

Summer 2009

pulse

A Publication of the
JayMac Alumni Group

Gaylord College of Journalism and Mass Communication



COVER STORY:
Eye on the Prize
Jim Lehrer Receives the
Inaugural Gaylord Prize

Into Africa

BEM Senior Travels to Africa

Making a Name for Herself

A New Adviser for The Oklahoma Daily

Gaylord's Best and Brightest

Four Alumni Recognized by JayMac

Class Notes



FOOTE NOTES

FROM THE
DESK OF
DEAN JOE FOOTE

Brick and Mortar in an Uncertain World

There is a sense of great anticipation circulating through Gaylord Hall these days as the new extension nears completion. When this stage is dedicated in October, we will have completed more than 100,000 square feet of incredible facilities within a five-year period.

The new wing will house a student-run advertising and public relations agency, a large soundstage/studio, the college's growing graduate program (including a new doctoral program) and a variety of digital classrooms and laboratories. It will also feature a 180-seat auditorium that doubles as a television studio. Nearly all of the space is dedicated directly to students and much of it to activities that provide hands-on experience. Without question, Gaylord Hall will be one of the most well-equipped and beautiful facilities in the United States.

If you missed seeing the first stage of the building, you'll get double the pleasure in seeing both phases together. We hope that you'll make it a point to return to campus to see what is becoming one of the most impressive buildings on campus.

We hope that this stunning new building will stand as a beacon in a field that is changing so rapidly. With all of the turmoil in journalism these days, students are naturally wondering what the future holds for them.

While we as faculty don't know what the shape of journalism and allied fields will be in 30 years, we are confident that knowing how to discover, analyze, distill, interpret and disseminate information will be indispensable in a democratic society regardless of the business models or distribution processes that evolve.

Unlike our experience during the past 60 years in which we helped students to find their way in a fairly static professional world, we will need to help students make their own way in an uncertain world. We need to help students to express their creativity in innovative ways, to be more entrepreneurial in their approach and to understand the interrelationships and value of their work across the professional spectrum, domestically and globally.

Many of our students already have a keen sense that out of the current fog can come exciting, engaging opportunities for an emerging generation with a passion to serve and succeed. They are moving through the university with an open, curious mind, a flexible, interdisciplinary approach and a burgeoning confidence in their abilities. The new Gaylord Hall will be a wonderful laboratory for them to mold their futures.

Sincerely,

Joe Foote
Dean, Gaylord College of Journalism and Mass Communication
Edward L. Gaylord Chair

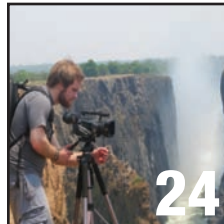
ON THE COVER: The tables were turned on Jim Lehrer when journalism senior and OU Nightly anchor Shannon Miller interviewed him before the Gaylord Prize banquet Nov. 17. Lehrer is the first recipient of the prize. Photo by Robert Taylor.

Summer 2009 pulse

Keep us updated! Let us know where you are and what you have been doing since you left OU. Send your updates to cperkins@ou.edu or:
Alumni Update
395 W. Lindsey, Room 3000K
Norman, OK 73019

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Telling Stories

A passion for politics take an alumna to Newsweek, but her passion for her alma mater brings her back to campus to participate in JMC Week

BY KATIE HURST

All that was needed to land one of Gaylord College's fall 2008 JMC Week speakers her dream job was a well-connected cat. It happened this way: After leaving OU and what is now the Gaylord College of Journalism and Mass Communication in 1998, Holly Bailey moved to Washington, D.C., to pursue her

passion for politics and political reporting. Working various freelance jobs, she found an opportunity to get her foot in the door when a friend was serving as cat sitter for a political columnist at Newsweek. The friend agreed to hand off Bailey's résumé to the Newsweek reporter.

"I remember my cover letter was basically, 'If I ever got a job at Newsweek, I would never be a prima donna. I would do anything to work for you guys,'" she said. "Literally two weeks later, I got a call from the bureau chief who quoted my letter to me and hired me as sort of a glorified intern."

Bailey's hard work in the next few years led to her current position as Newsweek's White House correspondent.

"It's funny," Bailey said. "When I was in school I always dreamed of being someone like Michael Isikoff from Newsweek, and now that's sort of what I do." Isikoff, an investigative correspondent for Newsweek, has worked with Bailey on various projects.

Bailey was one of many distinguished alumni and professionals who spoke at Gaylord College's second annual JMC Week in September. The goal of the week at the beginning of each school year is to connect students to Gaylord alumni and enable them to learn from the speakers' experiences.

Bailey took a short break from flying around the country with presidential hopeful John McCain's to attend. She and other professionals gave students tips and insight into the profession and advice on landing their dream jobs. John Hockett, assistant dean for student affairs and administration, served as the event's primary organizer, helping to bring in 15 speakers from the five professions represented in the college.

The official theme of the week was "Storytelling Across the Professions." Hockett said he asked the speakers and professionals to use the theme to discuss storytelling in their careers as well as their own personal stories and career paths. Hockett said the week's goal was to help students clarify what they hope to do after graduation.

"It's the responsibility of the faculty and the administration of this institution to make sure that students are very well aware of the professions that they have chosen to go into some day," Hockett said. "Part of the way we do that is by connecting the students to industry professionals and hitting it home that this is what you want to do, these are people actually doing it."

Journalism senior Alexa Helms said she found much to learn from two speakers who came to her class: Dan Shepherd, field producer for NBC news, and Gary Reaves, WFAA reporter in Dallas. Although she will not work in their specific fields, she still gained a new perspective not always offered by professors.

"Some of our professors haven't been in the professional world for a long time, so it's good to hear from people who are actually living in it right now," Helms said. "They can talk about the changes in the media because they are actually experiencing it."

During her session, Bailey received many questions about the changing world of journalism.

"One of the things I really wanted to communicate is that it's important for people now to learn a lot of parts of the business," Bailey said. "For example, I'm a magazine reporter, but increasingly

"It's the responsibility of the faculty and the administration of this institution to make sure that students are very well aware of the professions that they have chosen to go into someday,"
– John Hockett, assistant dean

for the Web, I'm a daily reporter. Also I do video work for the Web. I go on the radio, and I go on television. In journalism now, you're expected to be good at all those things."

