedeji did some chasing as well while shooting scenes of people tracking what they said were ghosts in "Paranormalcy."



Poster for Gaylord College graduate student Ken Cole's documentary "Tornado Glory."



Gaylord College graduate student Ken Cole, director, producer, editor and photographer of "Tornado Glory."

"Tornado Glory" won the Oklahoma Broadcast Education Association's 2003 Radio and Television Competition in the Documentary/Series category. OU associate professor Tim Hudson served as executive director and producer of the 75-minute documentary and encouraged Cole to enter it in the competition.

The film was also an official selection in the New York International Independent Film and Video Festival, a three-part event that is one of the nation's most prestigious festivals. It was shown at the Las Vegas location of the festival in June 2004 and will be shown again at the Los Angeles location.

Cole, who grew up in Boston and never saw a tornado until moving to Oklahoma, says that he has been obsessed with weather since he was a 5 year old running through the rain. He chose OU, of course, because the university's meteorology program was superb and the region's weather makes it the place to be for those interested in storm study. After earning his bachelor's in meteorology in 2002, Cole entered the journalism graduate program.

"I finished my degree and realized I was supposed to make movies," Cole says.

"The goal was to represent what chasing is and what it would be like," Cole says. "I wanted to put the audience in the passenger seat, so they would have the essence of what chasing would be like."

The film chronicles the lives of storm chasers Reed Timmer and Joel Taylor, both recent OU meteorology graduates. Hudson says that Cole wanted to focus on those who chase storms rather than just make a scientific film about meteorology because the risk and adventure aspect would be more entertaining.

"The characters narrate the film," Hudson says. "I think the response has been positive for Ken's film. When people laughed and gasped at the right places, it was the hoped-for reaction and a positive one."

"Tornado Glory" was shown in Meacham Auditorium in summer 2004 and again in September. Approximately 100 people attended the second campus screening. Students applauded at scenes showing Timmer and Taylor risking bodily harm as they steered their vehicles close to tornados.

In one scene, baseball-sized hail leaves several large dents in Taylor's pickup truck and breaks its windshield. This might have discouraged some storm chasers, but not these two.

"The hail devalued Joel's truck by \$2,000," Cole says. "Joel and Reed are willing to do anything, and I had to keep up every second."

Cole says that he wanted to make a cinematic equivalent of a real storm chase because nobody had taken the angle before of seeing what its like through the storm chasers' eyes. He also says he wanted his film to correct the many misconceptions about storm chasers.

Informed viewers seemed to think he had succeeded.

"Entertaining to say the least," OU meteorology senior Gerard Jebaily said after the screening. Jebaily, who describes himself as a "storm-chasing fanatic," said the film had incredible footage and a real-life feel to it. In addition, he said it was funny.

Cole wanted both the drama and the humor, he says.

Some professionals have criticized Timmer and Taylor for their risk taking in getting closer to tornados than most storm chasers would, but no one would question their legitimacy.

Fans at the screening seemed to enjoy scenes like the one with dangerous hail.

"No chaser wants to see false stuff," Jebaily says. "The violent and unpredictable nature of a real tornado is awesome."

Cole took about two years to make his film. The team spotted tornados in Oklahoma, Texas, Kansas and Louisiana. Reed also went to Nebraska and South Dakota. All told, the group logged about 300 hours of chasing.

"Tornado Glory" started out as an idea from Cole for independent study and quickly turned into more," says Hudson. "They did a good job, followed the proposal well and used techniques well."

Cole has directed plays and says that theatrical experience has helped with his film skills.

He plans to pursue a career as a filmmaker in the movie industry, and is working on three fiction scripts for upcoming projects: a drama/comedy about coming of age, a philosophical suspense thriller and a science fiction film about illusion versus reality.

Oyedeji's "Paranormalcy: The Spirit of Science" follows a group of ghost chasers who make up the Oklahoma City Ghost Club as they track what people say are ghosts with their scientific equipment at haunted houses in Oklahoma City and Muskogee.

Oyedeji is also working on a film about the Aug. 4 to 8 UNITY 2004 Conference, quadrennial gathering of journalists of color. The conference is the largest gathering of minority journalists in the nation and promotes a heightened awareness of culture and diversity in both newsrooms and in the news.

The Nigerian filmmaker says he felt it was important to have a record of the conference because it focused on how people of color have long been underrepresented in the mass media. This year's focus was on the Washington Press Corps and on the campaign coverage. A University of Maryland study found that less than 10.5 percent of the correspondents and editors representing daily newspapers in the nation's capital are journalists of color.

# mozelle richardson

BY AUGIE FROST

**M**ozelle Richardson, journalism and mass communication 2004 graduate, has traveled to exotic locations like the Middle East, Kenya and Bali. She has vacationed in Nicaragua on spring break 2004. Her memory is much longer than that of most of her former fellow students and even most of her professors. She remembers reading about the opening of King Tut's Tomb in 1923 and



2004 professional writing graduate Mozelle Richardson reviews materials in one of her final JMC classes before graduation. Photo by Sara Brooks

newspaper accounts of World War II.

She has four children, 15 grandchildren and seven great-grandchildren.

In May, when her peers ended a four- or five-year college journey, Richardson finished a trip that began 73 years ago when she first attended college. At 90 years old, she earned a bachelor's degree to become the oldest person ever to graduate from the university.

"They kid me at church and ask what sorority I'm going to pledge," Richardson said. "I think it's the most exciting thing in the world, being on a college campus. Just walking on the college campus, speaking to students. You smile and they'll smile." She said taking classes has helped keep her young and helped stretch the creative muscles that produce good writing. Her creative muscles have actually been pretty buff for a long time. She has published six books, has two more waiting for the world and one more hiding in her head, she said.

"That's one thing about coming down here and taking these courses: it has given me an incentive to write," Richardson said. "It's gotten my wheels turning in my head. They haven't turned in 12 years."

Richardson's eagerness to learn was a welcome experience

for Robert Kerr, assistant professor for journalism and mass communication. He said he appreciated having an older student in his class.

"She remembers events that most undergraduate students today do not," Kerr said. "It's a refreshing change not to be the only person in the room to have lived through many of the historical periods that we discuss."

Richardson said she began taking classes at OU in the '60s after writing her first book, "Dear Daddy, Never Let Mother Travel Alone," about her misadventures in Paris.

"I couldn't get it published, so I published it myself," Richardson said. "I paid a man in Oklahoma City \$35 just to read it. He said I could really write, but I had a lot of problems. That's when I decided to take some classes here."

Richardson said she worked on two books while taking classes. Professor William Foster Harris at the school of journalism sent Richardson packing after three years of polishing her skills.

"Foster got my agent, then he made me quit coming," Richardson said. "He said I was using school as a crutch, and he was right. He said I could always come and get help but he didn't want me coming to class anymore."

Though Richardson was in New York during the first World Trade Center bombing and has vacationed in the Middle East during war time, she said one of the most exciting moments of her life took place on campus two years ago.

Most of the students were much younger than even her grandchildren, and she said she was more frightened of the social change than any freshman. A chance encounter at lunch showed Richardson that she would fit in fine.

