

pulse

The University of Oklahoma • Gaylord College of Journalism and Mass Communication



FOUR-YEAR PLAN

Perseverance and passion lead alumna Jennifer Johnson to dream job.

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Vision of Excellence

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College Ambassadors



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Photo of Jennifer Johnson provided; Photo of Laurie Dernick by Billy Adams; Photo of Megan Davis by Shevaun Williams.

JAYMAC President

Excellence never changes

The world is changing faster than ever and it doesn't look like the pace is slowing. In his book "The World is Flat," Thomas L. Friedman talks about the major changes from the last few years. From the proliferation of personal computer technology to the globalization of our everyday lives, life is dramatically different from a decade ago.

As a professional who spends each day working on strategic communications, I know the changes influence the fields of study within the Gaylord College. I remember a graduate class I took 15 years ago that focused on how the printing, publishing and graphic industries would change because of personal computers. We discussed the fear of no longer having gatekeepers, and everyone having the ability to create his or her own news products. We had no idea how true this would be with the influence of the Internet.

In my opinion, the biggest influ-



DIANA HARTLEY

ence our changing world should have on journalism education is that some things should never change. No matter the rate of change in our lives, our traditional institutions of higher

education continue to have the opportunity and obligation to bring out the imagination, creativity, skills and talents of all students.

This commitment to excellence in education is celebrated each year during the JayMac annual banquet. On Oct. 13, we will pay tribute to outstanding alumni and highlight the achievements of today's students. A blending of tradition with hope for tomorrow is one change you will see at this annual event in the form of a new award. We have long honored our distinguished alumni, those with long, stellar careers. This year, we will honor a graduate from the '90s who already has built a distinguished career in a short time. In keeping with the rapid rate of change in our world, this alum is proving it doesn't take a lifetime to make your mark.

Diana Hartley

Gaylord College Dean

Expansion on the way

Last year at this time, the prospect of completing Phase II of Gaylord Hall was years away. Today, we are looking at a June 2007 groundbreaking and a December 2008 completion for the \$19 million, 41,000-square-foot extension. What happened so quickly to change reality?

First, President David Boren has shown extraordinary leadership on this project. In less than a year, he raised \$9 million in private funds from Gaylord family foundations and agreed to support this project with a special university bond issue. President Boren has met almost monthly with donors, architects and university officials to make sure the project moves quickly.

This project would not be possible without the incredible generosity of the Gaylord foundations. The Inasmuch Foundation, founded by Edith Kinney Gaylord, gave \$5 million, and the Ethics and Excellence in Journalism Foundation contributed another \$2 million. The Gaylord Family Foundation also contributed \$2 million.

President Boren and the Gaylord families' initiatives mean that our alma mater will have the preeminent journalism education facility in the United States. And with a 500 percent enrollment increase in 10 years (the next fastest-growing college had 58 percent), we need the additional space.

Let me tell you a little about the



JOE FOOTE

extension. A centerpiece will be a 180-seat auditorium that is capable of televising or taping any event held there.

The extension also will house one of the few Strategic Communication centers in the world. It will contain space for a student-run advertising and public relations agency, complete with "war rooms," a focus group room, a layout room and a presentation suite.

Students also will benefit from a computer laboratory dedicated solely to out-of-class project work. We've learned from the original Gaylord Hall project that students need much more space to work on curricular and extra-curricular projects.

With the Gaylord College beginning a new doctoral program next year, the new addition will provide nearly a whole floor dedicated to the needs of graduate students.

The new addition will feature a large soundstage that also will double as a photography studio. It will include two computer labs, three seminar rooms – one to commemorate the achievements of professional writing alumni – and the home of the Gaylord College's Research and Training Institute.

We are especially pleased that the architects from Rees and Associates in Dallas/Oklahoma City are working with us on Phase II. They and President Boren have made sure that the new building will take full advantage of its prime location, which now is the center of the campus.

I'm eager for you to see the specific plans. The next issue of Pulse will provide full details.

That President Boren grasped so well the momentum that this college has generated and is willing to capitalize on it so boldly and so quickly is testament to his extraordinary vision and commitment. I hope you are as excited as I am about this wonderful opportunity for our students and for us alumni as well.

Joe Foote

Faculty Focus

Diversifying news coverage

Visiting professor shows students importance of diversity

By **DANNY MARROQUIN**

The press covered what it could with numbers. CNN and the Associated Press could report that 400,000 marched down Wilshire Boulevard in Los Angeles, and 300,000 left work in Chicago to demonstrate against congressional bills concerning illegal immigrants, but they weren't getting the real story.

What the news outlets really needed to tell the story of that March 2006 day was conversations with people of different cultures who did not always speak English well.

The Gaylord College of Journalism and Mass Communication knows all too well that numbers alone will not do. That's just one of the reasons it hired assistant professor Ray Chavez to help teach its students to understand cultures other than their own.

"This is my personal blended family," Chavez says as he points to a picture of Deborah, his Anglo wife from South Dakota, and their three sons. "This is also what I do. I want to help create a world where we can all communicate."

In all his classes, whether Race, Gender and the Media, Advanced Reporting, Public Affairs Reporting or News Editing, Chavez invites speakers who address media diversity. He also requires students to seek sources representing a variety of ethnicities and points of view.

"Communication through the mass media is the glue that holds a society together, and if we are not communicating with one another successfully, society is going to be fractured," Chavez says. "In a democracy, we are supposed to listen to the various people and not a single group."

"I don't think mainstream media can take any great pride in general about how they've done in the past, but they are paying attention now. So they are making changes — positive changes — in addressing those issues for the betterment of the community. The bottom line is that society is becoming multinational and multilingual."

Chavez can point to small signs of improvement. He notes the term "illegal immigrant" isn't used as liberally by reporters as it has been in years past. Now "undocumented" is the term. People of color more frequently appear in stories not just *about* people of color.

Chavez's students learn not just from the personal experiences Chavez shares



JOURNALIST AND TEACHER: Visiting assistant professor Ray Chavez brings a lifetime of experience exploring different cultures and media diversity. His classes allow students access to that experience.

with them, but also from his narratives of more than 25 years' working in journalism.

"Chavez is good; he's got a lot of stories from the real world," says

journalism senior Christopher Steffen, a spring 2006 Public Affairs Reporting student. His students say they often find the focus on minority coverage enlightening.

"He specifically notes the plight of Hispanics and Native Americans," says journalism junior Andrew Nash. "It's good to get that perspective, given I am a white, middle-class male."

Chavez began incorporating his dual heritages — Apache and Chicano — into his reporting for the Yakima Herald Republic in Washington in 1980 after completing his master's degree in communication at University of Washington.

"There were questions about pesticides being dumped in the valley's river on the Indian reservations," Chavez says. "My response stemmed from my grandma and her guidance and stories. One year, I got a BB gun for Christmas and started shooting pigeons and sparrows. Grandma explained to me that birds were made by the Creator and unless I intended to eat them, I had no right to shoot them. In the Indian culture, there's a respect for all living things. She instilled in me the values of our culture. Those need to be represented in the mass media."

Since the '80s, Chavez has worked to help others incorporate their cultural understandings into their careers as journalists.

He has introduced inner-city adolescents to mass media at the Five Points Media Center in Denver, and he has taught at the Native American Newspaper Career Conference at Crazy Horse Memorial in South Dakota. He now will lead the Oklahoma Institute for Diversity in Journalism's summer workshop for minority high school students interested in media careers. Former Gaylord Associate Dean Fred Blevens, now associate dean at Florida International University, started the workshop.

"To then-Dean Charles Self and me, Ray and the Gaylord College was a match made in heaven," Blevens says. "The college would like to become a center of Native American journalism. Ray is connected to that goal personally and professionally."

In spring, Chavez involved his editing and reporting classes in what he called "The Poverty Project." Students looked at many issues — including race and ethnicity — to find poverty's root cause. The project, Chavez hopes, will encourage students to look beneath the surface of all major social issues.

"I'm hoping the Poverty Project asks what constitutes poverty and how we are addressing those needs," Chavez says. "The project is meant to act as a catalyst of change. And you don't have to be a veteran reporter to do that. I was a bit of a hellraiser when I was a kid. What journalism taught me was how to direct my anger. My profession now puts me in a position to do something about injustice, not with my fists but with my words."

Alumni Applause



A DAY IN THE ONLINE WORLD: A quick pace and the challenge of daily newswriting keep OU alumna Jennifer Johnson on her toes. Johnson is an interactive news reporter for WSJ.com, a part of The Wall Street Journal.

From OU to Wall Street

Alumna becomes interactive news reporter at WSJ.com

By **LAUREN BRAMMEIER**

Jennifer Johnson has stayed busy since graduating from Gaylord College four years ago with her bachelor's degree in journalism. She has been an intern at The Boston Globe, earned a master's degree from Columbia University, served as assistant news editor of The Muskogee Phoenix and, finally, taken a position at one of the most powerful newspapers in the United States: The Wall Street Journal. She is an interactive news writer for the online edition, WSJ.com.

Just five months after Johnson began working at The Muskogee Phoenix in November 2003, she heard about an opening at WSJ.com and acted immediately.

"I sent my résumé in on Sunday, got a phone call on Monday, flew to New York on Friday and was offered a job by the next Monday," Johnson says.

"It was a whirlwind experience."

Johnson began at WSJ.com as an interactive news assistant in April 2004. She was promoted to interactive news reader and then again in December 2005 to her current position.

"My title is interactive news writer, in part, because that is how our union organizes positions for salary purposes," Johnson says. "My primary job is as an editor and producer for the Web site, but I occasionally write."

Jamie Heller, deputy managing editor of WSJ.com and Johnson's boss, says Johnson displays a deep interest in news and brings strong skills to her position.

"She has excellent news judgment that she applies in editing, writing and reporting," Heller says. "Whether she's working on a piece about elections, Social Security policy, Medicare or immigration, she identifies what's interesting and important."

Johnson works a typical copy-edit-

ing shift: 4 p.m. to midnight. During this time, she and her colleagues keep the Web site as fresh as possible. She monitors the wire services, sometimes frantically piecing together staff copy on breaking news stories. At the same time, Johnson and many other evening producers are working on their own stories, interactive graphics, slide shows and regular columns.

She also is in charge of training new staff, acquainting them with the software and their daily tasks. On top of that, Johnson writes about politics and policy, recently contributing to WSJ.com's coverage of a Medicare drug benefit story.

"Online media intimidate a lot of people, but the basic rules still apply," Johnson says. "Online news outlets will always need good writers and editors, but they'll have to be a little more tech savvy."

Johnson, a self-proclaimed "Web nerd," says she had no trouble adapt-

ing her print skills to working online.

"Jennifer was the first person I knew that had her own personal Web page," says 2003 journalism graduate Kayte Spillman, assistant vice president for corporate communications for Bank of Oklahoma in Tulsa and Johnson's former classmate. "She was self taught in a lot of those areas because she had such a personal passion for it."

Johnson says the biggest difference between print and online media is in the process of gathering the news.

"Reporters who once only had to think about the words are now required to think about how to present their stories on a multimedia platform," Johnson says. "In addition to words, they'll need photos, video, audio, interactive maps, etc."

In addition to working at WSJ.com, Johnson is in her second year as an adjunct teacher of the New Media Workshop at Columbia University Graduate School of Journalism.

"Jennifer is fantastic," says Duy Linh Tu, associate professor of journalism at Columbia University and Jennifer's former professor. "She's one of the youngest adjuncts at the school, and it's her youthful energy that keeps the class going. She's always ready to crack a joke to keep things light. But she's also ready to crack the whip when it gets to crunch time."

At OU, Johnson's work ethic led her to an active college career in journalism and other areas. She served as editor of The Oklahoma Daily in 2002. She was also a member of President's Leadership Council and the scholarship director for the Delta Gamma sorority.

"While attending OU, Jennifer was a prototype student," says Jack Willis, editorial adviser for The Oklahoma Daily. "She was always going above and beyond what any normal student would do."

Johnson got her first experience working with online media while she was editor of The Daily. Part of her responsibility was the operation of the online news site, oudaily.com.

"Particularly with her interest in online journalism, that experience gave her a chance to see in hands-on, practical ways how stories can be presented in both print and online media," says Twila Smith, director of OU Student Media. "She had a chance to see a side-by-side comparison of the strengths of each format."

After graduating from OU in 2002 with a dual degree in journalism and political science, Johnson made her way to the East Coast for her second summer as an intern at the Boston Globe's copy desk. In fall 2002, she began an intense 10-month program at the Columbia University Graduate School of Journalism.



SPJ JOB FAIR: Alumna Jennifer Johnson returned to Oklahoma from her work at WSJ.com to deliver a keynote speech the 2006 SPJ Job Fair. A 2002 graduate, Johnson gave students timely advice about getting their first professional jobs.

"At OU, I mostly focused on the editing side of things," Johnson says. "Knowing Columbia was a reporting school, I went there to hone my reporting and writing skills in the news capital of the world. I was able to immerse myself in the craft of journalism and was exposed to some great teachers and friends."

Johnson graduated from Columbia in 2003 with a master's in journalism. She wanted to stay on the East Coast but could not find a job, so she headed home to Oklahoma and intensified her job search. Finding the right fit didn't happen overnight.

She flew to many places for interviews — ESPN.com, The Houston Chronicle and Forbes.com, among others — but no job offers came. She was starting to get frustrated, she says, but tried to keep busy during her search. She took computer classes and did some work for Willis and Smith at OU Student Media.

"I worked at one of those parking lot tents selling mums, pumpkins and bales of hay," Johnson says. "It was fun, but it wasn't journalism. And it certainly wasn't the career I had been expecting."

Johnson heard about an opening at The Muskogee Phoenix and reluctantly drove to the northeastern Oklahoma city to interview for the position.

"Despite my initial reservations, I am so happy I took the job," Johnson says. "I learned a tremendous amount about editing and managing — skills I would never have learned if I had started at a big news organization."

Johnson still is adjusting to life in New York City. Although she has been there for almost three years, she is amazed by the diversity of culture and cuisine, she says.

"In the warmer months, walking around the city is my favorite thing to do," Johnson says. "People-watching in New York is the best. There are so many characters."

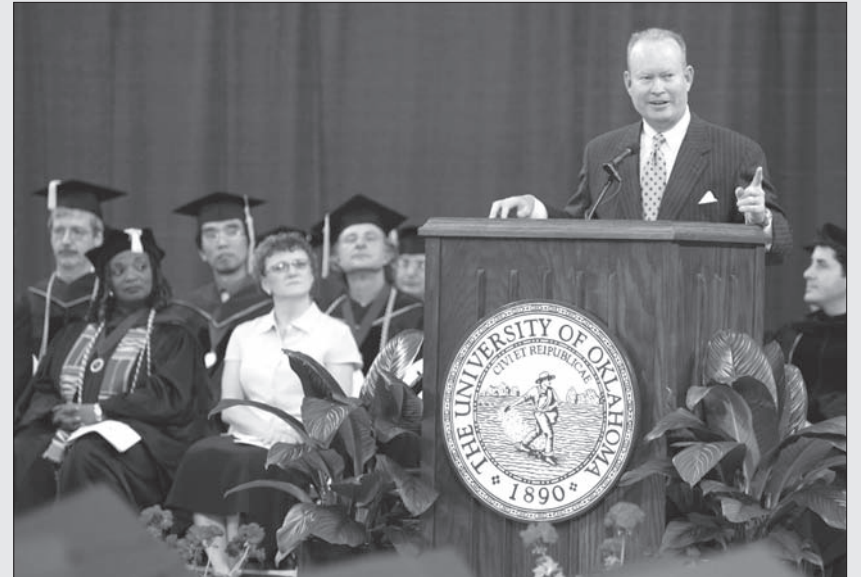
She says she misses certain things about Oklahoma: mostly her family, but also Sonic, OU football game days and Wal-Mart.