Current politics was also an underlying theme for the week. As the elections drew nearer, many students were interested to see how the visiting professionals covered the process. The college hosted a Presidential Debate Watch Party Sept. 26 that drew more than 500 students, overflowing the lobby into computer labs and classrooms.

A film showing of the documentary "ART 365" and a mid-week student Club and Organization Expo added to the student options for the week. Hockett said he hoped JMC Week provided a new perspective not only for Gaylord students within the college but also for those outside its doors.

"It lets the rest of the university know that Gaylord College is more than just a grand building," Hockett said. "There is a lot of life and vibrancy in this college."

JMC Week 2008-2009

Storytelling Across the Professions

Guests and Events

Sports Public Relations Panel

Michael Thompson, director of corporate communication, Charlotte Bobcats
Tom Savage, director of corporate communication, NBA, OKC Thunder
Kenny Mossman, senior associate athletic director of communication, Sooner Football
Brandon Meier, executive director of video production, SoonerVision.com

Telling the Story for Those Who Cannot

Gary Reeves, senior reporter, WFAA CBS Affiliate in Dallas
Dan Shepherd, field producer, Soundbite Productions, Orlando, Fla.

The Presidential Campaign Story

Holly Bailey, White House correspondent, Newsweek

Mass Communication Law Video and Visual Communication Festival

Screening of Art 365 Documentary and Documentary Storytelling

Art 365 – A discussion with *Melissa Scaramucci* and *Cacky Poarch*, filmmakers

Undercover Reporting to Get the Story

Denise Gamino, reporter, Austin-American Statesman

Visual Storytelling

Tom Van Dyke, photojournalist, Chicago Tribune

Branding as Storytelling in Advertising

Belinda Ward, group account director, McClain Finlon-Denver

Political Blogging: Telling the Unpopular Story

Al Eisele, editor-at-large, The Hill

Gaylord College Club and Student Organization Fair

Corporate Storytelling in a Global Market

Juan Carlos Mollada, associate professor of public relations, University of Florida

Presidential Debate Watch Party and moderated discussion in conjunction with political science department



Manners That Mattered

A simple, polite gesture leads to a decades-long professional relationship

BY ELLIS GOODWIN

Molly Shi Boren walked into a packed auditorium. Not a seat was open in Dale Hall. Hundreds of people had filed in to see her husband, Sen. David Boren, D-Okla., speak. She approached the front row, where a young man was seated. He noticed the woman seemed to be in need of a seat, so he offered her his.

She turned down his offer, but she was struck by this young man's politeness. At the end of the speech, she took the young man to meet her husband.

When young Jim "Tripp" Hall III approached David Boren to shake his hand, he began molding a relationship that would define the entirety of his professional life. Since graduating from what was then the H. H. Herbert School of Journalism in 1986, Hall has in some form or another worked for Boren.

In March 2008, Hall was promoted to vice president for University Development and Alumni Affairs, after serving more than 10 years as a vice president of the Alumni Association. Before that he was Boren's special assistant from 1994 to 1996, and a member of his staff in the U.S. Senate before that. Hall says he would not be in his position today if it weren't for Boren's influence and his education.

Hall said his education at OU and the connections he made as an undergraduate prepared him for the life he now leads. Hall graduated with a bachelor's degree in public relations. His first job was as a field representative for Boren, who served in the U.S. Senate from 1979 to 1994.

"Sen. Boren, at that time, offered me an opportunity I couldn't say no to, and that was to come and work for him in Washington D.C.," Hall says. "I loved Washington itself. It was a very interesting city. We would work hours, days and weeks on a piece of legislation."

He says his experiences were enjoyable, but developing legislation was not what he wanted to do with his life. He soon came back to Oklahoma to represent Boren in the state. Hall said this was a great time in his career because he was able to be on the road to make connections throughout the state.

"I would meet with community people, get their thoughts and ideas, help them prepare the information they needed to go to Washington and then, with Sen. Boren's help, get it all done," Hall says. "I am so much better one-on-one because of that experience, and I got the chance to work with some incredible people."

In 1994, Hall got another important phone call from Boren, who told his young employee that he had resigned from the Senate to become the next president of the University of Oklahoma. He said he wanted Hall to take care of the transition from Washington, D.C., to Norman.

Hall accepted. As Boren's special assistant, he came to OU in spring 1994 before the Borens arrived in the fall. In his new role, he hired staff and helped prepare for the Borens' arrival. After completing the Borens' transition from the national capitol to OU, Hall became an associate director of the Alumni Association, eventually becoming executive director and vice president.

Alumni work is of interest to him in part because he had worked in the Alumni Office as an undergraduate. While working as a director of the Alumni Association, Hall helped develop more than 100 OU alumni clubs spread throughout Oklahoma, Texas and other states.

As vice president for University Development and Alumni Affairs, Hall's focus is to seek the funding necessary for new projects that will enhance the learning experience of OU students.

"In alumni work we try to steward people, to try and get them ready to give to the university," Hall says. "My perspective is that this job, development, will complete the full circle of stewarding the relationship."

"Development has to do
with greatness, too,
the greatness of a product:
the University of Oklahoma."
– Tripp Hall



“Development is making sure you have the right donor with the right project. It’s making sure that we have continuing opportunities for people to give back. There always has to be something for people to buy into. Development has to do with greatness, too, the greatness of a product: the University of Oklahoma.”

Hall says the heart of development work is continuing the growth and success of the university. His 10 years working with Boren in the U.S. Senate allowed him to make many contacts with those he now looks to for funds. Almost all the money donated to the university passes through Hall’s office, whether it is a \$100 donation from an individual or a \$10 million donation from a large corporation. Some of his largest projects include raising money for the new aquatic center, the Fred Jones Jr. Museum of Art and the Devon Energy Building.