"I'll never forget," Richardson said. "I was standing in line at the food court to get a pizza when someone hit me on the shoulder. I turned around and it was this boy that sat about two seats behind me in one of my classes. He said 'Hi' to me. It thrilled me to death. It was absolutely one of the most exiting things that ever happened to me. Because he was this student I didn't even recognize, who was 70 years younger, saying 'Hi' to me."

Just because she'll have finally earned her degree doesn't mean that Richardson is through with school. She said she'll probably return to the classroom because "school is more fun than playing bridge."

More than 8,000 attended the conference.

"Security was very tight," Oyedeji says, but that didn't stop him from documenting many aspects of the conference for his documentary. He filmed panels featuring President George W. Bush and Democrat presidential candidate John Kerry, who

answered questions and gave their views on significant issues in the communities of color and the media.

"John Kerry was a good speaker and had style," Oyedeji says. "It was also exciting being in the same room with the most powerful man in the world."

Oyedeji also filmed Secretary of State Colin Powell, the highest-ranking person of color in the U.S. government. Oyedeji says that Powell discussed democracy in the free press, and said that without a free press, democracy doesn't exist.

The film about UNITY 2004 has not title yet.

Before coming to the United States in August 2003, Oyedeji graduated in 1998 with a degree in mechanical engineering from

The University of Ilorin in Nigeria. He worked as a media planner for an advertising agency called OMD Mediareach, a worldwide company. He also did some television production work, which he says helped prepare him for film making.

"Learn the basics because it's not about the wizardry," Oyedeji says. "Theatrical background is important before you jump into filmmaking."

Oyedeji is also planning a documentary titled "Legal Alien: International Students in the United States," which he plans to begin filming in November. It will feature students from other countries who attend OU.

"I'm not sure if people have really explored what it is like here for foreign students," Oyedeji says. "They can feel like aliens."

He says he hopes the film will give everyone at the university a better understanding of foreign students and how difficult the transition into a new culture can be. Oyedeji's goal is to screen "Legal Alien" on PBS.

As he complete's his master's, the documentarian is working as a teaching assistant for the Public Relations Publications class. He said he had many universities to choose from when he decided to study in America, but he chose OU because of the faculty.

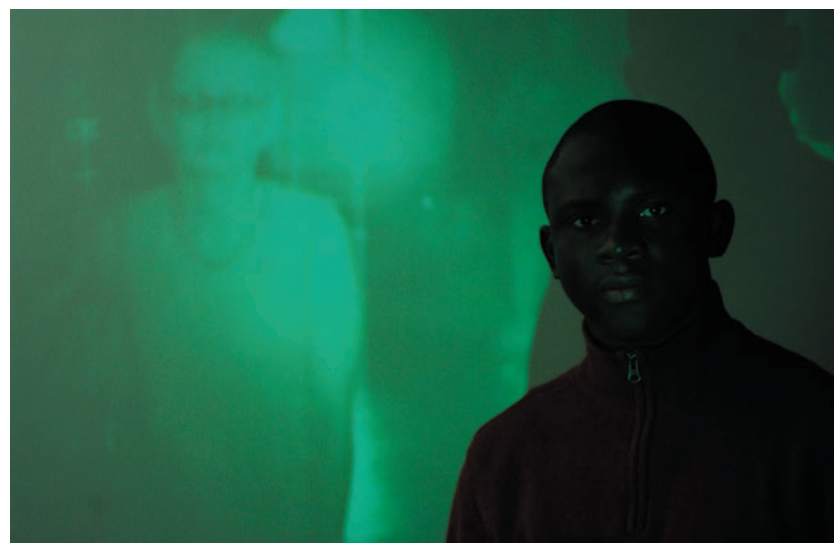
In addition to making his films, he plans to publish an autobiography and a book on dating before he graduates.

"Paranormalcy" was a class project made in only eight weeks, and journalism professor Tim Hudson served as producer.

"The odds are stacked against a student for getting something done in that period of time," Hudson says. "But Tayo excelled in the classes."

Hudson says that he enjoyed working with Oyedeji and Cole very much and plans on keeping in touch with them as they go on to other projects.

"I wish them both good fortune," Hudson says. "They are both very talented."



Gaylord College graduate student Tayo Oyedeji stands in front of a screen showing a scene from "Paranormalcy." Photo by Carlo Romero

BY JOY MORRIS

# CONVOCAATION

## MAY 2004

Kevin Helliker, reporter for the Wall Street Journal, encourages students to make a difference. Helliker won the 2004 Pulitzer Prize in explanatory journalism for his reporting about aortic aneurysms.  
Photo by Susan Graves

2004 Pulitzer Prize-winning reporter Kevin Helliker addresses the Gaylord College's largest graduating class during May convocation exercises.



As a student in high school and in college in his senior year, Kevin Helliker never expected to be a journalist. As the journalist he did become, he never expected to influence hundreds of lives with his stories. As a 43-year-old man, he never expected that he would be diagnosed with an aortic aneurysm, which, if left untreated, might one day kill him. As the man who survived surgery to repair the aneurysm — a ballooned section of a blood vessel — and the journalist who wrote about his experience in a 10-part series he never expected to win journalism's top honor: the Pulitzer Prize.

Despite what Helliker expected, all of the above are now woven into the fabric of his life story.

Helliker, Chicago bureau chief for The Wall Street Journal, had already told numerous people's stories before his terrifying diagnosis, but none, he said, were as challenging to tell as his own. Of the 10 stories for which Helliker and reporter Thomas Burton won the 2004 Pulitzer Prize for Explanatory Reporting, Helliker wrote three from his first-person point of view.

Helliker told Gaylord College of Journalism and Mass Communication spring 2004 graduates at convocation that he did not immediately decide to present his difficult personal experience in a national publication. Eventually, he said, he realized the significance of what had happened to him and the possible impact his story could have on others.

Helliker said the subject was one not heavily researched, which allowed Burton and him easier access to doctors and to medical information. Once the stories began appearing in The Journal, responses came flooding in. As readers read the stories, they wrote to say that reading them had changed or even saved their lives.

Helliker said the experience was one that any of the more than 200 graduates listening to his address might well have in their quickly approaching careers.

"That's a dramatic example of what may happen every day in mass communication, and it's not just journalism," Helliker said. "It happens in PR; it happens in advertising. Every line of study that's offered at this college offers you the chance to go out there and influence people's lives."

Helliker, though, almost didn't get that opportunity. As an undergraduate at the University of Kansas, he studied English literature and didn't take a journalism course until the last semester of his senior year. He took the course, he said, only because he had a crush on a University Daily Kansan reporter.

Helliker said he realized quickly that as a journalist he had the daily potential to influence thousands of lives. As the author of books, he said, he would not have had the same probability of reaching so many, so frequently.

"There is no honor in work that nobody sees," Helliker said. "And for the most part, the stuff that I wrote when I was an English major nobody but my professors saw. It's very likely the audience wouldn't have been anything like the size of what I've reached since. And very likely that wouldn't have supplied me with an income and a living."

Helliker said he appreciates the foundation in writing skills and storytelling ability his English major provided. Newspapers have given

him a medium in which to present those stories to a mass audience.