Johnson says she hopes to be an influential player in determining the direction the industry is headed through Web journalism.

"I believe new media is the future of journalism, and I would really like to play a role in shaping that future," she says.

Johnson says the most important thing she learned at OU is that a person should always go after what he or she wants. This philosophy has taken her to her current position, which she says ranks high on her list of dream jobs.

Spring Convocation 2006



MAYORAL ADVICE: journalism alumnus and Oklahoma City Mayor Mick Cornett charges graduates to set high professional goals at May convocation.



FULL HOUSE: Parents, family and friends join the college's faculty to celebrate the graduation of a Gaylord College-record 261 graduates in May 2006.



STUDENT WORDS OF WISDOM: Gaylord College Outstanding Senior Renata Hays shares thoughts on college life with her classmates.

Board of Visitors redefines role



PATTYE MOORE



STEVE TROLINGER



JIM DOLAN



HOWARD PRICE



GRACELYN BROWN



ROGER FRIZZELL



DON COGMAN



PHIL CAUDILL



ED KELLEY



HARRY SHERMAN



PAMELA CARTER



ALEX ADWAN



BILL HANCOCK



MICHAEL LIMON



WELDON WATSON



JOANNE ORR



DAVID STRINGER

Board of Visitors strives to help the college become one of the nation's best journalism programs

By **DAWNDEE HUDSON**

When you walk into Gaylord Hall, the first thing to catch your eye might well be its busy central lobby where students gather to work and play. As you wander farther in, you might also see its classrooms with state-of-the-art equipment or members of its diverse faculty with expertise in all the mass media fields.

Had you entered the building on a certain

Friday morning in spring 2006, you might also have noticed a group of 22 alumni and college supporters, led by Dean Joe Foote, who have returned to play a vital role in shaping the future of the college and the students who attend it.

What is now the Gaylord College Board of Visitors began in the 1990s as the Professional Advisory Council under the leadership of David Dary, then director of the H.H. Herbert School of Journalism. Today, under Foote's guidance, the Board of Visitors has undergone

more than just a name change. It has been reconstituted to better aid the College, Foote says.

Patty Moore, former president of Sonic Corp., serves as president of this board that met for the first time in spring to discuss its goals. She leads a group of journalism professionals that includes Alex Adwan, senior editor of the Tulsa World; Gracelyn Brown, programming director for KTLA in Los Angeles; Forrest Cameron, publisher of GTR News; Pamela Carter, president of Synergy Marketing Associates; Phillip Caudill, business development and brand management consultant; Don Cogman, chairman of CC Investment LLC; James Dolan, chairman, president and CEO of Dolan Media Co.; Roger Frizzell, vice president of corporate communications and advertising for American Airlines; Bill Hancock, Bowl Championship Series administrator; Ed Kelley, editor of The Oklahoman; Kathleen Leonard, president of The Integer Group; Michael Limon, business editor of the Salt Lake Tribune; Joanne Orr, beautification coordinator for the Oklahoma Department of Transportation; Howard Price, president of Multi-Net Marketing Inc.; Harry Sherman, owner of Sherman Media Co.; Dean Sims, president of Public Relations International; David Stringer, publisher of the Norman Transcript; Steve Trolinger, president of Community Publishers Inc.; Chris Turner; Weldon Watson, who retired from ONEOK Inc. as a corporate officer; and Doug Williams, owner of KWOX in Woodward.

The board's new bylaws state its mission as to "provide advice and counsel to the leadership of the college as it strives to improve the academic and research quality of the college, advance the quality of the professional programs within the college and increase the stature of the college in both academic and professional spheres."

Foote says the board's transformation marks a significant change.

"It's more of a self-governing organization rather than something we create that's just an organ of the college," he says. "And the goal is that they become more involved in very specific ways in the life of the college and have defined goals that they can reach and make a significant contribution to the life of the college."

By becoming a body that takes control and creates its own agenda, the board is able to execute its plans without needing excessive guidance – and as such it becomes a much more powerful and useful entity to the college, Foote says. But the board isn't entirely a new thing.

"Nearly all the people who were on the Advisory Council have continued on the Board of Visitors," he says. "We have those who have served before and then we have a new group that's mostly alumni, people who are influential in their field within one of the areas of the college. They represent these areas and they bring with them their professional experience, their philosophy in the field and their ties to the University of Oklahoma."

"Patty Moore, a highly energetic, capable person, is going to provide tremendous leadership to this board. She is one of the reasons I'm confident we are going to be successful."

Moore says the Advisory Council was remodeled to help the college continue to develop as the nationally recognized program it has

become.

"We reconstituted the board to better position itself to help the college grow," she says. "As the Gaylord College continues to expand, we needed to ensure that we had the mechanism in place for the board to do the same. To do that, we needed to have bylaws and a process for bringing in new board members and for terms of service. There are a lot of experienced OU journalism graduates out there, and we want to give them a lot of opportunities to help."

The board's job is to create a vision for the college, Moore says, and with its diverse membership, the board will no doubt be successful.

"We have very talented, experienced and dedicated board members who sincerely want to use their knowledge and expertise to help the college," she says. "We can share our work experience, help the college move in new directions and provide important contacts and internships for the students."

In its first meeting, the board voted to establish a position for a business management professor, an individual who would be able to teach students the business side of the multidisciplinary field of journalism.

While the details for funding the new position are not worked out, the board discussed working with the Price College of Business as an option and is making the action a top priority for its meeting in fall 2006. This action indicates, Foote says, that the board is willing to step up to bat for the college when it sees that changes need to be made to better serve the student population.

Kelley says that supporting Foote is a primary charge for the board.

"We can assist the dean and his team in being a strong voice in the professional community for the Gaylord College," he says. "[We can] tackle any assignments, particularly concerning interaction with students, faculty and other professionals, that the dean would have for us."

Kelley says the board as it is now constituted can also do a better job helping students.

"The board's membership is much broader now, with people who have varied backgrounds in public relations, advertising, broadcasting and print," Kelley says. "Some of them work in media markets other than Oklahoma City and Tulsa. That's important because many OU journalism grads will seek work out of state."

Carter agrees that the board now is better able to help all elements within the college.

"We have been in the trenches and have excelled in the careers to which OU journalism students aspire," she says. "Some of us also have had experiences with other colleges and universities. Bringing this experience to the table should yield interesting ideas and perspectives."

"We have developed a myriad of contacts in the field of journalism, business and government both nationally and internationally. This could help generate internship opportunities for students, contributions, joint ventures on key projects and more."

Members of the Board of Visitors have at heart a simple but profound goal.

"We want the Gaylord College to be one of the top journalism programs in the country," Moore says.

Not Your Average Class



WRITING ABROAD: Professors Meta Carstarphen and Kathryn Jenson White taught History of Travel Writing and Travel Writing Genres in Puerto Rico to 14 students.



ENVIRONMENTAL STUDIES: Travel writing students tour El Yunque, the only rain forest in the U.S. Forest System.



TOURISM'S IMPACT: The curator of Fort Count Mirasol Museum in Vieques instructs students on the media's roles in shaping tourism.

Faculty Focus



ON-AIR TALENT: McMahon Centennial Professor Dana Rosengard visited the Associated Press with several students and other faculty during the British Media Study Abroad Summer 2006 trip to England and France.

Broadcasting excellence

Professor stresses importance of aggressive reporting

By PULSE STAFF

While producing the 11 p.m. newscast for an NBC station in Providence, R.I., in 1990, Dana Rosengard, Gaylord College McMahon Centennial Professor, began to think of the practice of journalism not as an end in itself but as a means to preparing for a second career.

"I had never considered being a teacher," the Massachusetts native says. "I got into this profession by accident when Rhode Island College offered me the opportunity to serve as an adjunct professor. I had worked with interns at the station and was surprised when they told me their media classes were boring. 'This is journalism,' I thought. 'How could it be boring?' It changes every day. The technology changes, the challenges change, the people change. What we *try* to do, what we *can* do, what the culture requests or requires or expects us to do: All that is forever changing.

I decided to teach the class and make that message clear to my students."

Rosengard immediately took to his new environment, and his students let him know they were not bored by what he did in class. He decided to make a career change. He had earned a master's degree in broadcast journalism from Northwestern's Medill School of Journalism in 1985. That, combined with 10 years of reporting, producing and anchoring at television stations from Massachusetts to Mississippi, qualified him for a full-time job at a small college in Vermont.

"The journalism program there was doing live TV news five days a week," he remembers. "I said to myself, 'This is the perfect marriage between education and journalism, between teaching and television.' And so I jumped. It was a difficult decision, but I made it and I have no regrets."

After five years at Lyndon State College in Vermont, Rosengard jumped again, this time from behind the lectern to in front of it. In 1999, he

entered the University of North Carolina, Chapel Hill, doctoral program in mass communication. The title of his dissertation shows that his interests remained constant: "The Pedagogical Profile Supporting a Television Newscast Experience in the Undergraduate Broadcast Journalism Curriculum: A Comparative Study of Programs."

Starting in fall 2005, OU students benefited from Rosengard's sharp focus on their most high-profile product: the live nightly newscast carried on Cox Cable Channel 4. One year later, they talk about enjoying and learning in his demanding broadcast writing, reporting and other courses. However, they say, even more valuable is the professional experience he provides them in their newscast roles.

"He has upped the professionalism in that he treats us not as a group of college students, but as journalists in the real world," says broadcast and electronic media senior Monica Struck. "He gives us real responsibilities. He is very strict on deadlines, which is what

I think helps out the most."

Helping Gaylord students clearly define their student newscast was Rosengard's first project. He talked immediately to students about the newscast name. After listening to his thinking about it, they changed "News4Norman" to "OU Nightly."

"One of my dreams is that we could get the newscast on statewide cable," he says. "Why would anyone in Tulsa — or Ada, Miami or even Oklahoma City — want to watch news that was *just* for Norman? 'OU Nightly,' the name the students agreed on, identifies us as an university newscast but doesn't seem as exclusive in terms of our news focus."

Rosengard also asked students to begin work on improving content and professional presentation. He refused to let students settle for good enough; he wanted them to reach for as much professionalism as possible.

"Dr. Rosengard turned the program around in a year," says broadcast and electronic media senior Keaton Fuchs, who worked as television operations and production manager for TV4OU and as one of the anchors on "OU Nightly" during Rosengard's first year. "The most important thing he could have done as a first-year news director was to set the bar high and not relent. He did that."

Rosengard says during his first year he worked on promoting more aggressive newsgathering. An armed robbery of a Norman convenience store made it on air after the students shot video of the crime scene. A wild fire also drew an "OU Nightly" crew.

"We did a story on the new second-hand smoke regulations as the date for the law to take effect approached, sending students to meetings and area establishments," he says. "We are doing news that's important to our community and, perhaps, of interest to those beyond it. We have an obligation to present a product to the public, and I want it to be of real value."

Rosengard's own real value seems apparent to those who work on the newscast and take his classes.

"He is all about his students," says broadcast and electronic media senior Katie den Daas. "He gives us 100 percent. His sense of humor and down-to-earth approach really set him apart and bring new life to our college. Sometimes, his class can be like a stand-up comedy routine with a textbook. I'm a class skipper, and even I resisted sleeping in to attend every single class last semester. Then I signed up for six more hours this fall."

"Boring" and "journalism" don't belong in the same sentence, Rosengard insisted to those Rhode Island College students. OU students clearly get the message.

Alumni Updates

SUSAN PAYNE, M.A. '87, has opened her own Tulsa-based public relations firm. She previously was statewide public relations manager for Blue Cross and Blue Shield of Oklahoma, director of public relations for Tulsa Ballet and public relations manager for the Tulsa Chapter – American Red Cross.

DAVID HASPEL, B.A. '71, a Los Angeles-based writer/producer of documentary and feature films, has completed production of his latest documentary, "Borrowing Time." The film was screened in Oklahoma City in June.

JAKE BASDEN, B.A. '06, has joined Ogilvy Public Relations Worldwide as an assistant account executive.

MIKE SAUBERT, B.A. '72, is the new marketing manager for Front Range Precast Concrete in Boulder, Colo. Saubert will be responsible for marketing watertight septic and containment systems and precast concrete bridges.

MARK MCGARRAH, B.A. '85, has founded the McGarrah/Jessee advertising and branding agency in Austin.

TAYO OYEDEJI, M.A. '05, won three competitive research paper awards during his first year of doctoral study at the University of Missouri's School of Journalism.

TIM BULLINS, M.A. '98, is a copy editor and writer for the Taiwan News, an English language newspaper in Taipei.

MICKEY EDWARDS, B.A. '58, was named to the American Bar Association's Task Force on Presidential Signing Statements and the Separation of Powers Doctrine. The task force will examine constitutional and legal issues raised by presidents of the United States attaching legal interpretations to federal legislation they sign.

NATASHA WASHINGTON, M.A., '97, features copy editor for The Oklahoman, was selected as a fellow for the 2006 Summer Institute for Midcareer Copy Editors. The institute will meet at the University of North Carolina at Chapel Hill School of Journalism and Mass Communication.

SHARON THETFORD ERVIN, B.A. '63, finished her sixth novel, "The Ribbon Murders," in March. The novel was her first hardcover release.

RANDY GIBSON, B.A. '88 and M.A. '91, has been named as the communications manager for the Cherokee Nation in Tahlequah. Gibson is responsible for supervision of the communications department staff, Cherokee Nation news and producer of the new Cherokee



McMAHON DEDICATION: The board of directors for the McMahon Foundation of Lawton met at Gaylord Hall in the spring to dedicate the Eugene McMahon Seminar Room on the first floor of Gaylord Hall.

Alumni Mayors

JOURNALISM BRED: The mayors of Oklahoma's two largest cities are both alumni of the Gaylord College. Oklahoma City Mayor Mick Cornett and Tulsa Mayor Kathy Taylor have been instrumental in driving growth in their cities as a part of their public service careers.



Nation Television Network.

MATT GEIGER, B.A. '95, has opened the law firm of Gaddy Geiger & Brown PC in Kansas City, Mo. The firm represents clients in the trial and appeal of business disputes and white-collar criminal cases.

LT. COL. BRUCE ALLEN COLLINS, B.A. '71, is deputy chief of operations for the multi-national-force Iraq communications division in Baghdad. He manages strategic communication mission/resources for division operations branch to ensure the U.S. mission and Iraq issues effectively are communicated to the Iraqi, Gulf States Region, U.S. and international audiences.

TED SATTERFIELD, M.P.W. '05, has accepted a copy editor/designer position at The Great Falls Tribune in Great Falls, Mont. He also will write a humor column.

MELANIE WILDERMAN, M.A. '05, is an instructor of mass communication at Northwestern State University in Alva and adviser to the Northwestern News.

DEBORAH (BUNTON) HARBSMEIER, B.A. '88, serves as executive producer of University of Louisville sports and special projects at WHAS-TV, in Louisville, Ky. WHAS-TV has the broadcast rights to the University of Louisville sports, and Harbsmeier oversees the broadcasts of football and basketball,

as well as coaches' shows and other sporting events and specials.

STACY (MCFARLAND) LINCOLN, B.A. '85, works for Cox Media in Phoenix as a commercial producer and director. Lincoln was previously employed at KTVK-TV as creative services producer.

SHAWN S. LEALOS, B.A. '00, directed and produced a short film based upon a Stephen King short story. Lealos wrote "I Know What You Need" for a professional writing course. It was first screened last October at a film festival in Maine and was shown at a film festival in the Netherlands in March. Shawn and his filmmaking partners now are completing another film, "It Catches Up With You."