Barry Feuerborn, chief of staff and associate vice president for University Development and Alumni Affairs, has worked closely with Hall as his assistant for many years. Feuerborn says he first met Hall about 15 years ago, when Hall came to OU. Feuerborn says Hall has a wide variety of skills, from raising funds to managing employees. People inside and outside of OU have taken notice of what Hall does.

“His strengths and his skill sets are really in working with people and making people happy,” Feuerborn says. “He is the master. I’ve never seen anyone better at making people feel good about themselves and what they are doing, and that is where Tripp benefits the university the most.”

Hall’s long working relationship with Boren keeps him in tune with the goals of the university. Boren says Hall will serve the university well in his new capacity.

“Tripp Hall has done an outstanding job of activating alumni across the country as well as overseas,” Boren says. “Under his leadership, participation in alumni club activities has significantly increased.

“He has the respect of countless numbers of graduates of the university and will be an effective leader of our development efforts.”

In the 25 years Hall has worked with Boren, their friendship has developed into a deep and meaningful one, Hall says.

“He is my mentor,” he says. “He is a father-like figure, not to take away from my own father, and he is like a brother. I have to say the same for Mrs. Boren. She has been a very important person in my life, both professionally and personally, and she is a constant source of good judgment, advice and counseling for me.

“In fact they tease my family by saying, ‘We’ve had Tripp longer than you’ve had Tripp.’ I really have been with them for over 25 years. So it is a very close relationship, a very personal relationship, but it is also a very professional relationship.”

When he graciously tried to give away his seat those many years ago, he did not know it would lead to a lifelong friendship and a successful career. He says that today he looks back on his career and all the things he has done and the people he has met, and he thanks Boren and the university for what he has been privileged to experience.

Age Is Just a Number

A young alumna rises quickly in her public relations profession to a new position promoting Oklahoma tourism

BY MELISSA MASTERS

On the sixth floor of the First National building in downtown Oklahoma City are the offices of the Oklahoma Tourism and Recreation Department. Down a winding hallway of left and right turns, Lindsay Vidrine sits in one of the offices. The plaque on the wall outside reads “Director of Public Relations.”

Sitting behind a large desk is Vidrine, a 2003 OU Gaylord College of Journalism and Mass Communications graduate.

Just six years out of college, she is in a top public relations position at a major state department. Vidrine, at 27, is one of the youngest directors in the Tourism Department. To get to a top management position in her field so quickly has taken not just talent but a plan. As an undergraduate, Vidrine, whose last name was then Shultz, worked as a freelance writer for *The Norman Transcript*. She also had a summer internship at the Dallas branch of Fleishman-Hillard, one of the nation’s top public relations companies. After receiving her degree in May 2003, Vidrine took a post-graduate internship at the Fleishman-Hillard in St. Louis.

A few months after her internship ended, a position became available at Fleishman-Hillard, and Vidrine became an assistant account executive. In that position, she drafted proactive media materials for clients like Procter & Gamble, Hospira, Wal-Mart and Medicsight, a medical imaging software client. She managed trade news outreach for the firm’s health care clients and saw her work published several times in pharmaceutical, health care and radiology trade publications.

After only one year, she was promoted to account executive. In that position, she planned logistics and staffed nationwide desk-side briefings with top-tier radiology trade publications.

“At a place like Fleishman-Hillard, everyone is talented and hard working,” says Cara Ramsey Elsas, a colleague of Vidrine’s from that firm. “But when you also have a positive attitude and cheerful demeanor, then you have the whole package. Not only was Lindsay quick to earn the trust and respect of those that worked with her, but she was also known for being a responsive teammate and always pitching in.”

Vidrine had the opportunity to put her environmental sciences minor to use when she took charge of managing environmental communications for UPS, including consumer and trade outreach and major press announcements. She was also responsible for selecting and supervising the health care group intern, a position

she herself held just a few years earlier. Elsas remembers one way Vidrine proved herself to the company.

“She was the account executive on a client I managed,” Elsas said. “She had to go to Chicago over the Thanksgiving holiday to attend the largest medical show in the U.S. and deal with a client that was notoriously difficult. Even though I was confident in her abilities, part of me worried about throwing her into this big task so quickly. It was the type of project that could shake even the most senior person. Not only did she handle the project like a pro, but she also won the firm a piece of new business from a company she met while at the show.”

Elsas says the fact that Vidrine was able to identify, pitch and secure a piece of new business so early in her career proved she was on the path to being a PR success.

“She’s just a natural,” Elsas says. “She has great instincts and, most importantly, really enjoys what she does.”

In three years, Vidrine worked her way from intern to account executive and then to senior account executive. For the next five months, Vidrine managed the visibility, award programs and trade show support for multiple Fortune 1000 companies. She developed marketing materials and media relations strategies, while being responsible for initiating more than \$225,000 of new business in 2006. While she felt gratified by her success, Vidrine says she was ready for a change. She and her husband, Mike, decided to return to Oklahoma.

At the same time, the tourism position opened. She applied.

“I wasn’t sure if I was even qualified, but I gave it a try,” Vidrine said. Her experience and work ethic are exactly what gave her the qualifications, says Sandy Pantlik, travel and tourism department director. Pantlik says she wasn’t at all concerned with Vidrine taking on the responsibilities of such an important position.

“She had amazing credentials coming from Fleishman-Hillard,” Pantlik said. “I was very impressed that she started there as an intern and moved through the ranks so quickly to become an account executive. It takes a special person to do that.”



Given that Pantlik had held the job previously, Vidrine knew she would have to work hard to earn the respect of her colleagues.

“Sandy had this job for 20 years, so I think it was probably a shock for some people. But I think once I got here, they realized it was going to be OK,” she said. While she’s a good number of years younger than a lot of the people she supervises, Vidrine says that’s not really an issue, and that most people don’t seem to notice.

OTRD interns, however, do notice, and they see her age as a positive. One part of Vidrine’s job is to supervise the department’s interns, another job she had experience doing at Fleishman-Hillard. Public relations senior Sarah DeSpain said Vidrine created an encouraging atmosphere during her internship last fall.

“It was nice that she was young and could relate to us and what’s going on with our lives and school,” DeSpain said.