"From the moment I entered the newsroom, I had the sense I was putting my knowledge, my education to work, and I liked the excitement of the newsroom," Helliker said. "I liked the intellectual challenge of figuring out how to structure a story, what the lead, what the nut graf is. In a straight news story, you present information. More often than not, that information isn't useful unless put in the proper context and perspective. That's where good writing plays a role."

Good writing alone, however, was not what won Helliker the Pulitzer, he said. With their stories, he and Burton also submitted letters from readers who had been influenced by the articles, people who had discovered they had life-threatening time bombs ticking within them in the form of aneurysms.

"What we found is that there was a condition once untreatable, once undiagnosable before it ruptured that's now extremely diagnosable, extremely treatable," Helliker said. It's possible to identify the people who need to be screened for it."

Gaylord College Dean Charles Self said Helliker showed graduates the power journalists and other mass communicators can have. Self said several students had expressed appreciation for Helliker's portrayal of a journalist's potential impact.

"It was a different kind of response," Self said. "He was a very provocative speaker. He challenged students to think about journalism in different ways."

"There was something powerful in hearing him talk about something that meant so much to him personally."

Helliker encouraged graduates to tell their own stories and seek out the stories of others

"There's no one who doesn't have a story to tell," he said.

He said that although some stories are harder to share — deeply personal ones or those like the prisoner brutality at the hands of Americans at Abu Ghraib prison — telling them is important to readers and to journalism as a profession.

"There is a constant debate in this profession and in this society about what ought to be communicated," Helliker said. "Should CBS have shown the photographs? I would argue that the more we know, the better off we are. I think it's pretty hard to argue about that, if you really think about it."

Helliker gave graduates advice central to his professional philosophy.

"I would very much encourage you, whether you're in advertising, whatever you're going into, to try to do what this profession at its core is meant to do, which is to reveal truth," he said.

# SPJ JOB AND INTERNSHIP FAIR

BY MELISSA MARCHEL

Gaylord College students pursue careers and internship opportunities in journalism from the comfort of campus thanks to the student chapter of the Society of Professional Journalists

**t**he 11<sup>th</sup> Annual Society of Professional Journalists job and internship fair provided both students and editors with one-stop shopping for jobs or potential employees. The job fair is held each March in the Frontier Room of the Oklahoma Memorial Union.

The 2004 keynote speaker was Ryan Chittum, former Oklahoma Daily reporter who works at The Wall Street Journal. Attendees also heard editors and recent graduates' advice on how to land a first job and enhance networking time with editors.

The number of and variety of news organizations increased from the past, said Jack Willis, faculty adviser for SPJ and editorial adviser to The Oklahoma Daily.

"Tulsa People, Oklahoma Today and the Oklahoma Press Association attended the job fair, and that was the first time for any of them to be there. It helps students who are interested in magazine journalism," Willis said.

Another organization making its debut at the 2004 job fair was the Oklahoma Gazette, an alternative weekly in Oklahoma City. Managing editor Susan Grossman talked with potential recruits.

"Newspaper students don't consider the Gazette, but it's a great place," Grossman said. "We have a lot of experienced writers."

While some people were visiting OU for the first time, Chittum's appearance was a return home.

Chittum began work at The Wall Street Journal in 2002. While at OU, he served as reporter and opinion editor of The Oklahoma Daily. He covered a variety of beats, including the administration, and was also a special projects reporter.

"It was an honor to get asked to do this," Chittum said. "OU, Jack and the Daily are how I got to where I am: Anything I can do to give back."

Chittum broke the story of how Zacarias Moussaoui, a suspect in the Sept. 11 terrorist attacks, attended a Norman flight school and spent time in the Norman area. Chittum told those attending how he chased down the story and other enterprise stories.

Chittum currently covers commercial real estate at the Journal.

"[The Wall Street Journal] is just a bigger place, but the Daily and Jack and his class prepared me for the Journal as much as any of the Columbia grad students," Chittum said.

Before Chittum spoke, editors and recent graduates gave advice on landing a job. Representing the editors were Joe Hight, assistant managing editor at The Oklahoman, Susan Ellerbach, managing editor at The Tulsa World, and Andy Rieger, managing editor at the Norman Transcript. In the recent graduate's corner were Kayte Spillman, managing editor at Tulsa People and Hank Jenkins, staff reporter at The Oklahoman.

"I was honored to be asked to come back," said

Spillman, who graduated in 2002 from OU. "Being a recent grad, I understand what almost-grads are going through after working four years in Student Media and editing the award-winning 2001 Sooner yearbook."

She advised students to figure out what they want to do early and set goals based on that decision.

"While there aren't that many jobs out there, you just have to find a slot in which you fit," Spillman said.

Spillman was at the job fair in a unique position; she was both a recent graduate and an editor looking for graduates to hire.

Another editor scouting out students, Ellerbach said the Tulsa World has many OU graduates on staff and that it tries to hire one or two interns from OU each summer.

"The job fair helps us to make contacts and network with students," Ellerbach said.

The job fair allows editors to take away résumés of potential applicants, and enables students to network and gain confidence in marketing themselves, Willis said.

"The job fair gives [students] their first chance to meet editors and the poise they get by going through the process helps," Willis said.

Peter Gill, professional writing senior, attended the job fair hoping to make contacts and make his face familiar to editors. Gill, arts and entertainment reporter for the Daily, graduated in May.

"I'm interested in the OU job market as far as journalism and writing professionally are concerned so I decided to come out to talk with industry professionals," Gill said.

Lacey Lett, a broadcast major from Oklahoma City Community College, took the day off from working at The Pioneer, OKCCC's student newspaper, to come to the job fair and listen to the panelists discuss job searching skills.

"The most interesting thing to me was how to make a cover letter and résumé," Lett said. "I thought mine were up to par, but now I might go home and redo my résumé."

The job fair began in 1993 when advisers from journalism programs at OU, Oklahoma State University, the University of Central Oklahoma and OKCCC established it to serve journalism students at smaller colleges and universities. While the number of editors who attend has stayed pretty much the same, the number of student attendee has grown, Willis said.

In today's competitive job market, job fairs can give students a leg up. "The job market is probably a little tight," Willis said. "So many people have been laid off, our students have to compete with professionals. Expert advice and networking can help them do that more successfully."

BY NICHOLAS BLAMPYE

# NATIVE AMERICA

The college's 2004 Native American Symposium brought scholars, tribal leaders and journalists together to discuss core issues for American Indians.

**S**overeignty, gaming, mascots and smoke shops are most often the defining terms mainstream media use to write about Native Americans. These issues and perceptions and misperceptions of American Indian peoples formed the central discussion for the 2004 Native American Symposium, "Native Americans and the Mass Media: Issues and Answers," in Jan. 26-27.

The two-day event at the Oklahoma Memorial Union began with a ceremony presenting the flags of 38 of the 39 American Indian tribes in Oklahoma. Following the ceremony, the symposium featured national panelists discussing issues at the core of Native life.