JIM BUTCHER, M.A. '75, continues to publish novels in two successful series, The Dresden Files, dealing with a wizard in Chicago, and Codex Alera, a fantasy series.

SHANE BOYD, B.A. '86, serves as the chief communications officer for St. Paul Travelers in Minnesota.

ANDREA KURYS, B.A. '06, landed a job with KTEN news in Denison, Texas.

Staff Standouts



NEW FACES FOR NEW CHALLENGES: The Gaylord College's Student Services office staff (from left) Dawniel Stewart, Heather Spencer, Matthew Cravatt and Kathy Sawyer keep students on track for graduation, help them secure internships and guide them toward career opportunities.

College strengthens advising staff

Expanded Student Services Center offers specialized advising and career guidance

By CALVIN SON

Say the word "advising" in front of many OU students, and they may well grimace. Images of full waiting rooms and over-worked advisers might just be popping up in their heads as they stress about getting into the right classes before they close.

Take them to the Gaylord College of Journalism and Mass Communication Student Services Center, and those im-

ages are replaced by scenes of students sitting in comfortable chairs watching a large plasma TV screen, raiding candy bowls or lounging on couches and thumbing through magazines.

The newly expanded Student Services Center serves as home base for students and graduates who seek information or services concerning admission, graduate programs, internships, student organizations, scholarships and events. Handling that large order of information are four

individuals, three of whom are new team members who hope to combine their experiences, skills and passions as former journalism students to help OU students in a friendly environment.

With three advisers and one internship and career coordinator – as well as plans to hire an undergraduate secretary this year – the center is able to highlight the "service" in student services.

Frederick Blevens, former associate dean of student affairs in the Gaylord College, oversaw the Student Services Center. He says when he was seeking individuals to fill the three new positions, he looked for those who could stay calm and collected while communicating well with students.

"I think the biggest thing is that when they're going through 25 or 30 advising sessions a day, it's just coming at you at 60 miles an hour, bang-bang-bang-bang-bang," he says. "What I really wanted to find in advisers is their ability to be able to sit there and tolerate that and work their way through it. Every student is different, bringing a different set of problems at a different time, different semester and different sequence in there every 20 minutes.

"How do you get their problems solved and send them on their way and get the next one? You've got to be juggling all sorts of things in your head as you're going through that 20 or 30 minutes. It's a pretty short time to solve all the student's problems for

that semester. We think these people are going to be able to do that.”

Heidi Puckett, an adviser from February 2005 until taking a position as associate director of admissions at the Oklahoma City University School of Law in fall 2006, says the advising load has been divided according to majors and specialties to better serve students.

Before this year, two advisers, Puckett and Mary Anne Hempe, who now advises in atmospheric and geographic sciences, worked with all five majors: advertising, broadcasting and electronic media, journalism, professional writing and public relations.

“It was really a relief to have a fresh staff of motivated people help us serve the students,” Puckett says. “They have lots of experience that they can use to focus on the needs of each specific student. The more advisers there are, the more they can help students.”

She says a significant portion of the center’s time and focus has always gone to planning such events as Sooner Saturday, OU’s biggest recruiting event of the year, and JMC Jumpstart, the Gaylord College’s annual welcoming event for freshmen.

High school students and freshmen aren’t the only groups requiring the staff’s time and effort.

“Graduation also takes a lot of work, whether it’s clearing students for graduation or people graduating with distinction or honors,” Puckett says.

Kathy Sawyer, adviser for public relations students and former manager of the Student Services Center, says she recalls working in Copeland Hall when Student Services was essentially two people, two offices and a single couch.

“The additional advisers and the internship and career position are going to help our students by leaps and bounds,” she says. “We’re looking at being able to do job fairs, which we haven’t been able to do in the past. We handle many internships, and now with one person dedicated to just that, I think we’re going to see the internship and job opportunities increase tremendously. Quicker advising will also take place with the additional help. We hope we can get students in and out of here quicker.”

One-third of the additional help is Matthew Cravatt, advertising student adviser. He brings to the position experience as an event and education specialist for the Chickasaw Council House Museum between 2001 and 2005. However, with experience in oil drilling, water well drilling, oil production, water purification, marketing, English tutoring and newspaper writing, he says he feels ready to address most student concerns

“I like working with young people,” he says. “I do understand some of the things that are at stake here. I understand that it took me five years to get my degree. I was raising kids and working. I’m all for getting your degree in four years, but if you need more time, I understand.”

Cravatt, who earned a bachelor’s in mass communication at East Central University in Ada in 1999, says he looks forward to supporting students.

“Personally, I have one long-range goal,” he says. “That is, 20 years from now, I will have affected students enough that they will remember me. There was that Mr. Cravatt in the Student Services Center and I could go to him with any problem. If not solve it, he could at least listen and understand.”

“For the Student Services Center, I want us to be able to handle all the situations that come up in good time. I also want students to become comfortable coming in here.”

Dawniel Stewart, journalism, broadcast and professional writing adviser, still remembers what it was like to be an overworked journalism senior in 2005, nervously entering the advising office at the University of Texas.

“It’s a very tough and demanding field, and I was able to experience that,” she said. “So I know where these students are coming from whenever they come in and they’re frazzled. They’ve got deadlines and interviews to do, but on top of that they’ve got home life, class and extracurriculars. It’s hard to juggle it all when you’ve got so much going on at once.”

Stewart says she has learned from her experience how important it is to speak openly and honestly with people and to listen well.

“Whenever I meet with a student or I am speaking with a student, I recall how I felt speaking with an adviser,” she says. “In order for the person on the other side of the desk to feel comfortable, you have to relate.”

Blevens says he was most struck by Stewart’s degree and her experience in multicultural advising. He says her engaging personality also made her an obvious choice.

Stewart says she gained insight into helping students while working with the Multicultural Information Center at UT.

“It was such a diverse working environment that it allowed me to be able to see different perspectives – how different individuals of different backgrounds viewed their experience on a college campus and how they would handle situations that would come up regarding their degrees or their extracurricular activities,” she says.

Heather Spencer, internship and

career coordinator, is proud of her contact list. In her two oversized binders and on her thumb drive, she has more contacts than the OU campus has squirrels.

Combine her experience as a reporter at The Oklahoman’s Norman bureau, a senior announcer/producer at KGOU and a college recruiter at Oklahoma State University in Oklahoma City with her various newspaper and advertising internships, and how she came by her impressive contacts list becomes clear.

“I’ve done four of the five degrees,” she says, laughing. “Either I can’t figure out what I want to do, or I just want to do everything. I know what each discipline is looking for. I don’t have awards in different things. I don’t have a well-known name, though a lot of people do know who I am. I’ve got tons of contacts. I just went out there and did stuff. I wanted to see what I was interested in, and I’ve always come back to higher education. I do think everything has kind of culminated into this one position.”

Spencer has as many ambitions and goals as she does contacts.

“I’m going to help students get the internships and get them the jobs and help them write great résumés and cover letters,” she says. “We’re going to be having workshops on all these different things. We’ll be working on improving confidence and building an image. We’re revamping the Web site to make it easier to go through so students in a particular discipline – say, PR – can go in and say, ‘OK, I just want to go in and look at the PR internships,’ and they can click on PR and scroll down. That’s what it’s all about in the long run, helping the students.”

Spencer has big goals for Gaylord College: She wants it to be the go-to place for media outlets, she says.

“It’s a big job,” she says. “It’s a big vision. It’s a challenge for me. I’ve been chomping at the bit to get in here, let me tell you. I loved my last job and loved working with the students at OSU, but, wow, what an opportunity.”

Blevens says the Student Services Center will continue building its programs while maintaining its focus on serving as the primary conduit between the college and its students. The three women and one man now providing those services and working together to figure out more and better ways to help students will make that happen, he says.

“They have a passion for this work and a commitment for helping students and making a difference in students’ lives,” he says.

And that, no matter how you define the word, is what service is all about.

On The Web



Bangladesh

The Gaylord College trains Bangladeshi women for journalism leadership positions at seminars in both Oklahoma and Bangladesh.



SPJ Job Fair

Aspiring journalists meet prospective employers and hear advice from former graduates now working in media positions.



Foreign Journalists

The Gaylord College Institute for Research and Training presented “The Middle East’s America: the U.S. Image Abroad” in March.



Student Media

Working hand-in-hand with the Gaylord College, OU Student Media provides opportunities for students in journalism and advertising

Students lead busy campus lives

Gaylord College students seek out leadership roles in a multitude of campus activities.

By **DAWNDEE HUDSON**

At the end of a typical day, many students head for the comfort of home and the prospect of free time. For those who have chosen to be active participants in campus life, however, the end of the day marks the beginning of many responsibilities beyond attending classes and studying.

These students involved in university leadership roles are giving their time to serve a larger function in campus life. Gaylord College students fill numerous and diverse leadership roles that give them experiences outside the world of journalism and mass media and help them develop skills and create contacts beyond those necessary in their chosen professions.

Rennie Cook, director for the Center for Student Life and associate dean of students, says that students in leadership positions play a vital role in university life.

"Leadership is influence," he says. "At a very basic level that's true, but even at a very complex level, that's what leadership is. It's influencing others. We teach our students that you can lead from wherever you're at. Leadership isn't about a position. You can lead within the group, you can lead behind the group, you can lead at the head of the group."

Gaylord College Dean Joe Foote says he wants to stress developing leadership skills within the college and encourage students to seek positions of influence in the larger campus community.

Foote founded The Gaylord Ambassadors, a student group that acts as a liaison between the college and external communities, in 2005 with that end in mind.

"I sensed a void when I came here in providing leadership opportunities," he says. "Our students have valuable leadership experiences through The Oklahoma Daily, the 'Sooner' yearbook, the nightly newscast and the college's student organizations, but I thought there should be something special that focused on leadership



LEADING GAYLORD EFFORTS: Journalism senior Laurie Dernick serves as chair of the Gaylord Ambassadors, a group of students who work with the college as hosts for prospective students and college visitors.

and external relations. That's why we founded the Ambassadors."

Foote says serving as a student leader helps increase the potential for success in life after college.

"You can get a journalism degree by going to classes, making good grades, picking up your diploma and walking across the stage," he says. "There's no requirement that you get involved

with any of these things. Yet I would say that 90 percent of successful journalism and mass communication majors have had a long list of extracurricular activities and leadership positions to get them there. It's almost a prerequisite to success in the field."

Kristen Partridge, Campus Activities Council adviser, works with many Gaylord College students in CAC. She

says their success in a variety of leadership positions attests to the training they have received.

"They bring a knowledge of the current trends in sharing information and getting the word out to people that I believe could be attributed to their classroom experience within the Gaylord College," she says.

For Lindsay Prince, public relations



CAC CONCERT LEADER: Kyle Davis, professional writing senior and chair of the Campus Activities Council concert series, oversees concerts and other events on the OU campus.

sophomore and CAC Film Series Chair, the leadership experience carries responsibility but also provides self-fulfillment and fun.

As Film Series chair, Prince brings movies to campus and has worked on a program that would allow talented student directors and producers to show their work in connection with national sponsorship as a way to get their names out.

"I love being in a leadership position because it's something that's really close to my heart and I feel that I can help out others," she says. "I love it because I can make a change on campus."

Prince, who also is the informal recruitment chair for her sorority, Phi Mu, has been involved with CAC since her freshman year.

"It's the most real-world experience because you're actually in charge of something that's your responsibility," she says. "I think it's an amazing experience that you can't get through the classroom. It gives you a chance to really know what you are doing here at OU, to see all the different aspects OU can offer and just make your college experience worthwhile."

For Michael Giesecke, public relations senior and public relations chair for CAC, campus leadership was an easy choice. Giesecke, involved in CAC since his freshman year, says he benefited in many ways from the long hours he spent working for the campus as a whole.

"I think it's very important to be involved because you're going to learn a lot that you're not going to learn in the classroom," he says. "There are all kinds of different organizations and different ways you can get involved. You take whatever it is – whether it's your major or your hobbies – and put that to use somewhere on campus. You're going to meet new people and you're going to make connections."

Giesecke's responsibilities as public relations chair included planning campus events, designing T-shirts for numerous organizations and working with OU's administration. His work was meant to help CAC and serve the community, but his motivations weren't all noble: He enjoyed the feeling of self-fulfillment he got from his work, he says.

"It's just a fun feeling I get when I'm on campus and I see people walking around and they don't know me but they're wearing one of my shirts," he says. "It's just sort of neat to see that."

"I'm a big believer in leadership development. I think student life at OU is a good place for that. It's really a time when you start to define yourself."

Laurie Dernick, public relations senior, agrees with Giesecke that getting involved helps not only others but the one who assumes responsibility. Dernick says leadership on campus can help break down walls that tend to isolate students at a large school.

Dernick, a Gaylord Ambassador and

intern in the OU Athletics Department, says she took pride in helping students make the transition to OU and feel comfortable on campus. As an Ambassador, Dernick contacts prospective students, helps with events such as JMC Jumpstart — a welcoming event for journalism freshmen — and escorts visitors around campus.

"We act as liaisons between prospective students and the college and as a liaison between campus visitors and the college," she says. "It's one thing for a student to look through a brochure and decide to go to OU. It's another for them to meet students, interact with students and meet faculty. It gets them motivated to come here."

Dernick, who graduated from OU with a bachelor's degree in international studies in spring 2004 and returned to earn her second bachelor's degree in journalism in fall 2006, said students should take advantage of leadership opportunities.

Kyle Davis, professional writing junior, serves as chair of the CAC concert series. His responsibilities include overseeing concerts at OU and the Lloyd Noble Center. He books the bands, selects the venues, arranges catering and prepares the advertising. Like Giesecke and Dernick, he sees this experience as a kind of unpaid internship that allows him to give time and get experience and satisfaction.

"I've learned a lot about working with my peers from doing this," he says. "It's such a valuable experience,

and it's fun. It can be a challenging experience, and it can be a blast.

"If people get involved, they won't be disappointed. It's rewarding, it's fun and it's cool to put on a successful event. And it's a real-life experience in getting stuff done."

Cook says that media depictions of college students as uninvolved are all wrong.

"I work with these students every day; our students care," Cook says. "They are passionate, and they do have a vision. With the leadership skills they are going to be taking into the world, we are going to see some amazing change over the next 20 to 25 years."

"We need great leadership because we are going to face some amazing challenges. But our students are tough, they're determined and they're willing to take a stand on very difficult things. That's real leadership."

Partridge, who advises Prince, Giesecke and Davis, agrees with Cook that journalism students are particularly well suited for leadership.

"Wherever these multi-talented students go in the future, they will certainly be successful," she says. "They are able to work with all kinds of people and are not afraid to go outside the lines when it comes to making projects happen."

"Since a great deal of professional life is about human relations and project management, I know they will excel in any field after college."

Staff Standouts



REPAIR AND RELOAD: Computer network administrator Buddy Wiedemann maintains the Gaylord College network servers and the host of computers on which faculty, staff and students rely.

Techies keep students, faculty plugged in

Two staffers ensure college's technology is both cutting edge and user friendly

By CALVIN SON

Technology has changed journalism, as Gaylord Hall's servers, computer labs, studios and cameras show. Sometimes the interface between machine and user is more complicated than that between machine and machine.

Two Gaylord College staff members have as their primary responsibility facilitating that connection between human users and machines.

They troubleshoot, they install, they maintain and they stay up to date on new hardware, software and equipment of all sorts. Most important, they translate the language of machines so that those who do not speak it fluently can use them successfully to do their work.

Meet the Gaylord Hall techies: Buddy Wiedemann, computer network administrator, and Monty Roberts, broadcast engineer. Both are fluent in the language of technology.

Meta Castarphen, Gaylord Fam-

ily Endowed Professor and associate dean of academic affairs, oversees the college's technology. She also serves as chairwoman of the Technology Committee, of which both men are members.