She said she thinks it is helpful to have Vidrine as the intern coordinator because she was an intern not too long ago and got a job because of her internship. This ultimately is what undergraduates are hoping for from an internship.

DeSpain, who graduated in May, says she can only hope to have as much success as Vidrine.

“I learned a lot working with Lindsay, not just about public relations but about how to be a professional,” she says

Pantlik says Vidrine’s personality is a contributing factor to her being a good colleague.

“Lindsay’s sense of humor and dependability make her amazing to work with,” Pantlik says. “She makes those around her take comfort in knowing they can rely on her to get things done with a balance of professionalism and kindness.”

At OTRD Vidrine’s duties include overseeing a variety of media and public relations programs designed to increase visibility for Oklahoma’s travel opportunities and communities. She also manages the production of several brochures and annual publications the department produces.

Vidrine says she moved to OTRD more because of the type of work she would be doing rather than the particular position. She says the best part of her job is the mission of the department to promote Oklahoma.

“I’m proud of it because you often hear people that grew up here say ‘There’s nothing to do,’” Vidrine says. “I’ve always wanted to work in tourism to show that’s not true.”

This career change seems to have come at the perfect time. Vidrine and her husband had their first child, Grayson Mark, Sept. 1. Balancing a career and a family is always a challenge, but Vidrine says because OTRD is a family-oriented organization she knows she’ll stay in the position.

As for the future, Vidrine says she plans on sticking around a while.

“One advantage to this position is that it’s a growing position, and I can make it what I want it to be,” she says. “I’m constantly being offered new and exciting opportunities that I might not have gotten anywhere else.”

Making a Name for Herself

Judy Gibbs Robinson becomes editorial adviser for The Oklahoma Daily, redefining the position as she goes

BY MELISSA MASTERS

What is it like to be the new woman in town, taking over a position that someone else had not only held for the past 14 years, but done such a good job at that he had become a bit of a legend? What is it like to step into a position and face a legacy that many would find daunting to live up to?

Judy Gibbs Robinson knows, given that she is in the middle of transforming a class once known not by its course name, News Gathering, or number, JMC 3033, but simply as “Jack’s Class.” Jack, of course, is Jack Willis, who retired as editorial adviser to The Oklahoma Daily in May 2007. Robinson took the position in June 2007.

Robinson isn’t really trying to take Willis’ place; she’s creating her own legacy with Gaylord journalism students and others working on the campus newspaper. She’s confident she will make her mark, all in good time.

When Robinson took the professional staff position as adviser with a half-time Gaylord faculty appointment, The Daily was two weeks into summer 2007 publication. In summer, The Daily is actually a weekly tabloid of 12 to 16 pages. From her first day, she knew enough to have ready an answer to the question she knew everyone would ask: “What is it like to be the new Jack?”

“Jack had done it for so many years and had established such a reputation both for the class and The Daily,” Robinson says. “It’s still called ‘Jack’s class,’ and everyone that says that apologizes, but I understand. They are big shoes to fill.”

Peter Gade, associate professor of journalism and journalism sequence head, is now Robinson’s colleague. He was for several years her professor while she was in the Gaylord College master’s degree program. He says students will find that she’s just as rigorous as Willis was in her demands for professionalism and quality work, but that she has a different teaching style.

“Judy has the difficult task of following a legend,” Gade says. “Her approach is more student-oriented than Jack’s. He let them sink or swim, and she’s more of a coach. She cares and invests a lot into seeing them make progress. It’s an important investment.”

Robinson’s résumé suggests she is more than qualified to take on the position and its challenges. She graduated from

the University of Missouri with a bachelor’s degree in journalism and took a first job as a cops and courts reporter for The Columbia Daily Tribune in Missouri. In 1979, she began a career with the Associated Press that lasted nearly 20 years, with a few interruptions as she explored other options.

Robinson has worked for the AP in Utah, New York, North Carolina and Oklahoma. In June 1984, she left to take a job as a newspaper editor in Montana for about a year and a half. Her family connections to Oklahoma kept bringing her back. A few years ago, she decided she needed a significant career change.

“I said, ‘I’m not working for AP anymore. I’m tired of that job,’”

Robinson says. “So I came here to grad school to get a master’s degree from OU, and that’s when I got interested in academics.”

During graduate school, Robinson began teaching as an adjunct instructor. After earning her master’s degree, she stayed for two years as a visiting assistant professor teaching News Editing, Writing for Broadcast, Advanced Reporting and Public Affairs Reporting.

Gade says he worked closely with Robinson on her thesis and that she was always more like a colleague than a graduate student

“My overall goal is for any student who wants to be a journalist, a reporter in particular, to be able to get the skills in this class they’ll need for professional work,”
— Judy Gibbs Robinson



because she already had an established professional career when she began the program.

In 2002, Robinson returned to the newsroom as the diversity reporter for *The Oklahoman*. She created the position for herself by convincing the editor that the paper needed that beat.

"They had never had a minority affairs beat, which I always thought was a hole," Robinson says. "I convinced them that they needed that and that I needed to be the writer for it."

Susan Sasso, associate vice president for Student Affairs, was on the search committee that chose Robinson to be Willis' successor. The committee's goal was to find a person with a strong journalism background and strong communication skills. In addition, the committee wanted someone with an appreciation for what the Student Media department does and how student media are similar to and different from professional media.

Sasso says the committee didn't find that person right away. It closed one search when no one seemed to fit. When it re-opened the search, Gade turned to Robinson.

"What I tried to do when the search didn't go well initially was to encourage her to apply," he says. "Judy is a consummate journalist with a strong sense of news, high integrity, great respect for others. And she speaks the truth. All of those qualities speak to why she's talented and capable of taking the position."

Robinson says she decided to apply because the position presented the opportunity for her to share her enthusiasm for

journalism with students who were committed enough to the profession to be working on the campus newspaper.

"When I was teaching before, one of the frustrations was that not everyone wanted to do this," Robinson says. "You'd get all excited about a subject and then the sleepy-eyed student would raise a hand and say 'Yeah, but is that going to be on the test?' and you'd just feel punctured because they didn't share your enthusiasm. I'd always looked at Jack's job with envy. He was with the students who want to do exactly what I do, and I thought I could help and fit in."