The symposium also featured three distinguished speakers, including Ron Walters, executive director of the Native American Journalists Association, Barbara Warner, executive director of the Oklahoma Indian Affairs Commission, and Mark Trahan, editorial page editor of the Seattle Post-Intelligencer.

Among the panel highlights were discussions of Native voting, workplace discrimination, gaming and sovereignty.

#### Native Influence at the Polls

The panel explored the increasing presence and effectiveness of Native Americans in affecting elections. The panelists all pointed to the 2002 U.S. senatorial contest in South Dakota between Tim Johnson and John Thune. The result was decided by 527 votes out of 337,000 cast. The victorious Sen. Johnson credited the win to the votes of Indians, while his opponent alleged voter fraud among several Indian voting precincts.

Panelists noted the lack of Native Americans in the pre-campaign advertising, with more than 1,500 advertisements aired in the months before the election.

Frank King III, publisher of The Native Voice said, "It became very apparent that politicians did not want to be seen on television with Native Americans because they believed they would lose votes from white South Dakotans."

Susan Arkeketa, 1978 Gaylord College graduate and University of Tulsa law student, said this was nothing new. "It's the same stereotyping that we've seen for many years. People really believe that [Indians] are going to take over the state with all the 'special privileges' they're getting."

Suzan Shown Harjo, reporter for Indian Country Today and executive director of The Morning Star Institute, said the South Dakota election was an example of how the mainstream media spend too little time listening to what Native Americans are saying.

"The reality is that for Native Americans, racism impedes our life," she said.

The session ended with a note of hope for the future political power of Native Americans.

"The fact remains, [Native Americans] have a powerful negotiating tool – our voting block," King said. "Unlike the not-too-distant past, when politicians want our vote we must force them to examine our issues and commit something to us."

#### Workplace Discrimination in Mainstream Media

Three Native Americans working for mainstream newspapers discussed the opportunities and challenges in the predominantly white mainstream press. The panelists focused on the lack of knowledge about Indian peoples and the underlying taint of racism at many newspapers.

"The knowledge of Indians is like an atrophied muscle, even among seasoned journalists," said Kara Briggs, reporter for The (Portland) Oregonian. "It makes it exceptionally important to learn about any area



Gaylord College librarian Cat Bark (right) speaks with other attendees during the continental breakfast preceding the start of the 2004 Native American Symposium.



Students line up to get programs during the two-day symposium that featured a keynote address by Barbara Warner, executive director of the Oklahoma Indian Affairs Commission. Photos by Dr. Jennifer Tiernan



you're covering as a journalist."

Panelist Eddie Chuculate, reporter for the Albuquerque Tribune, talked about being the only Native American in his newsroom.

"I work in New Mexico, which has a large Indian population," Chuculate said. "What does it tell you when I say that I'm the only Indian in print journalism in New Mexico, and I'm not even from there? It indicates to me that there is a dearth of Native journalists in key positions in mainstream media."

The panelists also spoke about getting Native people into newsrooms and why some might be leaving news altogether.

"When I was growing up, Native press wasn't very well thought of," Rod Pocowatchit, lead designer for The Wichita Eagle said. "Today though, Native press has come along way and is very much respected. Hopefully, that will encourage more young people to pursue journalism careers."

According to Briggs, Indians are leaving newsrooms to go to other fields that enable them to help their families and tribes in other ways.

"There are tight parameters placed on mainstream reporters," Briggs said. "The focus is limited, and many Native peoples have left to pursue other careers in law or business that will benefit their peoples more than mainstream newspapers. And, that's not a bad thing."

#### Media Treatment of Gaming and Tobacco Issues

Two of the most talked-about issues in Native and mainstream media are gaming and tobacco. The members of this panel said they are also two of the most poorly reported.

"We read a lot of articles about Native American gaming activities," said Chuck Choney, commissioner at the National Indian Gaming Commission. "And, that's not surprising considering the total gaming revenues among the 100 or so tribes that are involved with gaming exceeds the combined total of the gaming revenue in Las Vegas and Atlantic City. The surprising part is that reporters rarely call the Gaming Commission to get correct information. How can you be critical of gaming when you don't have accurate facts?"

Harlan McKosato, 1988 Gaylord College graduate and former host of Native America Calling, attributes the rise of gaming to tribal attempts to stimulate economic development.

"Tribes are doing what they must to be able to provide for their people," McKosato said. "Before gaming came along, nothing was working. But the underlying issue that we're talking about is one of resources and money."

Panelists pointed out that non-Native people don't understand a key Native American issue: the sovereignty of Indian tribes.

"People have no concept of the inherent sovereignty of Indian tribes," said Leroy Bridges, OU communications department.

Choney added that the founding fathers regarded the Indian tribes as separate sovereign nations.

"That's important because it highlights one of the important misperceptions about Indians," he said. "Tribes don't 'owe' anything to the states."

The symposium was the second held at the University of Oklahoma. The first was in fall 2002. Starting in 2005, the symposium will begin a rotation between OU, the University of Montana and the University of South Dakota. The goal is to raise awareness of Native issues and foster discussion about the challenges and opportunities facing Native Americans.

By NICHOLAS BLAMPYE

## BARBARA WARNER

The executive director of the Oklahoma Indian Affairs Commission shared her experiences dealing with mainstream media at the Native Symposium

**T**he Gaylord College of Journalism and Mass Communication presented a two-day symposium, Jan. 26-27, titled Native Americans and the Mass Media: Issues and Answers. Barbara Warner, executive director of the Oklahoma Indian Affairs Commission, gave the keynote address.

Warner is a member of the Ponca Nation and has worked for the Oklahoma Indian Affairs Commission for the past 11 years. Warner said the commission's goal is to serve as a liaison between the state government of Oklahoma and the federally recognized tribes that reside within the state.

Warner's address focused on the media's lack of coverage of key issues in the Native American community, primarily the issue of sovereignty.

Charles Self, dean of the Gaylord College of Journalism and Mass Communication, said the media often ignores the issue of sovereignty although it is a very important issue to the Native American community.

"[People] don't understand the issue sovereignty very well, which of course is a central issue in Native American discussions," Self said. "The whole idea of having a nation within a nation is hard for Americans to understand."

Warner said sovereignty is important to the Native American issues because it covers multiple issues like health care. Warner said the media does not cover that aspect.

"I don't think they ever really addressed the idea of sovereignty and its just one tree in the forest [of issues]," Warner said.

Warner said journalists cover things that the public enjoy, like pow wows, rather than the issues that are important and the public needs to read, such as the economic impact of tribes.

"People love us as a tourist attraction," Warner said. "They love to see us in beads and buckskins. As long as we are in our regalia we are not competition but as soon as we make money we are competition."

Self said the media bias against Native Americans goes beyond just covering the issues; it also includes the difficulty of journalists covering issues they do not have experience with.

"A lot of Native Americans, I think, feel that they are misunderstood and they are misrepresented by the mainstream media," he said. "The mainstream journalists don't really understand what Native American communities are really all about. I think it has a broader implication because one of the struggles journalists have all the time is they are asked to cover things they don't really have a strong background in."

Self said the issues Warner brought to light are not limited to just the Native American community. They apply to other minority groups as well.