"They are hard working, absolutely brilliant with what they do and really invaluable to the function of the college," she says. "Our college and the fields we prepare students for require a familiarity with technology. Our emphasis is on state-of-the-art technology that allows students to be as prepared as they can be for their careers."

BUDDY WIEDEMANN

Wiedemann's third floor office contains three computer monitors, two computers and a constantly whirring test server. To watch him work even briefly is to see that he has a special knack for computers as he clicks in and out of programs and windows that say things no mere mortal could possibly decipher.

He is responsible for two buildings, Copeland and Gaylord halls,

with eight labs, three servers and 188 computers, not to mention an array of scanners and printers and projectors. In addition to three labs situated in Copeland Hall are five in Gaylord: three teaching labs, one wireless lab and one open lab for all college students.

"He knows his stuff," says Seth Joseph, Wiedemann's graduate assistant in 2005-2006. "His mind works really fast. He's not just dealing with the networks, but also with computers in the labs, videoconferencing equipment and classroom technology such as the whiteboards and the projector systems. It's a huge job keeping the technology in this building running."

Wiedemann says his primary responsibilities at Gaylord College are to recommend what technology to purchase for the student labs and classroom, to install and maintain the equipment, to provide tech support for all faculty and staff and to sit on several committees.

"My job is mostly interruptions," he says. "I chose this office because there's a stairwell just a few feet away right down to the classrooms and the computer labs. It's a really unusual job. It's not regimented. I work really well this way. I come in the morning, and

I have a number of projects. I also am the Web master, so I run the college Web site. I may come in planning on redoing a section of the site. Then I'll get a phone call from a lab saying a printer isn't working or a student can't log in or a projector isn't running."

Wiedemann emphasizes that he is committed to ensuring that students get what they pay for with their technology fee of \$25 per credit hour for most Gaylord College courses. That money is for purchasing and maintaining computers and other devices.

Wiedemann did not start out to be a computer guru. He earned a bachelor's degree of fine arts in piano performance in 1982 and a bachelor's degree in journalism and advertising in 1997. When he completed his master's degree in journalism, electronic media and new technologies at OU in 2003, he knew he had found his calling.

Wiedemann now finds problem solving and working with technology and its users second nature.

"You don't get trained for this job," he says. "You have to be really good at learning things quickly and really good at solving problems quickly. I get bored fast. I like challenges. I like problem solving. Problem-solving skills are important in this field."

On the desk and bookshelves of Wiedemann's office are bowls of Ferrero Rocher chocolates and Kraft caramels, bottles of water, boxes of tea bags, pieces of fresh fruit and assorted candy bars. They are there for a strategic reason.

"I keep them because people tend to be intimidated by technology," Wiedemann says. "People sometimes don't know how to ask what they need to ask. I get paid to answer questions. If you are intimidated by technology, you become a machine yourself."

Joseph said that while Wiedemann has a wealth of knowledge, his personality makes him easier to approach than many institutional technology people, who often are impatient with those who aren't IT savvy.

"Some IT guys are jerks," Joseph says. "Buddy is personable. It's not how much experience a person has or what systems he has used, but what kind of person this is. I see a lot of students approaching him. Our undergrads don't hesitate to come to him with problems, or just to pop in and grab some candy during the course of the day. His literal door is almost always open, and his figurative one always is. You kind of get the impression that he would rather be talking to people than machines."

Wiedemann says as a piano major he hated computers and could not understand why people would be so interested in punch cards.

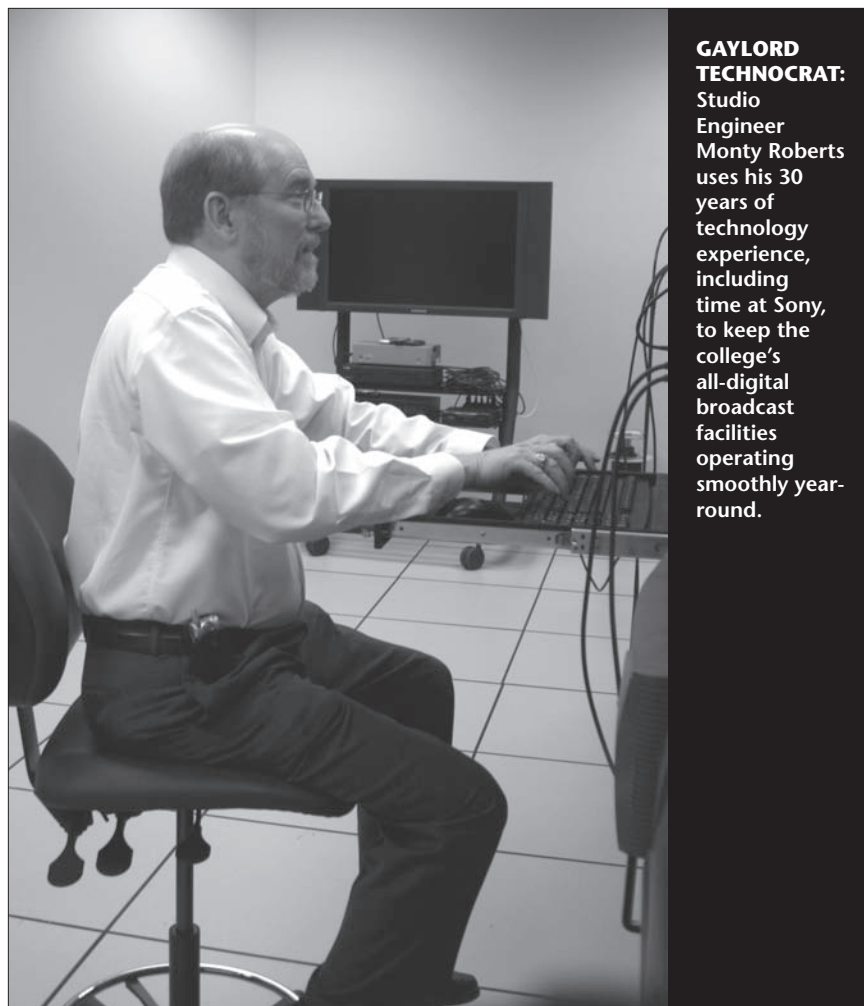
After using typewriters his entire life, he took a job at AT&T in Tulsa and was amazed by the new word processors. He knows that many people don't have his knack for and understanding of computers.

"One thing is that machines and people don't talk the same language," he says. "I am a liaison between machinery and the human beings, and I have to find a way to facilitate the technology and make it work so that it doesn't get in their way. Technology is supposed to enhance and improve the way people teach."

"The only thing that really frustrates me is when I'm not able to solve the problems with people – when I'm not able to communicate the solution, even if I know it. What frustrates me is the frustration of a teacher in a classroom. Until you've been there in front of 60 students and technology fails you in class, you don't know how stupid it makes you feel. I hate to see that happen."

Wiedemann says his personality, rather than his knowledge, helps him to bridge the gap between technology and its users.

"People think I'm a lot smarter than I am," he says. "They think I'm an expert. I'm really good at solving problems and finding answers and fig-



**GAYLORD
TECHNOCRAT:**
Studio
Engineer
Monty Roberts
uses his 30
years of
technology
experience,
including
time at Sony,
to keep the
college's
all-digital
broadcast
facilities
operating
smoothly year-
round.

uring out software, but I'm not really smart or really trained. I think I have a personality that works really well for this job. Most IT people have an aloofness to them where they blame the user, and I think that I tend to not be that way."

Lynn Franklin, visiting assistant professor and faculty adviser for TV4OU, the college's student-run television station, says Wiedemann is essential in the maintenance and protection of the broadcast network.

"He's been instrumental in keeping us out of harm's way," Franklin said. "Buddy is aggressive in keeping up in terms of what is current not only within this building but within the industry."

MONTY ROBERTS

The office of Monty Roberts in the broadcast wing of Gaylord Hall suggests that it is the work station of a busy man.

His tables and desks are covered with a jungle of tools, papers, hand sanitizer, writable CDs and a silver container reading, "Monty's Thermos." The latter suggests this man needs his coffee and wants it ever ready.

As the college's only broadcast engineer, Roberts' primary role is to provide maintenance and system support

for all the broadcast equipment. That includes machines in the production studio – with state-of-the-art cameras and a green screen for productions and news – and a smaller studio in the convergence lab. He also oversees the servers, switches, routers and other devices in the studio's nerve center: the rack room.

He navigates the maze of 10 video-editing labs, the special graphics suite, the operational production control and audio control rooms with ease, identifying the dub racks, remote panels, studio cameras and tape machines as if they were old friends.

He says at least 18 rooms with some kind of technological element make up the broadcast area of the college.

With a background in broadcasting engineering, radio, digital television and broadcast sales – as well as 15 years of experience working at Sony Electronics – Roberts brings a wealth of experience and skill to his position.

Franklin, who works with Roberts daily, says his colleague is valuable in many ways.

"He is the sole source of tech support for the TV operation as well as the radio operation at TV4OU and The Wire," Franklin says. "In terms of our day-to-day operation, he is really the go-to guy if we have a breakdown of

some kind or a technical challenge of some sort."

Keaton Fuchs, journalism junior and 2005-2006 production manager for TV4OU and The Wire, the college's student-run radio programming broadcast via the Internet and cable audio channels, says Roberts has helped him with everything from television broadcast equipment to light bulbs.

"I've seen Monty work with all kind of students, whether it's their first day on campus or they're graduate students or they're five- or six-year students," Fuchs says. "He's very easy to work with. It's one of those things where we can go to Monty and three minutes later, it's done. It's never been any other way."

Roberts says although he may not have an official teaching position, he enjoys working with students and employees to teach them as well as solve their equipment problems.

"I go from one fire to the next; whatever's got the highest flame at the time is where I'm headed," he says. "No two days are ever going to be alike in any sense. Over the long haul, probably 40 percent of my time is spent doing maintenance on individual pieces of equipment. Another 30 percent is spent on system-related problems. I don't have a support staff. It's just me."

Roberts says working as Gaylord College's broadcast engineer has been a dream come true. He started in 2003 when the studio was still just an idea. He worked with those who were building and equipping it to be sure it was the best facility possible.

"It just sounded like a lot of fun to me to build a new studio," he says. "In my work at Sony, I was always on the other side of the business. I was in the position of coming in and advising and being a liaison between the customers and the integration engineers. Here, after we got the facility built, I got to stay and play with the toys. I've had this interest in technology for 30 years."

Franklin says Roberts does a good job because he doesn't speak technical "gobbledygook."

"He can carry on a conversation in layman's terms so that maybe someone who doesn't have the tech speak can still communicate with us, whether it's faculty or students," Franklin says.

Almost every faculty and staff member and many students have stories of help, guidance and support from the two techies who keep the technology functioning in Gaylord Hall.

These two men understand that while technology is often cool in and of itself, if the machine doesn't allow the user to accomplish his or her goal, it might as well not be plugged in.



Podcasts net more listeners

Mainstream media adopt alternative broadcast method

By LAUREN BRAMMEIER

No one walking on OU's campus or any other can miss the conspicuous white wires trailing from many students' ears as they make their way to and from class. According to Engaget, more than a billion songs have been sold through the iTunes Music Store and more than 42 million iPods are alive and kicking in the world. Obviously, iPod mania continues to grow.

Assuming these students are listening to James Blunt's "You're Beautiful" or the Pussycat Dolls' "Beep," however, might be a mistake. They might be listening instead to "The Good Beer Show," "Congressman John Hostettler: Capitol Update" or "The New York Times Front Page" as mini radio shows known as "podcasts."

The word "podcast" came from combining broadcast and iPod, the Apple MP3 player that rules that device's category, said Keaton Fuchs, who served as 2005-2006 TV/radio

operations and production manager for TV4OU.

A podcast is a Web feed of audio or video files to download or subscribe to. To subscribe to a podcast means the student receives the most recent installment of the particular podcast automatically.

Accessibility of information anytime, anywhere is the force behind the popular technology, which allows MP3 owners to load up and listen at their convenience. Podcasting is gaining popularity across the nation in much the same way blogging began to do a year ago: "virally" – by users talking to other users.

"Podcasting has been embraced by users who wish to deliver digital content to the masses," says Cliff Neuman, higher education account executive for Apple Computers. "If you were to Google 'podcasting,' you would find that there are over 85 million associated links."

The OUDaily.com staff did its first podcast November 2005.

It had completed six more by the end of spring 2006, says OUDaily.com editor Andrea Heister. She says the staff would like eventually to make a daily podcast.

"What we do is take the most important stories from the week and write them in a radio-style script," Heister says. "We want to use stories that do not change throughout the week and that are close to home. It will get more frequent when the online staff grows."

"OU Nightly," the Gaylord College student-produced Monday through Friday newscast, also will soon join the world of podcasting, Fuchs says.

"We will be using audio clips from the TV version of the 'OU Nightly' news for our podcast," Fuchs says.

He says "OU Nightly" also will create an extended podcast, exploring some stories in more depth and providing commentary on the issues in other stories.

"In an education environment, podcasting will only be limited by the scope of content available," Neuman

says. "Outside of campus it is becoming the de facto method of on-demand digital information distribution."

Professors are starting to use podcasting to give students course content and enrichment. OU joins schools like Johns Hopkins University, St. Louis University and Chicago University in offering classes in which professors are podcasting their lectures. This allows more class time for discussion and interaction.

Fuchs says podcasting is a perfect information delivery system, given the direction in which society is currently headed.

"Everyone is in a hurry these days and listening to a podcast is the perfect way to stay in touch with the world without getting behind," Fuchs says. "You can listen while you are in the middle of doing something else."

Fuchs said he listens to the "NBC Nightly News" podcast every day.

"I listen while I'm driving or walking around campus; it saves time," Fuchs says. "It is what I need to know in three and a half minutes."

Fuchs says he listens to NewsOK.com Update, which is The Oklahoman's podcast. He also is a subscriber to Oklahoma News Channel 4 reporters Galen Culver and Linda Cavanaugh's podcasts called "Is This a Great State or What?" and KFOR Channel 4 Update. All these podcasts are free.

Heister says she has not been a podcast subscriber for very long, but she is "obsessed with it." She has subscribed to Tiki Bar TV, oudaily.com, NBC5.com, and Channel 4 News, all free podcasts. She seeks a mixture of frivolity and facts.

"Entertaining podcasts sometimes help me remember the fun in technology as well as the work," she says.

With its convenience and portability, podcasting has great potential for growth. Neuman says this potential is unlimited.

To subscribe to a podcast requires a computer, access to the Internet and a program like Apple's iTunes. At the iTunes site, clicking on subscribe will automatically send all the existing and yet-to-be podcasts directly to the subscriber's computer so he or she can listen to them there or upload it to a portable MP3 player.

Another way to access the OU Daily podcast is through the OU Daily Web site, oudaily.com. A link at the bottom of the page leads to previously recorded podcasts.

Although podcasting is still in the early stages of development and potential, word about it is spreading quickly. OU Student Media's OUDaily.com and Gaylord College's "OU Nightly" are starting now to give the OU community information *it* wants, when *it* wants *it*.

Alumni Activities



KNOWLEDGABLE AND PASSIONATE: The Norman Transcript managing editor and Gaylord College alumna Andy Rieger enjoys the newspaper business because, he says, "No two days are alike."

Journey of a journalist

Passion for newspaper business took alum from paperboy to publisher

By **MARLENA CHAVIRA-MEDFORD**

Andy Rieger, managing editor of The Norman Transcript, is a fourth-generation Cleveland County resident and a third-generation OU graduate. Rieger has been focused on a newspaper career since childhood. Well, sort of.

"I was employed by a carrier to fold papers while he went to piano lessons," he says. "I think I got a quarter a day, and I was probably 10 years old."