Sasso says that Robinson had applied for and been a strong candidate for the position when Willis applied and got the job 14 years earlier. Willis' experience, which Robinson did not yet have, tilted the scales to him. When the position came open again, she had the classroom experience and truly understood Student Media. Sasso says the committee knew she was good in the classroom based on student response.

"She had all the attributes we were looking for," Sasso says. "She had a proven track record as having taught in the college, so we knew she understood the educational component. She was an outstanding journalist in her own right, and her interview with the search committee was really delightful. She was just one of those people who is very engaging, easy to talk to and very knowledgeable in her field. All of those were the qualities we were looking for in this person."

>> CONTINUED ON PAGE 32



Now, that's funny!

Advertising professor finds that humor sells

BY DANIEL LING

As the television commercial begins, a basketball player in a yellow jersey rests on the sidelines, nursing an injury. A man in his 40s, dressed in slacks and a dirty green polo shirt, walks up to him and starts working on his right knee. The basketball player makes noises showing the massage is bringing him comfort.

“You trainers are saviors, man,” the basketball player says. “Trainer?” says the masseur, “Oh, I’m not a trainer.” The basketball player looks quizzically at him. “But I did stay at a Holiday Inn Express last night,” the masseur explains. “Stay smart. Stay at a Holiday Inn Express,” a voice-over tells those watching this advertisement, one in a Holiday Inn Express advertising campaign that advertising professor Fred Beard rates highly as an example of advertising that tickles the funny bone as a means of motivating behavior.

“I think it is possibly the most single brilliant use of humor in advertising that I know of,” Beard says.

And Beard should know, given he’s written a book on the subject. Humor in advertising has been Beard’s focus for six of the 20 years he has been an avid researcher in advertising. He has published more than 40 articles on topics ranging from advertising ethics to advertisements meant to get laughs as well as lead to a purchase.

“Humor in the Advertising Business: Theory, Practice, and Wit,” his first book-length study, was published by Rowman and Littlefield in 2007.

The 205-page book contains numerous examples of advertising humor in the form of pictures and diagrams. The purpose of the book is “to offer readers who study, create, approve, teach or simply like to watch advertising a concise but thorough overview of the current state of knowledge about what advertising humor is and how it’s believed to work,” according to the introduction Beard wrote to his work.

The book is organized into six chapters that focus on the history of advertising humor, a model of three theories or mechanisms that explain why consumers think some things are funny, five types of funny advertisements those mechanisms generate, a comparison of the theoretical knowledge of advertising researchers with the practical knowledge of advertising professionals, advertising ethics and an exploration of the commercial success of three advertising campaigns, one of which is the Holiday Inn Express campaign.

Rowman and Littlefield published the book because the text was a good fit for the company, says Bess Vanrenen, a former assistant editor at the publishing company in communication and journalism. She worked with Beard on his manuscript.

“It wasn’t a big textbook on Advertising 101; it was a nice historical look at humor attempts in advertising and why they may or may not have worked,” Vanrenen says.

Before turning to advertising’s funny bones, Beard focused his research on something less amusing: he studied complexities of the relationships between clients and advertising agents.

Beard became a researcher in several steps. First, he graduated from the H. H. Herbert School of Journalism in 1987 with a master’s degree in journalism and mass communication, with concentrations in advertising, public relations and quantitative research methods. He then worked as a market research analyst for General Research & Analysis in Oklahoma City. When a position in what is now the Gaylord College opened in 1988, Beard started teaching. He was drawn deeply into academia, so he completed a doctorate in communications from OU’s department of communications with concentrations in organizational communication and quantitative research methods.

Beard says he chose to focus on client-ad agency relationships as his first research area when he read an article stating advertising agencies were as likely to be fired by their clients when their sales were going up as when they were going down.

In 2002, Beard decided to refocus his research on something more appealing to the public and to him.

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Dream On...

Documentary filmmakers share secrets of the craft

BY KATHRYN JENSON WHITE

It was a dream come true.

Forgive the cliché, but it really is the only way to describe what happened when OU President David L. Boren chose to bestow Dream Course status on JMC 3723 Introduction to Documentary, which Ralph Beliveau, assistant professor of broadcast and electronic media, and I, assistant professor of journalism, team taught in fall 2008.

The \$20,000 that came with the designation allowed us to make the course as close to an ideal class offering as possible. In addition to reading about documentary and showing documentaries we thought were great examples of the genre in our regular class schedule, we were able to add another dimension to the course because of the funding. With the money, we brought a series of prominent, award-winning filmmakers to campus to help our students learn even more about documentary filmmaking, straight from the filmmakers' mouths.

We invited film faculty from around the campus and Gaylord faculty members, staff and students, as well as the general public, to participate in a series of six free public screenings of our visiting documentarian's films in Oklahoma Memorial Union's Meacham Auditorium and Gaylord Hall's Edith K. Gaylord Library.

In addition to speaking at the public screenings, each filmmaker also attended one of our class sessions to screen other work and discuss specific elements of the films with students. During those enlightening sessions, students could ask about budgeting, casting, challenges the filmmakers faced or anything else that interested them.

For each filmmaker's visit, we provided a lunch so she or he could meet with faculty members and graduate students from disciplines across campus, including the Honors College, African-American Studies and Film and Video Studies.

Our filmmakers are involved in some of the most exciting work in the documentary genre today. Ralph and I knew members of the OU and surrounding communities interested in documentary

would jump at the chance to talk with these artists, and they did. We had good crowds at both the public screenings and lunches.

Award-winning filmmakers Carla Garapedian, director of "Screamers" and "Lifting the Veil," and Katy Chevigny, producer/director of "Election Day" and "Deadline," screened feature-length documentaries that focus on global and national political issues.

New York's Marco Williams makes films that explore the complexities of race relations in the United States and the history of African-Americans. He screened "Banished" for the public and parts of "The Two Towns of Jasper" for the class.