"I think Barbara Warner was reminding us not only of the things that are specific to Native Americans but of principles that apply to journalism reporting in general," he said.

Warner said the media must stop covering sensational stories that make money and return to responsible journalism because that will make a lot of Native American issues clearer to the public.

Preparing journalists to handle assignments that may be foreign to them is the way to foster better, more accurate stories about Native Americans, Self said.

"We in mainstream journalism education have to try to prepare journalists to understand they don't know everything," Self said. "They are going to have to really work hard to understand what they don't know so they can develop a broad enough and deep enough understanding of the issue they are covering."

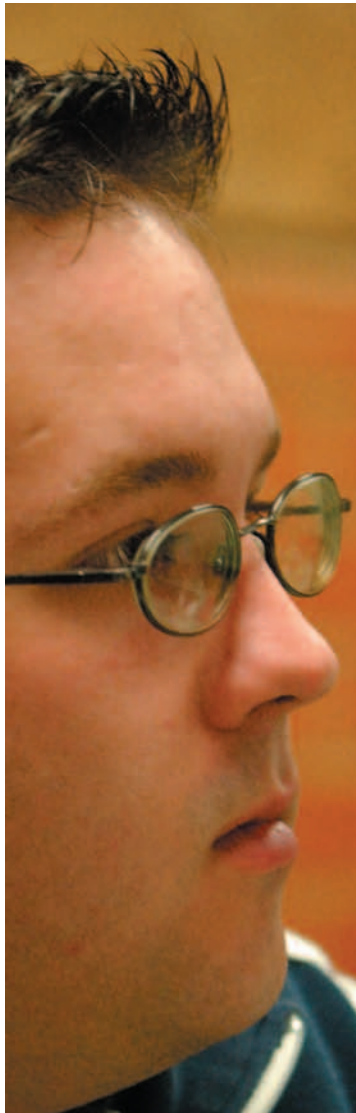
Warner put it best when ending her speech.

"I know that not all truth can be printed," she said. "But those of you who can print that, I hope you do that because it's so important to our people. Our people are so unique and there are a lot of good things about us and most of it doesn't appear in the press."

Warner's keynote address and the six group panels presented during the symposium attempted to open a dialogue between the media and leaders of Native American communities to open the door and facilitate a deeper understanding of Native American issues not covered by the media.

## STAFF

Opposite page, from left: Priscilla Allison, Nicholas Blampye, Angela Chambers, Michael Giesecke and Sheena Karami. This page, from left: Jay North, Lindsay O'Donnell, Carlo Romero and Kyle Swanson.  
Photography by Carlo Romero



# a new semester

BY NICHOLAS BLAMPYE

**W**ith this issue of Pulse, Editor Lance Thomas and Adviser Kathryn Jenson White took a new direction. Past issues of Pulse featured articles by students, paid on a freelance basis, but this is the first time the magazine has been entirely produced by students, Jenson White said.

The nine students enrolled in JMC 3011 participated in the planning, research, reporting, shooting of photographs and design of the entire publication. The new approach allows students to have their own investment and involvement with the publication, Thomas said.

"Our students have a great feel of the happenings at the college and university level," he said. "Having a pulse on those events brings out new ideas and that shows in the writing."

Jenson White said the new class also allows students interested in a future in magazine writing the opportunity to experience what it is like to put a publication together.

"Many students in the college are interested in magazines," she said. "We hope to provide other outlets for students who want to do magazine writing, design and photography."

Both Jenson White and Thomas said the alumni-student relationship is something they hope will develop with each new issue of Pulse, with possible interaction of the two groups and alumni contributing to the magazine.

"All alumni share a bond with the current students because they were once students themselves," Thomas said. "There's a certain pride in knowing that the traditions and educational opportunities that presented themselves in the past are continuing and one way they will see those opportunities is in the pages of Pulse."

**PRISCILLA ALLISON** | Fiction is the genre of choice for professional writing junior Priscilla Allison.

After learning to read at the age of five, Allison says she became fascinated with books and literature.

"Sometimes after I read a book I would decide that I didn't like the ending so I would just make up a new one," she says. "I think that is how story-reading became story-telling."

During high school she had several pieces published in smaller magazines but considers her *Sooner* yearbook and Pulse her first ventures in to writing for a publication, she says.

Allison says she spends much of her free time writing and that she has an interest in law and plans on applying to law school in the future.

"No matter what I do in the legal field, I will always write," she says. "Hopefully on a professional level."

**NICHOLAS BLAMPYE** | Senior Nicholas Blampye has spent parts of his

life from the East Coast to the West, but has found his nook here in Norman in magazine writing. Born in California, Blampye has also lived in Texas and Boston and graduated from high school in Del City, Okla.

He attended school for two years at the American University in Washington, D.C. and while he says he enjoyed being on the East Coast, he is enjoying his time here at OU even more.

"Professors come back and actually try and teach the next generation of journalists and that's really nice," Blampye says.

He says that his professors are not the only aspect that has impacted his life here at OU; his experience here in the journalism college has as well. He originally came into the college expecting to become a broadcast major, but due to all of the focused courses in print writing journalism majors must take, he found a new passion in print.

"I kind of fell in love with it," he says.

Blampye says that he likes the creative language in print more than broadcast and that words are sometimes more powerful than images to an audience.

He says he enjoys taking a story that may only be a few seconds in broadcast and turning it into a 500 word informative magazine article, not to mention the longer deadlines he receives.

For now, Blampye is finishing up his last few semesters here at OU and has enjoyed gaining magazine experience through the Pulse practicum and his current internship at Oklahoma Today. Blampye says he likes the way magazine production works, and would like to see himself in Boston in a few years living out his dream.

"I would really like to work in the editorial department of a magazine," Blampye says.

**ANGELA CHAMBERS** | A former high-school yearbook editor, journalism junior Angela Chambers of Red Oak, Texas, came to OU planning to study journalism. Chambers says she particularly likes feature writing.

"I think you get to be more creative and devote more time to your story," she says.

Chambers is also enrolled in JMC 4970, Magazine: Editing to Production and says she enjoys learning how to how magazines are put together.

Chambers says she enjoys her courses in journalism and mass communication because she is getting a taste of what's to come.

"I am actually excited to do the homework," she says.

Chambers says freelance writing appeals to her because of the ability to live anywhere and write for several publications at once

**MICHAEL GIESECKE** | Michael Giesecke of Locust Grove, Okla., says he wants to one day combine his interests in writing and politics.

A public relations junior, Giesecke says public relations appeals to



# >> a new pulse

him because he likes to write but doesn't particularly like what often seems the negativity of news.

An active Democrat, Giesecke says he is pursuing a minor in political science and would like to work as a communications director or a press secretary.

"I've always been interested in civics and law," he says.

If politics doesn't turn out to be the correct fit for Giesecke, he says he would also enjoy working in arts or music promotion because he is an avid music fan.

**SHEENA KARAMI** | A self-described nerd, journalism junior Sheena Karami enjoys something that most people find painful, reading her father's medical journals.

Karami says her father subscribes to various journals and she always reads them when she visits his office because she finds the content fascinating.