In junior high, Rieger got his own route delivering The Transcript, a childhood foreshadowing of his professional future. During high school he took up an after-school job working in the press room, learning the process of newspaper production and printing.

Today, Rieger's office sits just above where the press room used to be.

"So really, in 30 years I haven't moved very far," he says.

Although Rieger earned his bachelor's degree in journalism from OU in 1980, he originally entered the university to pursue a career in advertising.

"I noticed that the people who worked on the advertising side looked like they wore nicer clothes and drove nicer cars than the people who worked on the news side," he says. "I took an advertising class and decided I couldn't do that. I didn't have that many adjectives in my vocabulary."

In 1978, Rieger served as managing editor of The Oklahoma Daily. He says it was the staff that made his time there memorable.

"There was a group of people who had just returned from Vietnam," he says. "Those guys were pretty tough, and they didn't mind calling things the way they saw them. It was an atmosphere that was really exciting."

Rieger says while the experience at The Oklahoma Daily was excellent, the pay was not. He made about \$11 a day and with a new wife who had just started law school, money and free time were lacking. While he was still an undergrad, he left the student newspaper to take a job with The Oklahoman, which offered \$140 per week.

Rieger worked at The Oklahoman until 1985, when he decided to try his hand at publishing. He and a friend established a newspaper in Noble called The Cleveland County Record.

"We started the paper up from scratch," he says. "It was very interesting. We had very supportive spouses who allowed us to play out this dream and give a newspaper to a community that didn't have one."

Rieger and his partner sold the newspaper in fall 1988. Within a year, he began teaching as an adjunct professor at OU and, soon thereafter, became adviser to The Oklahoma Daily.

"It was energizing to be around young people who shared your enthusiasm for the profession," he says. "It was exciting to be around people who were excited about getting the story and getting it right."

In 1993, Rieger left his position at OU to become a full-time dad, staying at home with his three children while his wife worked.

"That was a wonderful time," he says. "I think the kids still remember it. We took field trips and we did Cub Scouts. I taught a computer class at the school. We made pizza and made homemade bread."

While the dough was rising, Rieger earned a master's degree in public administration and was a freelance writer.

Longing for a steadier writing assignment, Rieger proposed that The Transcript allow him to write a weekly column. Instead, he was offered a position as managing editor.

Rieger says the transition from reporting to managing has called for some adjusting on his part in learning to deal with business, logistics and human resource issues.

"No two days are alike," he says. "Some days are more stressful than others. Some days the issues I deal with are not at all journalism related. Some days I feel like I could be selling shoes."

Melissa Wabnitz, a 2003 OU journalism graduate who has written for The Transcript for three years, says she appreciates how practical and approachable Rieger is.

"He's not a micromanager," she says. "But if I got a nasty letter, I felt like I could talk to him about it. And he's patient. He's very patient, which is important in a position like his."

Wabnitz says the staff admires Rieger's extensive knowledge of Norman, which is what growing up in one place provides.

"We always joke that if there's an address in Norman, we should just ask Rieger instead of looking it up," she says.

Mark Thomas, executive vice president of the Oklahoma Press Association, says he admires how much Rieger knows about journalism.

"He really understands and cares about the profession on all the levels," Thomas says. "I think one of the things I appreciate most about Andy is his depth of understanding of the newspaper industry. That depth of understanding helps him to make tough decisions he faces as an editor. He has a baby-face smile, but he's tough. He has that sense of humor you have to have to be an editor."

Gaylord College Ambassadors



PRESIDENTIAL APPROVAL: 2005-2006 Gaylord Ambassadors (from left) Megan Juneau, Jake Behrens, Allison Abshere, Cory Lynn, Brittany Boren and Laurie Dernick meet with OU president David L. Boren. Boren praised the group's outreach efforts on behalf of the Gaylord College.

Student group aids college's mission

Gaylord College Ambassadors act as the students' voice to alums, visitors

By **ANDREW MAY**

United States ambassadors serve in an assorted array of activities and diverse duties. They travel throughout their assigned country forming relationships and helping to achieve both countries' goals.

The Gaylord Ambassador program allows the college's strongest students to perform similar functions.

Journalism senior Sarah Ganus hosted Pulitzer Prize-winning journalist Bob Woodward before he spoke to OU students. Ambassador Chair Laurie Dernick, journalism senior, gave Sooner football legend Joe Washington a tour of the campus during his visit. Public relations senior Jake Basden worked to bring to campus Bill Wertz,

director of International Corporate Affairs for Wal-Mart, to speak to public relations students.

Gaylord College Dean Joe Foote began the program at OU in fall 2005 based on one he had created at Southern Illinois University, where he was the first dean of the College of Mass Communication and Media Arts.

Designed to assist in external and internal outreach efforts, the Gaylord College program allows ambassadors to engage in a variety of activities from contacting prospective students to meeting with nationally known visitors.

Among other duties, ambassadors attend recruiting functions, act as liaisons between the college and alumni, give tours of Gaylord Hall, assist the college during special events and host

2006-2007 Ambassadors

LINDSEY ALLGOOD
Prof. Writing Sophomore
CHRISTOPHER DAVIS
Public Relations Senior
MEGAN DAVIS
Journalism Senior
LAURIE DERNICK
Journalism Senior
AMY DRAPER
Public Relations Senior
HOUDA ELYAZGI
Public Relations Senior
ANNIE GASPARRO
Journalism Senior

ROBERT GONZALES
Advertising Junior
RACHEL GRIFFITH
Public Relations Senior
LISA JANSSEN
Journalism Junior
MEGAN JUNEAU
Public Relations Senior
LAUREN KULA
Prof. Writing Senior
CORY LYNN
Broadcast Senior
CRYSTAL MASON
Journalism Junior

LAURA NEAL
Broadcast Senior
MARK NEHRENZ
Journalism Sophomore
KRISTA NIGHTENGALE
Journalism Senior
JOANNA RUS
Journalism Senior
NICOLE TERRANELLA
Advertising Senior
ANGELA TRAN
Public Relations Junior
VALERIE WILLIS
Prof. Writing Senior

visiting dignitaries.

"I became an ambassador because I wanted to be an active participant of my college," professional writing junior Valerie Willis says. "I wanted to become a part of the student leadership for the college and a representa-

tive for my fellow students."

Fred Blevens, former associate dean of student affairs, led a selection committee responsible for choosing the 15 students in the program's inaugural year. The committee placed a strong emphasis on academic achievement,

communication skills, enthusiasm and desire to serve, Foote says.

"We look for students who are committed to the college and who have the personality to interact well with external audiences and who are excited about being a connector for the college," he says.

Recruiting the best and brightest of the journalism and mass communication student body is the key to the success of the program, says Lance Thomas, Gaylord College public information officer.

Applicants must have a minimum GPA of 3.25 and strong communication skills.

"I want the group to be as diverse as possible," says Thomas, who serves as the group's adviser. "We have that in the student body, so we want this program to be a reflection of that."

The 2005-2006 ambassadors went through a training and orientation process to enhance a variety of skills, including teamwork and techniques for developing relationships with visitors.

"This first group took a total leap of faith, not really knowing where the program was headed," Foote says. "There's such a sense of excitement with this group. It takes a special type of person to do it."

On average, the ambassadors dedicate about an hour per week, although their schedules depend on the events taking place within the college.

The students meet every other week to discuss upcoming events and to brainstorm new ideas and initiatives. Whether serving as the face of the college or working behind the scenes to ensure that initiatives run smoothly, the ambassadors play an integral role in the college, Foote says.

"They are dedicated to the college and eager to do great things," he says. "They help make the Gaylord College what it is today."

Commitment and dedication pay off for ambassadors, who build meaningful relationships with faculty and staff and get to interact with not only important media figures and visiting scholars but also alumni. In addition to receiving one credit hour of independent study, the students have their portraits displayed in Gaylord Hall during their service year and receive recognition as outstanding student leaders at events.

"The main benefit is just being an insider in the college and being depended on to be an external voice for us, knowing faculty and administration are depending on you," Foote says.

Foote says the first group of student ambassadors greatly exceeded his expectations. Nearly every applicant who applied was qualified, which led



WELCOME BACK WAKE-UP: Ambassador Robert Gonzales and other student ambassadors serve snacks to fellow students on the first day of classes. In addition, ambassadors solicited suggestions for improvements and discussed new features of the college, including the computer kiosks for student use.



FREE FOOD DRAW: Ambassadors brainstormed ways to welcome back fellow students during the first week of school. Lunchtime pizza served the purpose well.

to an outstanding foundation for the program.

"I knew this program would be a success when we started it, but this is more than I could have asked for," he says.

Only 16 applications came in the first year. In the program's second, Thomas sifted through 50. After narrowing the field to 27 in spring 2006, a selection committee consisting of Thomas; Dernick; Heather Spencer, Student Services internship and career

counselor; and University Press Secretary Blake Rambo interviewed each student, Thomas says.

After some difficult decision making, committee members selected 15 new ambassadors, bringing the total for the 2006-2007 school year to 21. Six 2005-2006 ambassadors will return.

Advertising sophomore Robert Gonzales says he is pleased to be one of three males chosen by the committee.

"The Gaylord College has so many great things to offer," he says. "I sim-

ply hope to give back to a college that has given so much to me."

Plans to expand the ambassadors' responsibility are under way, Thomas says. The program will become an even more genuinely student led, as ambassadors serve as ombudsmen by holding office hours for students to voice complaints and represent the student voice to administration.

"I am excited about the changes for the program in the next few years," says Vice Chair Willis, one of the six ambassadors returning for a second stint. "This was the first year, so we had a lot of experimenting to do. We are structuring the program a little different than we did this year so we can incorporate more student contact."

Thomas says the group also will engage in more detailed outreach efforts, write notes encouraging prospective students to attend OU and become more involved with alumni. Journalism sophomore Mark Nehrenz is a newcomer but says he already is excited about his role in developing the program.

"I want to get to know as many people in the college as possible, and I look forward to branching out in the program and trying things that have never been done before," he says. "I hope to gain a lot of meaningful relationships with people in the college, as well as with visitors. I am looking forward to helping Gaylord College grow."



ON THE SET: Fall 2006 OU Nightly newscast anchors (from left) John Moss, Joanna Rus, Keaton Fuchs and Mitch Sego bring live news, weather and sports from Gaylord Hall. "OU Nightly" covers news on campus and around Norman.

Broadcasts anchor students' course work

Students choose from variety of on-air opportunities

By JENNIFER ZARATE

A hidden microphone rests in the ear of an attractive young anchor.

"30 seconds," she hears from the producer as she does last-minute preparations.

She opens her mouth wide and performs a series of stretches that will ensure her words flow smoothly during the show.

The co-anchor adjusts the collar on her red button-down blouse seconds before they begin. The lights dim, cameras begin to roll and the newscast begins.

"Good evening and thank you for watching 'OU Nightly,'" says the first anchor.

"We're bringing you news from around campus and around Norman,

live from Gaylord Hall," says her colleague.

This isn't Oklahoma City's KFOR Channel 4 or Tulsa's KJRH Channel 2. It's "OU Nightly," the daily student newscast written, produced and presented by OU students on TV4OU, the student television station.

Inside the Cherokee Gothic exterior of Gaylord Hall is a state-of-the-art television studio. With three sets, a green screen, professional-quality lights and high-end cameras, the studio is the envy of many professionals.

"We have the opportunity to give an experience that many other schools can't give students with technology," says George Lynn Franklin, TV4OU station manager.

TV4OU airs on Cox Cable's Channel 4. In addition to the newscast, students produced four other shows

in 2005-2006: "Point of View," "The Fifth Quarter," "Sports Package" and "TV4OU Concert Series."

"The two sports shows are making efforts to bring lesser-known sports to the channel live," Franklin says. "Live baseball games have made it on air."

"Wired Entertainment Weekly," the station's first weekly show, won a First Place award from the Oklahoma Association of Broadcast Educators in fall 2005.

A fictional reality show will air in fall 2006. Called "405," the comedy follows typical OU students through daily life. It has nine leading roles.

Students come to the station to work. Student productions do not pay students in money or school credit; students do them for the career prep.

"I can get the experience that I can only get in a professional setting right

here at the college level," journalism junior Keaton Fuchs says. "Everyone can really come out with a lot of experience from here."

Fuchs served as TV/radio operations and production manager in 2005-2006 and as an anchor for the live newscast.

"OU Nightly" 2005-2006 had four anchors: Fuchs; Laura Neal, broadcast and electronic media junior; Kelli Steggeman, journalism senior; and Nicole Ninh, journalism and political science senior. John Moss, broadcast and electronic media senior, and Mitch Day, broadcast and electronic media senior, shared the position of sports anchor, while meteorology seniors Matt Mahler and Keith Cavey presented the weather.

"With an internship you just view," Stegeman says. "Here you learn about the industry as you do."

Student producers, directors and control operators — students in Franklin's Broadcast Practicum — spend three hours preparing before each live



LIVE FROM NORMAN: McMahon Centennial professor Dana Rosengard gives some last minute instruction to students before the "OU Nightly" broadcast.

broadcast. Practicum students also work cameras, lights and other equipment.

Dana Rosengard, McMahon Centennial Professor of Journalism and "OU Nightly" news director, came to OU in fall 2005 and began immediately to play a key role in helping students be proactive about their futures.

"You say you want to be a television journalist?" he asks. "Come on. Right downstairs. Come be one. I want to help students be sure this is what they want to do."

"My colleagues say, 'How are you getting them to do that?' or 'Why are they doing this?' I use the 'F' word all the time: fun. This is fun."

Being part of the Gaylord College broadcast group also is serious work, given that students spend up to 12 hours a week editing tapes and researching stories for the chance to be on air.

Students who get on-air or behind-the-camera experience are in a better position to get jobs than those who do not.

Therefore, the competition to be part of the "OU Nightly" cast is strong. Those who apply must submit cover letters, résumés and writing samples, along with a taped script reading. Student audition tapes go to two other universities for judging.

"These are people who are not afraid to step up," Rosengard says. "I think this is another example of them as leaders and another opportunity for them to be leaders. It takes a lot of courage to sit down on that anchor chair."

Taking It To The Wire

The Wire, a student-run radio station, provides another broadcast outlet for Gaylord college students. Student Affairs and the University of Oklahoma Student Association gave a \$40,000 grant to help buy a transmitter and new antennae. The Wire, available online at wire.ou.edu, is working to find a spot on the FM dial.

Four to seven student-led shows air on the Wire each Monday through Friday. Students are enrolled in the Wire Practicum class and required to do a one- to two-hour show weekly.

Journalism graduate Chealsie Sanchez, an "OU Nightly" producer, is in charge of making sure the show is on time and that everyone speaks and roles tapes on cue. Sanchez says her experience will help her get a job as a television producer when she enters the job market.

As another school day ends, so does the day's student newscast.

"Thanks for watching 'OU Nightly,' brought to you by the Gaylord College of Journalism and Mass Communication here on the campus of the University of Oklahoma," says the first anchor. "We'll see you back here tomorrow night live at 4:30."

"Have a great evening," says her colleague. "Good night."

Study Abroad in England



LIVE WORLDWIDE: Journalism senior Ashley White (left), broadcasting junior Michelle Lucchesi and broadcasting graduate Ed Jones visit the Associated Press during the British Media Study Abroad.



INTERVIEW TECHNIQUES: Broadcasting graduate Ed Jones and senior Laura Neal conduct an interview with a Bloomberg reporter while abroad.



BROADCASTING BRAIN TRUST: Gaylord faculty members Dana Rosengard (left), Ralph Beliveau (second left) and Dean Joe Foote (far right) pose with CNN's Jim Bitterman.