Native Oklahoma filmmakers Bradley Beesley, director of "The Fearless Freaks" and "Okie Noodling II," and Melissa Scaramucci and Cacky Poarch, organizers of the Oklahoma City DeadCenter Film Festival and directors of "Art 365," screened films that focus on their work in celebrating Oklahoma's unique sociocultural groups as well as its thriving art communities.

Leading documentary scholar Michael Renov rounded out the slate of experts. Renov, associate dean of academic affairs at the University of Southern California, has authored several definitive books on documentary. He screened clips from more experimental documentary films and talked at both his screening and during the class about documentary film theory.

Even more exciting for Ralph and me is that we videotaped everything the filmmakers said, including an hour's interview with each one. From those videos – which we have transcribed, also thanks to the funding – we hope to mine some insights for a paper or two. We might even put together our own documentary about documentaries today.

In all their settings, whether lecturing, answering questions from the audience and us during our interviews or just chatting, our guests were funny, insightful and smart: in a word, dreamy. Sorry, but, again, it really does seem the best word.

DOCUMENTARY DREAM COURSE: (Clockwise from top left) **1) Just Noodlin' Around:** Filmmaker Bradley Beesley introduces students to the unique sport of handfishing, aka noodling, with his film, "Okie Noodling II". **2) Classroom Discussions:** On the day following the screenings, each filmmaker held a classroom discussion with students. **3) Angle is important:** "Banished" filmmaker Marco Williams gives Daniel Koenig, broadcasting and electronic media junior, direction about shooting at eye-level with his subject. **4) Interviews:** Ralph Beliveau interviews Michael Renov for a documentary he and Kathryn Jenson White hope to make about documentary filmmakers. **5) Making people think:** Filmmaker Carla Garapedian discusses her thought-provoking film, "Screamers," with students. **6) Community Supporters:** Melissa Scaramucci (right) and Cacky Poarch discuss the process and personalities behind their documentary, "Art 365." **7) Intensity:** Kathryn Jenson White listens intently in one of the classroom discussions. **8) Getting to the point:** Beliveau makes a point during one of the discussions. **9) Lunch and Learn:** Graduate students, faculty from across the campus and Gaylord staff members talked with each visiting filmmaker during lunches that also included screening of clips to sample the work of all the artists.



PHOTOS BY CELIA PERKINS

Into Africa

Mark Nehrenz gives a voice to an overlooked people

BY CHELSEA YOUNG





It was just another ordinary day in KwaZulu Natal, South Africa. Mark Nehrenz had just completed a shift working at an after-school program. He rode on the back of a truck with eight African women, three children and his roommate, pelted by hail and soaked by the cold rain.

The group tried to stay dry by using a blanket as a cover, but pretty soon that was soaking wet, too. Figuring they might as well find some pleasure in the misery, Nehrenz began singing an African spiritual, “Chocholoza.” The women joined in, taking the lead. Given the downpour from gloomy skies, most people in most places would consider this a bad day. In Africa, it became a celebration of life.

Scenes like this were the norm for journalism senior Nehrenz (’09), who spent the fall semester at the University of Pretoria in Pretoria, South Africa. His time went beyond taking courses and embracing the culture. With a passion for the nations of Africa, Nehrenz filmed documentaries in an effort to bring greater awareness to these struggling countries.

After a taste of doing documentary work in high school, Nehrenz said he knew this was what he wanted to do. By the time he enrolled in Gaylord College, this hobby had become an educational pursuit. Through the Documentary Producing and Directing course at Gaylord and other opportunities, including creating documentaries for various Campus Activities Council events and OU Teach for America, Nehrenz honed his filmmaking skills.

“Mark has a genuine curiosity about the world around him,” said Jason Balas, assistant professor for broadcast and electronic media and the teacher of the documentary producing class. “Mark came to us with the ability to communicate with people, and you can’t always teach that. He came fully prepared with ideas and

smarts, and he’s been a driving force in the documentary work we’ve tried to do in Gaylord.”

Nehrenz’s interest in Africa began during his first year of college, and that interest led him to his current work, which includes not only studying there but documenting his experiences through videos, photos, a blog and his own Web site: themarkspereience.com.

“My interest in Africa came 100 percent from seeing ‘Invisible Children,’” Nehrenz said. “I had always wanted to do documentary work since high school, but seeing that movie made me want to go and do documentaries in Africa. It totally changed my focus.

“I saw how guys who had no experience making a movie made something that motivated millions of people. I watched that movie and I thought ‘I could’ve done that,’ and that’s what motivated me to do what I’m doing now.”

After seeing “Invisible Children,” a documentary that depicts the tragic reality of the conflict in Uganda, Nehrenz became an activist for young generations in northern Uganda. He focused on the long-running war that has forced children to fight as soldiers. Nehrenz helped to increase awareness of this injustice.

When Nehrenz saw the film for the first time as a freshman, he organized media coverage of a 1,000-person Camp-Out for Uganda in front of the Oklahoma Capitol. The following year, he led the Oklahoma Students for Uganda to raise \$15,000 for a high school in war-torn Northern Uganda in a weeklong series of events called Hero Week. He was also a volunteer videographer for Invisible Children Inc.’s documentary, “Displace Me,” which sought, again, to raise awareness of the horrors of the war in

**SEE MORE ON THE WEB AT
WWW.THEMARKSPERIENCE.COM**

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21st Century Journalism

Overhauling the journalism curriculum expands it to include multimedia skills for all JMC students

BY JONATHAN MCKEEMAN

Opening the pages of her academic calendar, journalism junior Emily Feigen carefully schedules her busy day with a color-coded system of sticky notes: red for school, green for work, blue for social activities and hot pink to point out important to-dos. Like her planner, Feigen's life is structured. Planning days,

months and years into the future brings her comfort and stability; she says "change" is not a word she enjoys. So when her Gaylord College academic adviser explained her academic path was about to change mid-stream, she was less than thrilled, she said. Gaylord College was revamping its journalism curriculum, and she was in the first class to pass through the new set of required courses.

The journalism sequence had been working on revising the curriculum for several years because of the evolution of journalism into a multimedia-driven industry, journalism area head Peter Gade says. The new structure of education meets present and anticipates future employer demands.