Before discovering journalism, Karami says she planned to be a plastic surgeon. Karami, of Norman, began writing for *The Oklahoma Daily* the summer before her senior year in high school and fell in love with journalism.

After meeting with a colleague of her father who had a bachelor's in journalism and had gone on to medical school, Karami says she decided to follow the same path.

"You have a really well-rounded view of everything," she says describing the benefits of pursuing two very different degrees.

An aspiring medical journalist, Karami takes pre-medical courses along with her journalism requirements to prep for the MCAT. For fun, Karami says she is also going to take the LSAT just in case law interests her one-day in the future.

"I'm one of those people who has to have 18 billion back-up plans," she says.

**JAY NORTH** | Advertising senior Jay North is also pursuing a degree in film and video studies after transferring from Tulsa Community College three years ago.

North says when he started at TCC he hoped to get an associate's degree and figure out where he wanted to go from there. After leaving the community college with not one but two associate's degrees in theatre and psychology decided to attend OU.

A script writing class at TCC sparked an interest in film and he chose FVS as his major at OU and later added advertising because it was something that sounded interesting to him.

A classic rock fan and budding drum player, North says he has played the electric guitar for the last 10 years.

Pulse is North's first experience writing for a publication.

**KYLE SWANSON** | Journalism senior Kyle Swanson started at OU as an English major, but her focus changed to journalism because she enjoys writing but

wanted to write about things other than literature.

Swanson's plan is to focus on feature writing because she said the longer deadlines allows more time to craft the story.

"With magazines you can really spend time crafting your story," the Plano, Texas, native says.

Swanson said the Pulse practicum has provided a chance to learn more about magazine and feature writing in order to pursue her goals.

"It's a toss-up between working for a magazine like *Real Simple* or working in sports with media relations," she says.

**LINDSAY O'DONNELL** | Pulse managing editor Lindsay O'Donnell is a journalism junior from Plano, Texas.

O'Donnell says she planned to attend OU to become an English teacher. When she took Introduction to Mass Communication as a freshman, she changed her major.

O'Donnell's desire to become a journalist grew even stronger after her first piece appeared in *The Oklahoma Daily*, she says.

"When I write something that has meaning to people that is exciting," she says.

During summer 2004, O'Donnell gathered experience as a reporting intern for her hometown paper, the *Plano Star-Courier*.

"It was a great experience," she says. "I wrote at least six stories a week."

Being Pulse managing editor gives O'Donnell her first experience in a journalistic leadership position. But she says she has developed leadership skills from her involvement with the Campus Activities Council and Gamma Phi Beta sorority.

**CARLO ROMERO** | Carlo Romero, journalism junior and San Diego native, says he did his share of research before settling on journalism as a major.

Romero says he likes to write and take photos but never thought those interests would lead him into journalism. He realized, he says that journalism is a good fit because of the important role journalists play in society.

"Journalism to me has very romantic ideals in the notion that it is the role of the journalist to bring important information to such a large audience," he says.

Romero is starting his own magazine says he has been working on the concept since February 2004.

Romero says the editorial content of the publication is mapped out but he is still looking for funding and a home for the magazine. He says he wants to make it part of the university community.

"It's something that would draw more attention to cultural activities and the intellectual vitality of the university," he says.

Romero became involved with Pulse after being directed to Kathryn Jensen White for advice about the magazine industry.

# alumni update

**1930s** Rex Chaney, B.A. '35, was the sports editor for The Oklahoma Daily in 1934-35. He worked for United Press (before it became UPI) in Oklahoma City, Kansas City and Washington. Chaney lives in Naples, Fla.

**1950s** Irv Trachtenberg, B.A. '50, retired in 1986 and now tutors third graders in the Portland, Ore. school system. Trachtenberg also teaches English as a second language for computer companies in Portland.

Guy W. Moore, B.A. '50, M.A. '52, was included in the 2004 edition of *Who's Who in America*.

Dow Dozier, B.A. '57, retired as director of corporate communications at Kerr-McGee Corp. in 1998. He has since worked in various public relations and educational positions with Carovilli Communications, the University of Central Oklahoma, Oklahoma City Public Schools, Oklahoma City University and the University of Oklahoma.

Carolyn Hart, B.A. '58 won the Agatha Award for best mystery of 2003, for her book "A Letter from Home."

**1960s** Allan Cecil, B.A. '63, serves as vice president of investor relations and corporate affairs for Sunoco Products Co., of Hartsville, S.C.

**1970s** Pam Henry, B.A. '73, has been inducted into the Oklahoma Journalism Hall of Fame. Henry was the first woman hired in the news department at KTOK radio in Oklahoma City and the first woman reporter at WKY-TV (now KFOR-TV). Stephanie Sallaska, M.A. '74, works as editor at NewsOK.com in Oklahoma City.

Stephanie Sallaska, M.A. '74, works as editor at NewsOK.com in Oklahoma City.

Paul Raymond "Ray" Waddle, B.A. '78 journalism graduate and former religion editor for The Tennessean, Nashville, has written "A Turbulent Peace: The Psalms for Our Time," published by Upper Room Books. The book is a collection of one-page reflections that tie the themes of Biblical psalms to current religious trends.

**1980s** Kelly Rubottom, B.A. '88, is working as on-set dresser for the ESPN film, "3 - The Dale Earnhardt Story," filming in and around Charlotte, N.C.

**1990s** Mike Wickizer, B.A. '90, manages advertising sales and distribution for Graphic Web Inc., and Homes and Living Magazine in Trenton, Ga. Homes and Living Magazine is a local, monthly periodical that focuses residential and commercial real estate development.

Sean Taylor Simpson, B.A. '90, M.A. '92, accepted a position as director of corporate communications for Express Personnel Services, where he will direct internal and external communication and media relations. Simpson was recently named to The Journal Record's inaugural class of "Achievers Under 40."

Jeffrey Hickman, B.A. '96, was recently elected to the Oklahoma State House of Representatives from his home district in Woodward. Hickman was previously the press secretary for OU President David L. Boren.

**2000s** Bobbie Miller, B.A. '02, works as anchor and reporter for KFSM-TV Channel 5 in Ft. Smith, Ark.

Helen Pryor, B.A. '02, works as graphic designer at the Association of Certified Fraud Examiners in Austin, Texas. Before joining the ACFE, Pryor worked as entertainment editor and graphic designer at The Norman Transcript, where she won 2nd place in the Associated Press Oklahoma News Executives Annual Carl Rogan Memorial News Excellence Competition for Graphics/Illustrations.

Lindsay Schultz, B.A. '03, has joined Fleishman-Hillard's St. Louis office as a part of the international public relations firm's environmental account team.

Lauren Ames, B.A. '04, accepted a position with the Tulsa Talons of the Arena Football League. Ames will be responsible for public relations, marketing, game operations and merchandising.

Alonzo C. Brown, B.A. '03 serves as manager of Employment Services with the Arc of the District of Columbia.

Allie Wolf, B.A. '04 works as personal assistant to Tara Thompson, an actress on the new show called The Mountain.

Michael Horn, B.A. '04 works as copy editor at the United Nations, New York.