Graduate Student Stories



DESIGN WITH A SMILE: Graduate student Yeli Scott takes time from her studies to express her creativity by aiding the college with special design projects ranging from Web pages to the graduate programs brochure.

Designing her destiny

Student overcomes challenges with enthusiasm

By PULSE STAFF

Venezuela-born Yeli Scott began to learn English through "Sesame Street" and "I Don't Wanna Cry" at 16 when her family moved to the land of Big Bird and Mariah Carey to provide her a better future.

Scott, now a master's student focused on graphic design, said her family's new life began with some challenges.

"We didn't even have beds," Scott said.

After finishing high school in Florida and improving her English, Scott decided to study theater at the University of Miami.

A ballet dancer since the age of 3, Scott also took dance classes. She had just signed with a dance company in Venezuela when her family made the move.

Huband Steve Scott says she appeared frequently on television when

they started dating and often served as a back-up dancer for entertainers in Miami. She earned her first lead role in a play early on. She knew, however, that her way of speaking would limit her ability to succeed on stage or screen.

"My accent," she says with a sigh. "Now I have it, but back then it was even worse. They set me up with a phonetics professor."

Scott credits her father, a graphic designer in advertising, with guiding

her to major in graphic design and film production.

"I always had his art around me," Scott says.

After graduating in 2003, Scott started her own design company, working with clients ranging from Miami's Regency Hotel to Angel's Rent-A-Car.

When the Scotts moved to Tulsa so Steve could pursue an internship, Scott worked as a freelance graphic designer while employed as a production assistant at a local television station.

When her husband's career moved them to Norman, Scott decided to continue her education.

Her graphic design focus has led to several assignments from Associate Dean Meta G. Carstarphen.

Scott designed the logo and promotional materials for Carstarphen's spring Race, Gender and the Media Dream Course, one of five President David L. Boren funded that semester.

These courses bring a variety of well-known individuals in some academic area to campus to talk to students and the OU community.

"Yeli created an image that said in one glance what the course was about, and that's a high compliment for a graphic element," Carstarphen says. "She understood that the materials had not only to look good but to communicate the main ideas of the course. She made that happen."

Scott also has designed and launched the Web site for Communicating Culture: Travel Writing in Puerto Rico, a course Carstarphen team teaches with Kathryn Jenson White, assistant professor of journalism.

"Our students' work needed a showcase, and Yeli created a series of Webzines we could use for that," Jenson White says. "Her design shows off our student's research, writing and photography perfectly. Her concept and execution were both just right for our needs."

Associate professor of journalism David Craig, director of graduate studies, has asked Scott to work on promotional materials for the graduate program.

Craig says she was thoughtful in her comments in his editing class, which has a design component, and highly motivated.

"She has a really good eye for design and a good sense of visuals," Craig says. "I appreciate her positive attitude and enthusiasm."

Although Scott is not sure what her future will bring, she said she would like to work for an ad agency.

"Do what you love and what you are good at; that is my philosophy," Scott says.

After living and going to school in the United States for eight years, Scott became a U.S. citizen in January 2006.

Gaylord Gazette Faculty

JIM AVERY presented a paper to the British Academy of Marketing titled "Issues with the Marketing of an Art Museum" with co-author Dejana Prnjat in March. Avery also traveled to China to present a paper, "Yin and Yang of Pharmaceutical Advertising: Asia/China and the U.S.," to the Advertising Theory and Practice Against the Background of Globalization Progress conference at Shanghai University.

CHARLES C. SELF, Gaylord Chair, professor and founding dean, discussed the implications of changes in communication theory for concepts of media and for communication research and scholarship during four lectures in June at the University of Bucharest, Romania. Self was in Romania as part of an exchange program signed last fall between the Gaylord College and the University of Bucharest's School of Journalism.

SELF also visited the United Arab Emirates as part of an International Advisory Committee that reviewed the College of Communication and Media Studies at Zayed University with campuses in Dubai and Abu Dhabi. The university was established by the UAE as a women's college designed to prepare young women for leadership positions in developing the United Arab Emirates as an international business hub of the Middle East.

Five members of the Gaylord College faculty presented research in June from a study and book they have developed in cooperation with a European research team. The research focused on foreign correspondence and the image of Europe in the United States and the image of the United States in Europe as seen through the work of foreign correspondents. Members of the team presenting the research at the meeting of the International Communication Association Conference in Dresden, Germany, included **PETER GROSS, SELF, DAVID CRAIG, KATERINA TSETSURA AND RALPH BELIVEAU.**

TSETSURA also presented "Toward a Social Construction of the Field of Global Public Relations: A Case of Female Practitioners in Russia" in August at the public relations division of the Association of Education in Journalism and Mass Communication in San Francisco.

Assistant Professor **KATERINA TSETSURA** presented "International Media Transparency Experiences" in the public relations division of the Central States Communication Association in Indianapolis in April.



CARIBBEAN MAJESTY: The view from San Juan, Puerto Rico's Castillo de San Felipe is breathtaking. Student in the May Intersession course, *Communicating Culture: Travel Writing in Puerto Rico*, attended events depicting cultural history at the site.

TSETSURA and **CRAIG** presented a paper titled "Professional Values, Ethics and Norms of Foreign Correspondents" in June in the journalism studies interest group of the International Communication Association, Dresden, Germany.

Professor **JIM DAVIS'** novel, "The Van Gogh Conspiracy," has been published in Spanish translation as "La Conspiración de Van Gogh."

Assistant professor **ROBERT KERR'S** "Unconstitutional Review Board? Considering a First Amendment Challenge to IRB Regulation of Journalistic Research Methods" will be published in the summer issue of *Communication Law and Policy*.

CRAIG has received a \$2,800 grant from the Carnegie-Knight Initiative on the Future of Journalism Education to continue his research into ethical

choices in online writing and editing. Associate professor **SCOTT HODGSON**, who joined the faculty in August, won the Best of Festival Faculty Prize in video production at the Broadcast Education Association meeting in Las Vegas. This is the top video award given by BEA to a broadcast production faculty member.

DANA ROSENGARD wrote a chapter in the third edition of "Broadcast News Handbook: Writing, Reporting and Producing in a Converging Media World."

Students

At the Gaylord College's Annual Scholarship and Awards Luncheon, 93 students from around the country received scholarships and awards totaling \$110,000. Several scholarship-donating alumni were in attendance.

A group of Gaylord College students led by instructor **ANA MANZORRO** produced a documentary segment that aired in May on the History Channel.

THE OKLAHOMA DAILY was named best newspaper in Region 8 at the regional Society of Professional Journalists convention in Oklahoma City in April. Among the award winners were **SARAH WALDROP**, who received second place, In-Depth Reporting for "OU salaries, ranks uneven" and second place, Feature Writing for "The trying 20s." The staff also won third place in the General News Reporting category for Hurricane Katrina coverage.

Nine students in the Advertising Campaign class presented their advertising campaigns for American Airlines, the class' client for the semester. **DR. ROB BRITTON**, managing director of brand development and advertising, attended the judging session to hear student ideas for the campaigns.

Seven of the top 12 freshmen selected by the university for 2005-2006 were from the Gaylord College. In addition, 18 Gaylord graduating students – a record – were offered membership in Phi Beta Kappa.

THE SOONER yearbook and **THE OKLAHOMA DAILY** won Gold Crowns at the annual national College Media Convention in New York City in March. The Sooner was one of five yearbooks winning the Gold Crown. The Oklahoma Daily was one of six collegiate newspapers winning a Gold Crown for both semesters covering fall 2004 and spring 2005. Three other newspapers won for one semester only.

Gaylord Gazette (continued)



AWARD WINNERS: Assistant professor Kathryn Jenson White, Oklahoma Daily adviser Jack Willis and students from the Daily staff attended the 2006 SPJ award banquet. Willis won the inaugural Journalism Teacher of the Year award and White won 1st place in Feature Writing.

The Sooner and Crimson Traditions yearbook staff members won 10 individual awards, and The Oklahoma Daily staff won six individual awards. Nearly 4,000 entries were submitted. Sooner winners included: **SARAH LAI**, third place, Feature Writing; Student Life; **AUGIE FROST**, second place, Organization/Greek Writing; **DEBBY ADAMS**, first place, and **LAUREN PARAJON**, certificate of merit, Personality Profile; staff, second place, headline writing; **ERIC THURSTIN**, third place, End Sheets; staff, first place, Sports Spread; **BRITTANY KENNERMER**, first place, People Spread; **GENEVA DANIEL**, first place, Academic Photo, and second place, Feature Photo. The Oklahoma Daily winners included: **SCOOBY AXSON**, third place, News Writing; **RYAN MCGHEE**, certificate of merit, Sports Feature Writing; **CALVIN SON** and **BRIANNA BAILEY**, certificates of merit, General Feature; **SARAH WALDROP**, certificate of merit, In-Depth News/Feature Story; advertising staff, certificate of merit, Advertising Page.

The Oklahoma Chapter of Society of Professional Journalists held its annual awards banquet in February and Daily adviser **JACK WILLIS** was honored with SPJ's first Journalism Teacher of the Year award. **KATHRYN JENSON WHITE** took first place in the magazine feature

writing contest. Adjunct professor **STEVE SISNEY** also took first place in general photography. OU students also won many awards: investigative/individual reporting – first place, **CHRIS TERBRUEGEN**; third place, **KENDAL KELLY**; In-depth enterprise reporting/individual – first place, **SARAH WALDROP**, second place, **BRIANNA BAILEY**; third place, **COURTNEY ROACH**; In-depth enterprise reporting/team – first place, **DANNY MARROQUIN**, **MATTHEW MILLER** and **JAMES NGHIEM**; second place, **WILLIAM W. SAVAGE III**, **MARLENA CHAVIRA**, and **ANDREW MAY**; third place, The Oklahoma Daily staff; Political/governmental reporting – second place, **ANNIE GASPARGO**; Spot news – first place, **BONNIE THOMPSON**; third place, **ZACHARY WARBRODT**; Feature writing – first place, **KENDAL KELLY**; General news reporting – first place, **KENDAL KELLY**; third place, **SARAH WALDROP**; Special projects – first place, The Oklahoma Daily staff; Health, science and technology reporting – third place, **KEATON FUCHS**; Business reporting – first place, **SARAH WALDROP**; second place, **JULIANNA PARKER**; Sports reporting – second place, **JENNY DIAL**; Sports column – first place, **DANIEL DILLARD**; Page One layout and design – second place, **RYAN NEWBERRY**; third place, **RYAN NEWBERRY**; Feature page layout and

design – first place, **RYAN NEWBERRY**; Feature photography – second place, **BILLY ADAMS**; Story/photo essay – third place, **JONATHAN STAPLETON**; Spot news photography – second place, **SAMUEL PERRY**; Best reporting portfolio – first place, **KENDAL KELLY**; honorable mention, **SARAH WALDROP**. **KGOU/KROU** also were winners. They were: General news reporting – honorable mention, **SCOTT GURIAN**; Series/documentary – second place, **SCOTT GURIAN**; Feature – honorable mention, **SCOTT GURIAN**; Best news talk show – first place, **KGOU**; second place, **KGOU**; Best radio reporting portfolio – first place, **SCOTT GURIAN**.

Eight Gaylord College students brought home nine gold and silver AAF ADDYs from the annual Oklahoma City Ad Club award event held in February at the Bricktown Coca Cola Event Center. In front of more than 700 professionals, senior **JARED THOMPSON** also was named by the AAF to receive the top Graphic Achievement Award for 2006. Winning gold ADDYs were **LINDSEY PULLIAM** for her Think Pink! direct marketing campaign for Victoria's Secret; **LINDSAY SILER** for The Wire is Live! poster campaign; **EVAN BENEDETTO** for his Crayola Crayons campaign; **MICHAEL BYRNE** for The Geek Squad poster campaign and **ANDREW**

College

Two charitable foundations established by the late **EDITH KINNEY GAYLORD** have joined to make the largest grant in their 24-year history – \$7 million – to build the second phase of a University of Oklahoma facility originally constructed with gifts from Gaylord and her brother, Edward L. Gaylord. Grants of \$5 million from the **INASMUCH FOUNDATION** and \$2 million from the **ETHICS AND EXCELLENCE IN JOURNALISM FOUNDATION** have been committed and represent the lead donations for Phase II of Gaylord Hall.

Associate Dean for Academic Affairs **META G. CARSTARPHEN** was recognized as the outstanding faculty adviser for the Adopt-a-Prof program.

THE OU ADCLUB sponsored a series of workshops in April in which several alumni who worked with students on portfolios and interview techniques. Three advertising agencies interviewed students for internships and jobs. **BRAD KARSH**, president of JobBound, spoke to the attendees about "Getting a Job in Advertising."

THE EDWARD R. MURROW PROGRAM FOR JOURNALISTS from Latin America, South America and Canada came to Oklahoma under a U.S. State Dept. global training initiative. OU was one of five universities that participated in the program along with the Aspen Institute.

OKLAHOMA SCHOLASTIC MEDIA/OKLAHOMA INTERSCHOLASTIC PRESS ASSOCIATION brought more than 500 high-school journalism students and their media advisers to the OU campus for the 2006 Spring Media Monday in April. OSM/OIPA Executive Director **KATHRYN JENSON WHITE**, assistant professor of journalism, oversaw the event and statewide writing competition.

In March, the OU Regents approved the **GAYLORD COLLEGE'S DOCTORAL PROGRAM** in mass communication. The program will begin accepting students in fall 2007.

WILSON for his Bombay Spin the Bottle campaign. Winning silver were **JENNIFER RICKARD** for point of purchase, Shakespeare in the Park; **JARED THOMPSON** for PlayDoh, The Little Artist in Us All; **EVAN BENEDETTO** for Fruit of the Loom campaign and **RHI-ANNON ROBLYER** for The Gap catalog.

Dream Course



MULTICULTURAL MARKETING: Dream Course speaker Marie Quintana (center), vice president for PepsiCo, visits with Gaylord students about inclusion practices in corporate America.

Dream Course Awakens Students

Five distinguished professionals talked to students about media and minorities

By **KELLI VILLARREAL**

The University of Oklahoma has classes on many subjects and of many sizes, but only a few of them can be described as “dreamy.”

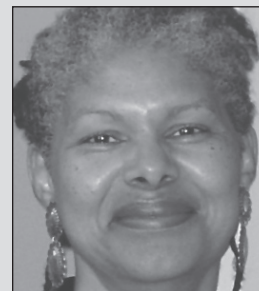
Each semester since 2004, OU President David L. Boren has chosen a few courses from various academic areas as Presidential Dream Courses. The Gaylord College of Journalism and Mass Communication offered its first dream course in spring 2006: Associate Dean Meta G. Carstarphen’s Race, Gender and the Media class.

“Dream courses make a very important contribution to the intellectual vitality of the university,” Boren says. “They allow our students to interact with top scholars and professionals

from around the world in the context of their course of study. In addition, they give faculty members an incentive to think creatively in designing their courses and to raise their sights about the potential role played by guest lecturers.”

Boren provides a budget of up to \$20,000 for each Dream Course. The funds are to cover the costs of bringing illustrious individuals to the campus to speak to students in the course and to interact with others in the OU and Norman communities through public lectures and receptions. Students in African and African-American Studies, business, law and other fields met with Carstarphen’s speakers.

Carstarphen brought to campus Harlan McKosato, former host of National Public Radio’s “Native America Call-



SINGLEY



MCKOSATO



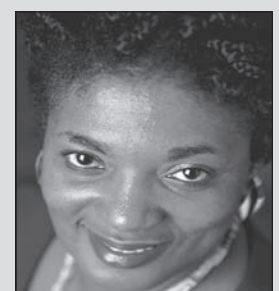
J. CARSTARPHEN



MEYERS



QUINTANA



M. CARSTARPHEN



CULTURAL RADIO: OU alumnus Harlan McKosato speaks to students about broadcasting for minority audiences during the Race, Gender and the Media Dream Course.

ing"; John Carstarphen Jr., an award-winning independent filmmaker and her brother; Marian J. Meyers, associate professor of communication at Georgia State University; Bernestine Singley, Harvard Law School graduate and author of "When Race Becomes Real"; and Marie Quintana, vice president, ethnic sales development, PepsiCo Sales.