"We needed a curriculum that reflected the changes going on in journalism," said Gade, associate professor of journalism and Gaylord Family Endowed Professor of Journalism. "Those changes are obviously technological, but they are more than technological. They involve the 'demassification' of mass media. The old model of mass media — where the media decided what content was and then gave it to the audience — has really changed."

The new curriculum gives students a general knowledge of skills and concepts in journalism with a newly strengthened focus on multimedia before leading them into skill-specific streams. The new curriculum offers students three paths of interest after they complete two years of core classes: print, broadcast and multimedia journalism.

Over the next two semesters Feigen enrolled in two of the newly offered courses: Multimedia Journalism and Multimedia News Gathering.

"I enjoyed both of the new courses," Feigen said. "They were interesting, the professors were helpful and knowledgeable and the information was more industry-related than other courses I have taken."

In spring 2008, Keith Greenwood, now at the University of Missouri, taught the first course, introducing Feigen to storytelling with the use of photographs, graphics, audio, video and the written word to create stories for multiple platforms. She learned how to apply these practices in 3013 Multimedia News Gathering. This course, taught by Julie Jones, associate professor of journalism, and Judy Gibbs Robinson, editorial adviser of The Oklahoma

Daily, develops the practical and professional methods of gathering news and information, initiating story ideas, conducting research, exercising news judgment, interviewing and producing news content for multiple platforms.

The new journalism courses, required and elective, aim at helping students learn the process of creating products in journalism and also the reasoning behind what they do, Gade said. In the conceptual core, the courses focus on issues and theory of journalism: 3083 Business of Media, 3063 Introduction to Broadcast Journalism and 4123 Mass Communication Theories. The journalism sequence has redesigned an older, existing course, 3043 Community Journalism, to explore various kinds of communities beyond the geographical. Those include ethnic, religious, political and other identity groups. The class explores the role of multimedia in a variety of communities, focusing on how these communities rely on media for information.

"We're trying to strike a balance between doing and thinking," Gade said. "We are a university; we are not a vo-tech. Our curriculum is increasingly driven by technology, but as a university we need to create thinkers and doers. Journalists have to be critical thinkers. This is putting us on the cutting edge of journalism programs in the country for curriculum innovation to address the changes in multimedia."

The journalism sequence has also changed its capstone class from 4813 Mass Communication Law to 4863 Journalism, Ethics and Democracy. This new conceptual capstone will reinforce the fusing of journalism theory and practical skills. Students who are not required to enroll in the new courses, those who completed 2033 Writing for Mass Media before the change, are encouraged to enroll in the courses as electives, journalism Academic Adviser Chris Borthick said.

"There is a lot stronger push for multimedia knowledge," Borthick said. "The college encourages all students to take electives in as many areas as possible. Any class that will help students become tech savvy will make them more marketable."

Borthick began advising students based on the new curriculum in the fall 2008 semester. Jerry Wofford (journalism, '08)

graduated in December. He did not follow the new curriculum but acknowledges the changes are necessary.

"This prepares students better for a career in journalism," Wofford said. "The training puts them ahead of the curve, and they are lucky to have this advantage. I would love to take any of these courses."

Wofford is now the cops and courts reporter for The Manhattan (Kan.) Mercury. He says he eventually hopes to become a foreign correspondent in the Middle East. His time in

Learning to Blog

BY KATIE HURST

DrudgeReport.com, PerezHilton.com, HuffingtonPost.com, Gawker.com, Politico.com: These are all internationally known blogs, short for Web logs, that present constantly updated news and commentary. Some focus on weighty news, others on the latest celebrity gossip. And these aren't the only blogs changing the face of journalism. To connect to online readers, many mainstream news organizations are now sponsoring and using blogs.

Gaylord College professors are teaching blogging in the classroom and requiring students to blog on a regular basis. By teaching students the online skills needed to create and maintain a blog, these teachers say they are better preparing students for a journalism career after college.

Ralph Beliveau, assistant professor of electronic media, started using blogs in 2005 in his Introduction to Mass Communication classes as assignments for students.

"Part of the reason I was interested in using blogs is the idea that media literacy connects what you consume to what you produce," Beliveau said. "So if you're going to be a media-literate person, you need to not just carefully think about, interrogate and understand the media you consume but then also have some role of feeding back to it."

Students have started to show patterns of consuming a majority of their news online, Beliveau said. Easily accessible news Web sites make the Internet the fastest way to get instant updates on breaking news. Journalism senior Jason Kersey ('09) says he gets most of his news from the Internet, including news from blogs.

"Blogs are really appealing to young people because they're quick and they're not very long. You can get what you need to know and move on," Kersey said.

Warren Vieth, visiting assistant professor of journalism, uses blogs in his News Editing classroom as both assignments and as a medium for students to use in creating online portfolios.

"I have everyone set up their own individual site to serve as sort of a showcase for their journalism work," Vieth said. "Essentially, I want them to create a Web site that a prospective employer can look at and get a good sense of who they are and what kind of journalism they do."

In fall 2008, students in Vieth's Multimedia Journalism classes were assigned to create a blog about the upcoming election. "SoonerVote" was published on The Oklahoman's Web site. Students wrote about election events, issues and their experiences as first-time voters.

"I think I've convinced most of them at this point that they have to have some personal online presence regardless of what their personal career path is or who they plan to work for," Vieth said. "At this point a journalist needs to have a Web site and his or her own professional identity that is separate and distinct from whoever they happen to be working for at the time."

the Gaylord College has allowed him to get hands-on experience and learn job-related skills, Wofford said.

As for Feigen, the temporary upsetting of her routine is past now. She recognizes the need for the change, of which she was in the forefront.

"When I get hired, I will be expected to know programs that are taught in these classes. These skills will help me get a job and keep up with professionals," Feigen said. "These courses are much more relevant to the professional world. I'm more confident I will be ready when I get a job in journalism."

Kersey said he has taken two classes within the journalism college in which blogging was assigned. Now he blogs four to five times a week at his job writing sports at The Oklahoman for its "High School Sports Blogs".