## college briefs

### STUDENTS

Sooner yearbook 2003 won the College Media Advisers' "Best of Show" Award and Columbia Scholastic Press Association's Silver Crown. Staff members also won an OU-record 29 Gold Circles for individual excellence in writing, design and photography.

The Oklahoma Daily won 28 awards and was judged the second best newspaper in Oklahoma with a circulation between 7,000 and 17,999 in the annual Society of Professional Journalists' Oklahoma Professional Chapter competition. In that competition, the Daily competed against professional newspapers. The paper also won two Gold Crowns - for Fall 2002 and Spring 2003 - and 10 Gold Circles for individual achievement from the Columbia Scholastic Press Association

Four members of the OU Chapter of the National Association of Black Journalists (NABJ) attended the Region VII NABJ Conference and Job Fair where Ashley Gibson and Tonya L. Lewis won top awards based upon their writing. Gibson won recognition for all-around excellence as "Top Journalist" and Lewis won first place in the "Commentaries" category.

Rachel Kahne was selected by MTV: Music Television as one of 15 winners in the nationwide competition to select the on-air talent for MTV's 2004 "Choose or Lose" election coverage team

Ninety students from seven universities in three states attended the Third Annual Advertising Career Conference put on by the OU AdClub.

Chris Pryor, a journalism senior, received a Dow Jones Newspaper Fund Copy Editing Internship and interned at the Huntsville (Ala.) Times in summer 2004. The Dow Jones Newspaper Fund selects about 100 editing interns from college juniors, seniors and graduate students across the country.

Stephanie Conduff, a journalism senior, attended the Associated Press Diverse Voices workshop in May in Phoenix, Ariz. She was one of 12 college journalists nationwide selected for the program.

Casey Dietrich, a journalism and engineering graduate, has been awarded a 2004 National Defense Science and Engineering Graduate Fellowship. The fellowship, awarded through the Department of Defense, supports graduate research in fields important to national defense needs.

Maria Real, a journalism senior, was named the 2004-2005 Outstanding Senior of the Gaylord College of Journalism and Mass Communication by OU President David L. Boren during a university ceremony.

J.C. Penney Company and Cultura Advertising, Dallas, came to campus in November to recruit Gaylord College students. Sixty students attended the recruiting meeting.

Robert Greene is the first Gaylord College Ward Neff Intern. Greene, 23, is a first-year student in the Masters of Professional Writing program. As a Ward Neff Fellow, Greene is responsible for compiling *PressNotes* ([http://www.spj.org/pressNotes\\_list.asp](http://www.spj.org/pressNotes_list.asp)). The national Society of Professional Journalists Ward Neff Internship program selects one journalism program nationally every two years and the Ward Neff Internship funds two one-year graduate fellowships, a faculty supervisor stipend, and travel to the national SPJ convention. With a value of nearly \$40,000, the Ward Neff Internship is the Gaylord College's first externally funded graduate education fellowship.

*The Oklahoma Daily* was named a 2004 ACP National Newspaper Pacemaker winner at the 83rd Associated Collegiate Press/College Media Advisers National College Media Convention Saturday in Nashville, Tenn. Maria Real, advertising manager for *The Oklahoma Daily*, won third place in the Display Ad category. Carlo Romero, a *Daily* photographer spring 2004, won third place in the Picture Story category. The *Sooner* yearbook, edited by XXXXX, recognized as a Pacemaker finalist, received fourth place in Best of Show competition, the final day of the five-day convention.

Christopher R. Krug was editor of *The Oklahoma Daily* during the judging period, the 2003-04 school year. *The Daily* previously won Pacemaker awards in 1989, 1994 and 1995, and was a finalist in 2000. *The Daily* competed in the four-year daily category. Judges select Pacemakers based on coverage and content, quality of writing and reporting, leadership on the opinion page, evidence of in-depth reporting, design, photography, art and graphics. The 2004 Pacemaker winners were selected by the staff of The (Nashville) Tennessean.

Journalism senior, Kendal Kelly was a runner-up in the Roy W. Howard National Reporting Competition. Kelly won a \$2,000 scholarship for her reporting on alcohol sales at OU football games for the Oklahoma Daily.

Oklahoma Daily staff and students won a number of awards at the Southwestern Journalism Congress in Monroe, LA, in November. Among the winners were:

2nd, Daily Staff	Best Newspaper
1st, Chris Terbrueggen	Public Service (water series)
1st, Lauren Cavagnolo & Jeff Mims	Best Informational Graphic (stepping)
2nd, Zach Pinson	Best Editorial (sweeping \$)
3rd, Melissa George	Best Editorial Page (9-4-03)
3rd, Josh Rabe	Best Series (Okla. On edge)
3rd, Eric Hartmann	Best Column (Univ. of Iraq)
3rd, Lauren Cavagnolo & Chris Krug	Best Feature Story

Gaylord College students completed internships over the summer in newspapers, magazines and news services nationwide.

#### Summer Internships 2004

Ashley Gibson	Associated Press (one of 22 nationwide)
Chris Pryor	Huntsville (AL.) Times Dow Jones Internship
Zach Pinson	Abilene (TX) Reporter-News (Dow Jones Internship)
Scott Hughes	Muskogee Daily Phoenix ((Freedom Forum chips Quinn)
Lynn Nguyen	The Oklahoman
Jenny Dial	U.S. Olympics Committee / Greece (6 weeks) San Antonio Express-News
Peter Gill	The Oklahoman
Kendal Kelly	Tulsa World
Sara Ganus	Institute for Politics & Journalism / United Press International
Chris Terbrueggen	The Edmond Sun
Lindsay O'Donnell	Plano (TX) Star Courier
Rachael Kahne	MTV
Bianca Lewis	KWTV, Ch. 9, OKC
Aaron Francl	Sports Illustrated on Campus correspondent
John Moss	ESPN (winner communications/horse racing)
Eric Miller	The Oklahoman
William Savage	The Norman Transcript
Victoria Williams	The Dallas Morning News
Annie Gasparro	Philanthropy World Magazine

## FACULTY

### Jim Avery

Jim Avery, professor of advertising, spent several days in Eastern Europe giving presentations and interview about global advertising trends. Avery lectured to the University of Belgrade, appeared on RTS (Serbian network television) and delivered a presentation at the U.S. Embassy Library.

Avery conducted a training seminar with 68 students, gave two seminars to advertising faculty and four seminars to advertising professionals at Shanghai University in June. He also directed four seminars for advertising professionals in Hong Kong, taught a graduate seminar at the University of the Arts in Belgrade and conducted six seminars for advertising professionals in Belgrade, Serbia, in September.

### Fred Blevens

Fred Blevens, associate dean, has been elected second vice president of the American Journalism Historians Association. He will ascend to the presidency of the organization at the group's 25th anniversary national convention in Wichita in October 2006.

### Meta Carstarphen

Associate Professor of Public Relations Meta Carstarphen will serve as program chair for the 2004 Southwest Symposium. As chair, Carstarphen will manage the receipt and judging of research papers submitted to the conference. Papers accepted will be presented at the symposium in the fall in Little Rock, Ark.