"I wanted to choose a wide variety of guests who had dealt with the issues of race and gender in many fields and in many ways," Carstarphen says. "From filmmaking to sales strategies, we heard from experts about these very important issues."

The process for being named a Dream Course takes months of effort, Carstarphen says. Professors must submit a written proposal to the dean of their college for first approval. Then the proposal goes to the provost's office. Boren, of course, has ultimate approval.

"The dream course experience and opportunity itself is exciting," Carstarphen says. "It's an inventive and creative idea. Boren's vision provides an opportunity for faculty members to do something different and really creative with a course. We all fantasize about what we would do with a course 'If only' we had enough money, time, etc. The Dream Course program provides the money to take that first step."

Singley says that even in her two days here, she saw the benefits of the course.

"I think this course is an opportunity for students to be challenged, to think

beyond what their normal parameters are," she said. "It creates an opportunity for students to go beyond just being formally educated to be really engaged with major issues."

Carstarphen, who has worked as a public relations professional as well as in academia, says that bringing in people with enough experience to have strong opinions and the facts to back up what they say provides students with the kind of intellectual and emotional stimulation that even the best lecture and PowerPoint presentation can't do.

"This kind of course offers the possibility of exposing students to unique learning experiences, and that is what college is about," she says. "You should really be able as a college student to get exposed to people of different views, hear exciting lecturers, participate in discussions and exchange ideas with people who don't necessarily agree with you but offer some passion to their views. That's really the good stuff of the college experience."

The students say they appreciate an opportunity to experience some of that "good stuff."

"Through this course, I have had wonderful one-on-one experiences with people who I would never have met in my lifetime, no less five in one semester," journalism junior Emily Ruggs says. "Bernestine Singley, along with the others, communicated valuable knowledge that could not have been disseminated as effectively any other way."

2006 JayMac Banquet

honoring

JOHN BROOKS, class of 1960

LELAND GOURLEY, class of 1963

LINDA PAVLIK, class of 1970

with

Distinguished Alumni Award

and

HANNAH ALLAM, class of 1999

with

JayMac Young Professional Award

Also honoring retiring The Oklahoma Daily adviser

Jack Willis

6 p.m. reception, 7 p.m. dinner

Oct. 13, 2006

Oklahoma Memorial Union

Tickets are \$35

R.S.V.P. required by Oct. 10

We want your e-mail address!

JayMac wants to correspond actively with our alumni. We need to update our e-mail records. Please help us by sending your current address to lthomas@ou.edu.

2006 Football Schedule

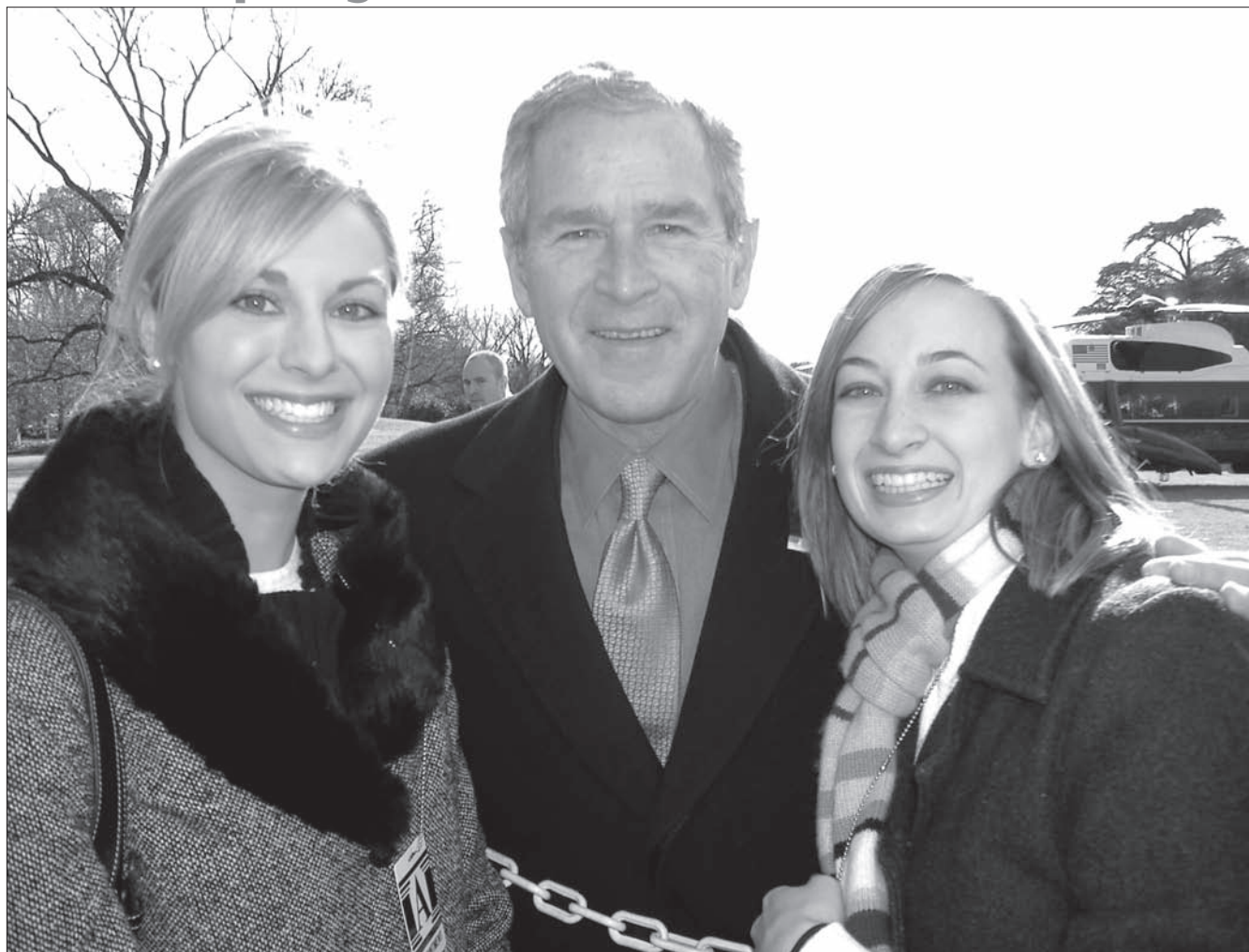
Gaylord Hall will be open from 2 hours prior to the game until kickoff.

Student ambassadors will be on site to give you a tour or answer questions about the program.

Home games are on Sept. 23, Oct. 14, Oct. 21 and Nov. 11.

OU's game on Oct. 21 is Homecoming Day. All journalism and mass communication alumni are invited to attend our second Student-Alumni Tailgate. The party will begin 3 hours before kickoff.

Student Spotlight



DREAM INTERNSHIP: Gaylord College senior Megan Davis (left) and her Washington roommate, Baylor student Brittney Bain, pose for a photo with President George W. Bush on the White House lawn. Davis served as a White House intern in spring 2006.

Presidential possibilities

White House intern returns to OU poised to continue on her path to excellence

By **ANDREW MAY**

Journalism junior Megan Davis speaks in the confident tones of a woman who has known where she belongs since she was 10: in the White House. More than a decade removed from those days as a fourth grader, the 21-year-old has turned her daydreams into a reality.

"When you have a goal or a dream for that long that you've worked toward and it finally happens to you, it's really humbling," Davis says.

Davis spent her days in spring 2006 down the hall from President George W. Bush, interning at both the correspondence and communication offices of the White House. She received correspondence addressed to the president and helped handle the president's

media events. Davis was one of only 100 student nationwide chosen to participate in a highly competitive and selective program. In addition to her everyday intern duties, she attended weekly lectures, volunteered at special events, participated in tours and contributed to a community service project in the Washington, D.C., area.

When the Lawton native returns to OU in fall 2006 to complete the final year in her journalism studies, she will face a profusion of possibilities that could take her in one of many directions.

"All of my decisions or thoughts — though they may seem completely disconnected from a career in journalism — are, in my mind, connected," she says.

Ever willing to provide a punch line

at her own expense, Davis jokes that if all else fails, she may join the circus. She then lets out one of her giddy giggles, a sound that her friends say is frequent. Uncertain what path her career will take, Davis is certain in the belief that money will play virtually no factor in the decision.

"If you're a good journalist and you get to a certain level, there are so many opportunities to do good things," she says. "If I make it to that level of success, I can use whatever money I make or reputation I have to help other people who are less fortunate."

After graduating as the valedictorian of Lawton's MacArthur High School class of 2002, which named her Most Likely to Succeed, Davis came to the Gaylord College on a McMahon Scholarship and as part of the President's Leadership Class. She has worked to develop her leadership skills through diverse activities across the campus and has met with many university, state and national leaders.

Since settling in to campus life, she

has volunteered at the Women's Resource and Outreach Centers, written for The Oklahoma Daily and studied media systems in London and Paris with Gaylord Dean Joe Foote.

"She's very poised and very impressive," Foote says. "She's shown a lot of initiative and is typical of a student who is going to be successful in this field because she creates her own opportunities. Her career will bloom in a big way when she leaves OU."

In addition to serving on various committees for Delta Gamma sorority, Davis has volunteered with Big Brothers Big Sisters. As a Gaylord Ambassador, one of 15 in the college's inaugural class, Davis has served as a liaison between the college and alumni, assisted during special functions, given tours of Gaylord Hall and hosted visiting dignitaries.

"She is always seeking new opportunities and ways to get involved and make an impact," says Hannah Brenner, a program specialist at OU's Carl Albert Center who taught Davis in two women's studies courses. Davis volunteered at the center, which promotes scholarship related to the history, structure, processes, personnel and policies of the U.S. Congress, for a program called National Education for Women's Leadership. "I get the impression she sleeps very little, but it is fantastic to observe someone who truly makes the most out of the college experience."

Underlying all of Davis' involvements and accomplishments is her overwhelming desire to improve the lives of others, she says. If she doesn't attend law school, Davis may travel the globe working for humanitarian causes. After that, she says she could wind up at a television network or in politics.

"Whatever Megan chooses to do, it is my belief that she will be head and shoulders above her peers because of her self-discipline, constant quest for knowledge and a deep love for others," says Rhonda Johnston, Davis' high school English teacher. "With these attributes, she will not allow herself to accept failure in any aspect of her life."

Through a combination of natural ability and a strong work ethic, Davis has excelled as a student, earning an A in all but one class she has ever taken: a freshman math course at OU, says her mother, Barbara Davis.

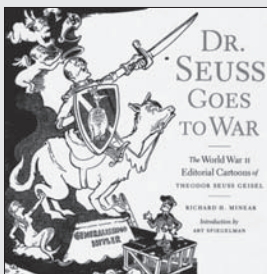
"She always worked hard in school and was usually the teacher's pet," Barbara Davis says. "Through junior high and high school she just worked herself to death. She just couldn't accept anything less than an A."

That hard work paid off in more than grades: It got her a gig with the president of the United States for which she worked since she was 10.

Faculty Book Pick

"DR. SEUSS GOES TO WAR"

"One Fish, Two Fish, Red Fish, Blue Fish." "Horton Hears a Who!" Who doesn't like the work of Dr. Seuss? Well, Hitler, Mussolini and other villains of the WW II-era probably didn't, certainly not while they were being viciously satirized in hundred of cartoons Theodor Seuss Geisel drew during a two-year stint as an editorial cartoonist for the liberal New York daily newspaper

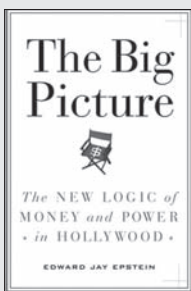


PM. In "Dr. Seuss Goes to War" (The New Press, New York), author Richard H. Minear presents more than 200 cartoons in which Dr. Seuss attacks everything and everyone, from Nazis to proponents of U.S. "isolationism" (including national aviation hero Charles Lindbergh), while encouraging Americans to buy U.S. Savings Bonds and hire people of color to work in the booming war industry, among other pro-social activities. Fans of Dr. Seuss will enjoy a rarely seen side of the great artist's talent, as well as gain a history lesson in Minear's blend of serious historiography, literary criticism and social commentary.

— Fred Beard
associate professor of advertising

"BIG PICTURE: THE NEW LOGIC OF MONEY & POWER IN HOLLYWOOD"

Think you know something about Hollywood? About how the DVD store works? About how a show gets on television? Well things have changed in Hollywood, at your local video store and your local



TV station. The stars, producers, directors, and writers are in charge today. They dictate (to some degree) what movies get made and how much money they will make from those movies and TV shows. Epstein takes a historical

perspective in bringing the reader to the 21st-century realities of podcasting, DVD re-releases, IPTV and how these technologies, along with the failure of the studio system, have radically changed the landscape for broadcasters, the theater chains and the media consumer.

From the concept or idea of a television show or movie to the revenue generated by one film during the course of one year, this book gives a clear perception of how technology and corporate mergers have changed Hollywood.

— Lynn Franklin
visiting assistant professor of broadcast

Media

Review of 'Perilous Times'

Book explores free speech issues during times of war

By FRED BLEVENS

When historians tell stories of war, they often focus on political motivation, battlefield strategies, the fragility of alliances, the frailty of truth or the positioning of specific conflicts in the evolution or devolution of civilization. Geoffrey Stone's war story explores none of that. There is no description of physical destruction, no narrative to illustrate military genius.

Instead, Stone focuses on the domestic human collateral, the people whose lives on American soil become threatened by government zealots practicing what is perceived to be passionate patriotism. Most of these victims – tens of thousands in Stone's narrative – are far less threatening to the democracy than the secrecy and deception that seems even more acceptable during war.

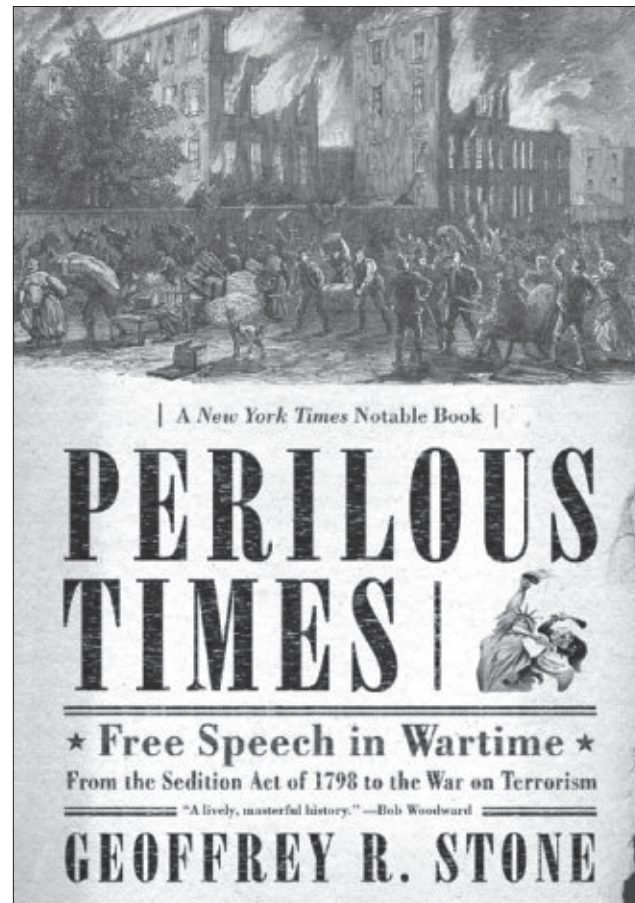
Stone's study is framed in six episodes of war in American history and informed by three key principles outlined by the Supreme Court – government paternalism is not permitted; the actor, not the speaker, should be punished; and certain forms of expression – obscenity, false statements of fact, commercial advertising and threats – are of low value and deserve lesser protections. In each of the six wars, Stone asserts, politicians "exploited public fears for partisan political gain . . . fomented public hysteria in an effort to unite the nation . . . (or) caved in to public demands for the repression of 'disloyal' individuals" (p. 13).