Carstarphen's paper titled, "Case Studies from Countries in Transition," has been published online by the Institute for Public Relations.

### Matthew Cecil

Assistant Professor Matthew Cecil and Associate Dean Fred Blevens coordinated the Gaylord College application for the fellowship. Cecil will supervise the Ward Neff Interns and will edit the SPJ's daily media news digest, Press Notes, which is delivered to 800 media professionals each day.

### Deborah Chester

Professor of Professional Writing and Novelist Deborah Chester was inducted into the 2004 Writers Hall of Fame of America, along with John Steinbeck, Constance Levy and Dale Freeman, at a celebration banquet in April in Springfield, Missouri.

The Queen's Knight, the newest fantasy novel by Deborah Chester, was published in late November by Ace Books. Chester has published 35 novels and continues a fantasy series begun by The Sword, the Ring, and the Chalice trilogy.

### David Craig

Associate Professor David Craig visited the Los Angeles Times, The Dallas Morning News and The (Portland) Oregonian in summer and fall 2004 to do interviews for a book on the ethics of journalistic writing techniques. Craig spoke with more than 50 writers and editors about how they think through the ethical choices involved in the use of anecdotes, description, quotations and paraphrasing, attribution, analysis and voice. The project will be published by Rowman & Littlefield Publishers.

### J. Madison Davis

J. Madison Davis, professor of professional writing, and co-author A Daniel Frankforter's "The Shakespeare Name Dictionary" was published in April. In addition, another Davis book - Law & Order: Deadline - was the #2 best-selling

e-book at Palm Digital Media, behind Dan Brown's "The DaVinci Code." The novel will be released in hard copy later this year.

Davis traveled to Amsterdam to attend the annual meeting of the International Association of Crime Writers in September. He was elected the regional vice president for English North America. He also appeared on a panel sponsored by the Stichting Literaire Activiteiten Amsterdam discussing the cultural relevance of crime writing.

Davis' essay "Culture and the American Detective" appeared in a reader distributed at the conference. Also, his short story "Big Animal" was announced as a finalist in the Athanas Mandadjiev international short story competition sponsored annually by a Bulgarian publisher.

### Joe Foote

Joe Foote, Gaylord chair and professor, received a grant of \$160,845 from the U.S. Dept. of State for his research project titled "Bangladesh Project for Training Women for Leadership in Bangladesh."

Foote is also hosting a Fulbright scholar from Bangladesh, Akhtar Sultana, a professor of journalism at Dhaka University.

### Peter Gade

Associate Professor of Journalism Peter Gade's research article "Newspapers and Organizational Development: Management and Journalist Perceptions of Newsroom Cultural Change" was published in Journalism & Communication Monographs in summer.

Peter Gade was interviewed in October by Bayerischer Rundfunk (Bavarian Broadcast Corporation) about negative television advertising during the U.S. presidential campaign. The story aired several times the week before the election.

Former journalism master's students Jacqueline Eckstein and Miglena Daradanova have teamed with professor Peter Gade on a study of college-aged students called: "First-time eligible presidential voters' perceptions of politics, patriotism and media." The students plan to submit the results of the study as a paper for consideration to the Association for Education in Journalism and Mass Communication 2005 conference in San Antonio. Eckstein and Daradanova are currently studying for their doctoral degrees in the OU Department of Communication.

### Peter Gross

Gaylord Chair Peter Gross presented two research papers at international conferences in Slovenia and England over the summer of 2004. He also presented research titled "title," at the Global Fusion conference in St. Louis in October.

Gross launched a new book "title" in Romania in June, conducted a two-week workshop in Serbia and a week-long workshop in Romania on behalf of the U.S. Dept. of State, and directed a workshop for journalists from Macedonia at OU on behalf of the International Broadcast Bureau and the U.S. Dept. of State.

### Tim Hudson

Associate Professor Tim Hudson published a chapter, "Interactive Media Education in the U.S." in the upcoming book, Critical Issues in Interactive Multimedia. He also published a chapter, "Innovation and Viability in Interactive Media Education," in Interactive Convergence in Multimedia.

Hudson presented and moderated a panel, "Convergence in Broadcast, Cinema & Interactive Media Education," at the Broadcast Education Association Convention in Las Vegas in April.

Hudson directed "Riding Sparks," an independent feature documentary on "biker culture." He also executive produced "Tornado Glory," a feature-length independent documentary directed by OU graduate student, Kenneth Cole.

### Robert Kerr

Robert Kerr, assistant professor in journalism, has completed "The Rights of Corporate Speech: Mobil Oil and the Legal Development of the Voice of Big Business." The book will be published in early 2005.

Robert Kerr was awarded a Junior Faculty Research Grant by the OU Research Council in April and won the JayMac Faculty Teaching Award in November.

### Misha Nedeljkovich

Associate Professor Misha Nedeljkovich toured the Balkans presenting 10 day seminar: "American Popular Culture: Survey of Jim Jarmusch films," a presentation supported by the Fulbright Association and the American Embassy - Cultural Center.

Nedeljkovich presented a research paper, "Mass Media in Post-Milosevic Era" to two conferences on mass media in Athens, Greece, and Budapest, Hungary. In addition, he produced a 30-minute documentary, "Aesthetics of American Film Noir."

Nedeljkovich also published 3 papers on American Film History and popular culture, and conducted 60 radio and television interviews.

### Jennifer Tiernan

Assistant Professor of Journalism Jennifer Tiernan's paper, "SWIFTIES Online: Using Vietnam War Snapshots to Create a Virtual Community for Swift Boat Sailors" will be presented at this year's Association for Education in Journalism and Mass Communication convention in Toronto.

### Katerina Tsetsura

Assistant Professor of Public Relations Katerina Tsetsura participated in the 90th conference of the National Communication Association where she was chosen to be a member of a PRIDE award committee. PRIDE is one of the most prestigious national PR research awards given by the PR division of NCA.

Tsetsura has received a Faculty Enrichment Grant of the Gaylord College of Journalism and Mass Communication to conduct a study on media transparency in Russia.

Tsetsura has been invited to present her research at the 2004 International Public Relations Association Annual Conference in Dubai, United Arab Emirates.

### Kathryn Jenson White

Assistant Professor and Executive Director of Oklahoma Scholastic Media / Oklahoma Interscholastic Press Association Kathryn Jenson White authored the cover story of Oklahoma Today's October issue titled "."

White directed her first OSM/OIPA student conference in October. More than 800 high school, junior high and middle school media students attended programs on media topics ranging from writing and photography to diversity issues.

# keep in touch

One of the main purposes of Pulse is to bring you news from the Gaylord College of Journalism and Mass Communication and information about your classmates. Where are they now, and what are they doing? You can help by filling out this form so updated information can appear in a future edition of Pulse.

Check here if this is a new address

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Does your employer offer internships to college students?  Yes  No

If so, who should we contact for information? \_\_\_\_\_

Would you like periodic updates about events and happenings? \_\_\_\_\_

Comments \_\_\_\_\_

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Rm. 3000, Norman, OK 73019-4201, or e-mail Pulse editor at [ithomas@ou.edu](mailto:ithomas@ou.edu)  
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## FALL 2004