The victims in Stone's exhaustive study date to 1798, when Congress, after inspired debate, approved the Sedition Act, which established defamation as a crime against government just in time for the anticipated war with France. Stone's re-creation and interpretation of these raw-to-eloquent dialogues show "how easily a nation can slide from disagreements about policy to accusations of disloyalty." The result, Stone writes, "is not only the suppression of individual dissent but the mutilation of public discourse and government decision-making" (p. 75).

From there, Stone leaps to the Civil War, when Abraham Lincoln lays waste to the writ of habeas corpus. Those whose loyalty to the Union was questioned simply had no way to get to court to argue their case or, most probably, prove their innocence. Stone is careful to distinguish between Lincoln's tough but acceptable intent and his restraint and between Lincoln's ability to check his own instincts and his inability to stifle repression by his military leaders and advisers.

In World War I, Woodrow Wilson pushed the prosecution of thousands of draft opponents. In World War II, Franklin Roosevelt locked up 120,000 men and women because they were of Japanese descent. With great fervor, Roosevelt also pursued critics of his war, arresting them, revoking their citizenship or, worse, deporting them for speaking out.

But Stone's historical interpretation singles out the Cold War as "perhaps the most repressive period in American history," a time in which the government launched brutal efforts to punish subversives or those perceived as disloyal. Thousands of Americans were victims of the government's campaigns against the Communist Party. Most evil about the period was that elected public officials knew they had little to prosecute but much to publicize. It was the government's first concerted, unprincipled effort to ruin lives by



insinuation and innuendo through media pseudo-events.

The Vietnam War brought violence to the streets, prompting crackdowns on draft dodgers and antiwar protestors burning flags and draft cards. Richard Nixon's attempt to suppress the Pentagon Papers, the government's own history of blunders in prosecuting the Vietnam War, was the first ugly sign that damaging, reckless and spiraling paranoia had enveloped the White House.

Stone's conclusion, titled "The Secret of Liberty," struggles not only with summation of these six episodes but with the realization that the book is unfinished for now, and will be for the period of the War on Terrorism – a conflict that, like the Cold War, has a beginning but no middle or end. Also like the Cold War, it will be sustained by a constant fear campaign.

Though Stone's book predated revelations that the Bush White House was buying favorable treatment from select columnists, the chapter on World War I deals directly with similar activities during that conflict. Recognizing no constitutional prohibition against such advocacy, Stone writes, "there are certainly limits on how far the government should (author emphasis) go. The line between responsible advocacy and irresponsible manipulation of public opinion may not be legally enforceable, but it is critical as a matter of sound governance, especially in wartime" (p. 154).

Stone focuses a great deal on lessons learned (and those not). His constant reminders that we've been here before are chilling and dramatic. "Perilous Times" is a must-read grounding book for all who teach suppression casually or thoroughly and for students whose understanding of government-media relations is defined primarily by patriotism.

— Fred Blevens, associate dean for student affairs, left OU in August 2006 to become associate dean at Florida International.

Staff Award Winner



CELEBRATION: OU president David L. Boren and OU first lady Molly Shi Boren host Otis Sullivant Award winner Lorene Dover and her husband, Clifford, at the dinner honoring Lorene's work at the Gaylord College. Dover was the fifth recipient of the award.

Love of building brings honor

Gaylord Hall custodian Dover's care of her building wins \$20,000 OU award

By PULSE STAFF

Lorene Dover, the main custodian in Gaylord Hall, home of the Gaylord College of Journalism and Mass Communication, was named the 2006 recipient of the \$20,000 Otis Sullivant Award for Perceptivity at the University of Oklahoma.

Dover joined the university in September 2000 as a temporary employee. In December, she joined the staff permanently as Custodian I, and in 2002, she was promoted to Custodian II.

"Lorene Dover has clearly been a major force in creating a true spirit of community among faculty, staff and students at the Gaylord College of Journalism and Mass Communication. In her own kind and unselfish way, she has touched the lives of many

in our OU family," said OU first lady Molly Shi Boren, chair of the selection committee.

President David L. Boren led a celebration dinner for Dover in March and spoke of the importance of her contribution to the university.

"We are extremely fortunate to have Lorene Dover as a member of our university family," he said.

Joe Foote, dean of the Gaylord College of Journalism and Mass Communication nominated Dover for the award

"I see Lorene's work as so vital to the work of the University of Oklahoma," he said. "I feel fortunate to work in a place where I have supreme confidence in the ability of the person at the top of the institution to the person on the front lines. Both David Boren and Lorene Dover are singularly focused on excellence. Both love the University

of Oklahoma. Both are builders and 'custodians,' protectors, defenders and maintainers of all that is good in our university."

Molly Shi Boren announced the recipient on behalf of the Ethics and Excellence in Journalism Foundation and the selection committee, which is composed of faculty and staff members, students and alumni.

"The committee unanimously agreed that this outstanding member of the university community met the high standards set by Edith Gaylord in establishing the award," she said.

The late Edith Kinney Gaylord of Oklahoma City established the \$500,000 Sullivant Prize endowment shortly before her death in January 2001. The award honors the late, longtime Oklahoma journalist Otis Sullivant. Sullivant, who covered Oklahoma and national political news for several decades, was known for his ability to analyze and accurately predict political trends. Gaylord was a longtime supporter of many OU programs and a pioneering journal-

ist. She was the first woman reporter to join the New York bureau of the Associated Press and was the second president and one of the founders of the Women's National Press Club in Washington, D.C.

The agreement establishing the prize states that a faculty or staff member "who manifests intuitiveness, instant comprehension, empathy, is observant and interprets from experience" should be selected. The benefit to community, which comes from the recipient's insight, also is considered.

Previous recipients are Michael A. Mares, director emeritus of the Sam Noble Oklahoma Museum of Natural History; Catherine F. Bishop, vice president for Public Affairs; Robert Con "R.C." Davis-Undiano, executive director of OU's international literary quarterly *World Literature Today*; George Henderson, Regents' Professor, David Ross Boyd Professor and S.N. Goldman Professor of Human Relations; and Dave Annis, executive director of Food Services and special assistant to the vice president for Student Affairs.

Student Organizations



AD TRAVELS: Members of OU's AdClub meet with advertising executives at Foote Cone & Belding. The trip to New York City in January was one of many AdClub-sponsored trips each year.

Ad majors travel globe

Trips to New York, Europe, Asia expose students to renowned ad agencies

By **NEELEY MORRELL**

Can I make it in the advertising business in Chicago if I am Oklahoma trained? Does what sells soap in the Big Apple also sell in the heartland? How do I get an internship in another state or country? If you translate an English-language ad into French, does it say the same thing?

OU advertising students seek answers to these among many questions while working toward their degrees. Students in the Gaylord College AdClub took trips to New York City, Chicago and Europe to find those answers and to learn what advertising agencies – in and outside the United States – do.

AdClub provides students with opportunities for scholarships, internships and other benefits, says David Tarpenning, visiting assistant professor of advertising. In addition, AdClub

members have the option of participating in trips to four U.S. cities each year: New York City and Chicago in the fall and Dallas and Kansas City in the spring. Tarpenning took 25 students to New York City in January 2006, and professor of advertising Jim Avery took 18 to Chicago in November 2005 and again in February 2006.

"AdClub's main goal is to get ad students a real-world perspective," says Michael Welch, AdClub president and advertising senior. "People have no idea what they are getting into because college is much different than the real world."

The purpose of the travel is to show students the inner workings of a variety of advertising agencies and give them a concept of what their careers might be, Tarpenning says. They can also network with those who might help them get jobs. Agencies look at the students' portfolios and offer students job-search tips.

"People go in and meet face to face and get business cards," Welch says. "The companies are really impressed that students came all the way out to New York from OU."

Students have two campus meetings before each of the trips to research the agencies on the trip itinerary, Tarpenning says. At these meetings, he also discusses professional behavior and dress codes. Students leave on a Wednesday, visit agencies on Thursday and Friday and have Saturday and Sunday for free time and return travel. Some students use their free time for another visit to an agency they were interested in, Tarpenning says.

Mira Boneva, an advertising sophomore who went on the November 2005 Chicago trip, says she got to see the full spectrum of both traditional and non-traditional agencies.

"Chicago is different from Oklahoma in that it operates on a much larger scale because there are so many more people," Boneva says. "Northern and Southern lifestyles are very different."

Welch, who has been to New York twice, says the group usually tours four agencies in the two days. Students hear a wide variety of approaches, learn

varying philosophies and see radically different ad campaigns in each place.

The tours also allow students to network with professionals.

"We got contacts for all of the agencies we visited," Boneva says. "There were even some agencies with OU graduates from 2003. If people have an opportunity to go on a trip like this, they should definitely take it."

While Tarpenning's AdClub trips within the country are extracurricular, Avery's trips outside it earn students three hours of course credit. He has been making one trip each year for the last four years to either Asia or Europe.

"Traveling internationally opens your eyes to the rest of the world and to knowing whether you could work outside the country," says Adam Ballard, an advertising senior who took the European trip.

In December 2005, Avery's group went to Hungary, England and France. On previous trips students have traveled to Austria, Germany, Singapore and Hong Kong.

"The purpose of the trip is to help students understand that U.S. advertising is only a small part of the great creative work being produced around the world," Avery says. "The advertising must strategically address the culture of the people and the criteria for why they make purchase decisions. Going to other countries gets students out of their comfort zones."

Advertising senior Kristie Paliotta says her group visited major ad agencies in Budapest, and she was able to experience a culture completely different from her own both in lifestyle and business practices.

"If your career goals have anything to do with business, you should plan a trip, she says. "As Americans, we are really ethnocentric sometimes."

Advertising is only a dozen years old in Hungary, a previous Soviet bloc country, Avery says. The 18 students studied advertisements, explored cultural venues and took tourist excursions.

Paliotta says the trip helped her with her classes because she developed a more international perspective on how advertising works. She learned more in Budapest than she could ever have done sitting in a classroom, she says.

Ballard says the students got to see many amazing agencies; his favorite in Budapest was Weiden and Kennedy, which had the Honda Civic account.

"It's one thing to read about international advertising in books, magazine or online, but it is completely different to experience it," he says. "The more you know about advertising and the more connections you have, the more likely you are to have a successful advertising career."

Visitors to Gaylord Hall



DOW JONES NEWSPAPER WORKSHOP STUDENTS: Fourteen high-school students from Oklahoma and Texas took a break on the OU campus in July from their work in the 2006 Oklahoma Institute for Diversity in Journalism's Dow Jones Minority Newspaper Workshop. During the two-week program, students learned newspaper journalism, from writing to design to production. Their work culminated in the production of the Red Dirt Journal, a 20-page tabloid.

THE INTERNATIONAL SOCIETY OF WEEKLY NEWSPAPER EDITORS met at Gaylord Hall in June. Harry Hix, former Engleman/Livermore professor of Community Journalism, and his wife, Carol, served as the college hosts for the conference. ISWNE brought in weekly newspaper editors and publishers from around the country and overseas. During the conference, Hix became the 2006-2007 president of the organization. Hix retired from OU in May 2006.

ERIC NEWTON, head of journalism initiatives for the Knight Foundation, came to Gaylord Hall in May. During his visit, he toured the building, met with President David L. Boren and listened to proposals on an ethnic media project and Native American doctoral fellowship. Newton came to campus at the invitation Bob Ross, president of the Ethics and Excellence in Journalism Foundation.

DAYNA DUNBAR, author of "The Saints

and Sinners of Okay County" came to campus in April. Dunbar's book was selected for Oklahoma Reads Oklahoma Books for 2006.

THE EXECUTIVE COMMITTEE OF THE SOUTHWEST EDUCATION COUNCIL FOR JOURNALISM AND MASS COMMUNICATION met at Gaylord Hall in March. The SWECJMC is a regional affiliate of the national professional organization, AEJMC, and offers a regional network for scholars at all levels to meet and interact. Associate Dean Meta Carstarphen is president of the organization.

JIM BITTERMANN AND HIS WIFE, PAT THOMPSON, came to campus in March. Bittermann is CNN's senior European correspondent based in Paris. Since joining CNN in 1996, he has covered the death of Princess Diana, air strikes on Kosovo, the earthquake in Turkey and the World Cup soccer championship. He also covered Pope John Paul II's first day as pope and

his funeral 26 years later. Thompson, former ABC and NBC producer, joined him while promoting her PBS documentary, "Cheese Nun," a story about Sister Noella Marcellino, a Benedictine nun who is a traditional cheese maker in a cloistered convent in Connecticut.

WILLIAM WERTZ, international spokesman for Wal-Mart Inc., visited OU in April to speak to Gaylord College public relations students about a variety of issues, including how companies of Wal-Mart's size are managing global-local relationships, handling various types of media relations and crisis management.

CHIEF CHADWICK "CORNTASSEL" SMITH, principal chief of the Cherokee Nation of Oklahoma, came to Gaylord Hall in March. He spoke about the rich history of education in the Cherokee Nation, as well as the impact of No Child Left Behind, language and sovereignty issues and the relationship between tribes and local schools.



QUIRK



HOCKETT

Comings & Goings

DAVID QUIRK has joined the college as the new director of development. Quirk is a broadcasting graduate who worked for new student admissions and the Alumni Association before becoming development director at the College of Education and the College of Dentistry.

JOHN HOCKETT has joined the college as assistant dean of student affairs. Hockett comes to OU from his current post as dean of student development at Oklahoma City Community College.

Former Gaylord Family Endowed Chair and Professor **PETER GROSS** has accepted the position of director with the School of Journalism and Electronic Media at the University of Tennessee in Knoxville.

Former Associate Dean for Student Affairs **FRED BLEVENS** has left OU to become associate dean of the School of Journalism and Mass Communication at Florida International University, located on Biscayne Bay.

Engleman/Livermore Professor of Community Journalism **HARRY HIX** retired from the Gaylord College faculty in May.

HEIDI PUCKETT, academic adviser, has left Gaylord College to become an associate director of admissions for the Oklahoma City University College of Law.

ANA MANZORRO, visiting instructor, has returned to Spain. Manzorro taught the video production class of the college for the past two years.

JUDY MURPHY retired in March as the development officer for the college.

TUNED IN?

Pulse brings you news from the Gaylord College of Journalism and Mass Communication and information about your classmates. Please submit this form so up-to-date information can appear in future issues.

Name _____

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Does your employer offer internships to college students? Yes _____ No _____

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**Deadline
For Next Issue:**
Jan. 15, 2007

Non-Profit Org.
US Postage
Paid
Univ. of Okla.

pulse

SUMMER/FALL 2006

The University of Oklahoma
Gaylord College of Journalism
and Mass Communication
395 W. Lindsey St., Suite 3000
Norman, OK 73019-4201

JayMac publishes Pulse for the friends and alumni of the Gaylord College of Journalism and Mass Communication at the University of Oklahoma. The Gaylord College has prepared and distributed 8,000 copies of this issue at no cost to taxpayers of the State of Oklahoma. The University of Oklahoma is an equal opportunity institution.

Students in Kathryn Jenson White's Magazine Practicum class and others working as free-lance writers, designers and photographers produced this issue of Pulse.

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