In addition to classroom blogging, several professional writing undergraduates were chosen in January 2009 to write for OU's official new blog, "Unwind." Juniors Katie Parker and Matt Madeiro and sophomore Kelsey Marcussen were chosen to write about topics ranging from fashion and campus activities to new technology.

Gaylord Student Blogs

Unwind (The official OU Blog)

unwind.host-it.ou.edu

SoonerVote on NewsOK.com

blog.newsok.com/soonestvot

Hailey Branson Student Portfolio

haileybranson.wordpress.com

Gaylord alumna and instructor Michelle Sutherlin says blogging is just one more skill that will make students more marketable in the work force. Sutherlin blogged for The Oklahoman when it first added blogs to its Web site and now maintains her own personal blog at whereisgodwhen.blogspot.com

"In the media now you have to be interactive if you want to succeed," Sutherlin said. "I think the idea of having a blog and having different people's opinions out there on a regular basis is really a great way to create interaction with people."

Sutherlin said blogging is also changing the job description and required skill sets of reporters. Many reporters write blogs in first person, something that was traditionally taboo in journalism.

"This allows the reporter to have a little bit more of a face and a little bit more of an opinion," Sutherlin said. "It's still imperative that journalists are objective in their news stories, but this allows a place for journalists to give their views."

Vieth said students should be prepared to work in some kind of online medium after graduation and should develop those skills while they are still in school.

"I know a lot of my former colleagues, people who have spent their entire careers being traditional reporters, they are now blogging on a regular basis as part of their job description," Vieth said. "It looks to me like that's just part of the toolkit for work at this point that everybody has to have."

Eyes on the Prize

Jim Lehrer receives the inaugural Gaylord Prize, recognizing an individual for a lifetime of excellence in journalism and mass communication

BY ASHTON EDWARDS

Chatting over plates of leek and mushroom stuffed chicken served with pesto mashed potatoes, more than 400 students, faculty, staff and friends of the Gaylord College of Journalism and Mass Communication awaited the awarding of the first Gaylord Prize to a man who embodied the values it represented.

Forks and knives clanged on dinner plates as the Skirvin Hilton Hotel's crystal chandeliers glistened overhead. Banquet attendees listened diligently, soaking up the years of wisdom and experience Lehrer shared.

Chase Thomason, University of Oklahoma meteorology and broadcasting senior, said he has highly anticipated hearing Jim Lehrer speak.

"He is such a monumental figure in journalism," Thomason said. "There is so much we can learn from him; I just wanted to be present to hear it."

Introducing Lehrer, known best as the host of "The NewsHour with Jim Lehrer," OU President David L. Boren summed up what most of those familiar with Lehrer's work were thinking.

"There could not be a more appropriate first recipient of the Gaylord Prize than Jim Lehrer," Boren told the crowd.

Boren said Lehrer embodied all the prize was meant to represent. When members of the Gaylord family donated this gift, they enumerated certain standards the prize winner would have to uphold.

"They wanted to recognize outstanding leaders in the profession who would be role models and who would inspire our students in the future," Boren said.

Lehrer's accomplishments are many and varied, but they all embody the highest standards of journalism.

Not too long before the banquet, he had moderated the first presidential debate between Barack Obama and John McCain, his 11th in six election cycles.

"He has been chosen to moderate because of his recognized fairness by those across the entire political spectrum," Boren said.

Many groups have recognized Lehrer and honored him. He has received the National Humanities Medal and been inducted

into the Television Hall of Fame and the Silver Circle of the Washington, D.C., chapter of the National Academy of the Television Arts and Sciences. Also on the list of honors are two Emmys, the Fred Friendly First Amendment Award and the George Foster Peabody Broadcast Award.

As an accomplished novelist and playwright, he has written a series depicting the adventures of a fictional Oklahoma lieutenant governor. The OU Press just released his latest installment, "Mack to the Rescue." Lehrer has also penned two memoirs, three plays and a few historical mysteries. "Oh Johnny," Lehrer's 19th novel, was published in April.

The Dallas Morning News and the Dallas Times Herald were the first media outlets to hire Lehrer, long before he became the multifaceted man of letters he is today.

He then worked as executive director of public affairs, on-air host and editor of a nightly news program at KERA-TV, Dallas. The station gave Lehrer the opportunity to move to Washington, D. C., as a public affairs coordinator. He eventually became a correspondent with the National Public Affairs Center for Television.

As Lehrer accepted the award, he gave sound advice for journalists old and young alike.

He commented on the state of the industry today, saying it seems like all information outlets, especially those focused on entertainment — bloggers, talk show hosts, commentators and satellite television — have teamed up to try to put the journalists out of business.

"Screams of panic; newspaper circulation and profits are down, so are the ratings of a nightly news programs. Sound the alarms," Lehrer said.



PHOTO BY ROBERT TAYLOR

However, Lehrer said the situation was not the conspiracy it might seem.

“What I have to say to my fellow and sister people in the world of journalism is ‘Calm down,’” he said.

Lehrer made clear that for the commentators and infotainers to exist, they must have the news first; they need journalists.

“It has to start with one of us, one of us boring reporters, one of us journalists who was there, one of us who read the original document, one of us who did the original interview, one of us who got the original leak, one of us who did whatever it took to make it news in the first place,” he said.

Lehrer said journalists are mandatory functioning members of a democracy, and warned all in the profession against lowering their standards to fit the notions of the times.

“We must not stray,” Lehrer said. “Going with stories before they are ready, spicing them up a bit with a little over the line commentary, raising the volume and, worst of all, making entertaining people one of our purposes. I tell people, ‘If you want to be entertained, go to the circus.’”

Nevertheless, Lehrer assured his audience, he does not think anything is wrong with the basic practice of journalism in America today. He said the issues that do exist could be solved simply with a little humility and a lot of professionalism and transparency.

Before leaving the stage, Lehrer gave his audience what he called his “sacred guidelines” for reporting any story.

“Do nothing I cannot defend,” he recited. “Cover, write and present every story with the care I would want if the story were about me. Assume there is at least one other side or version to every story. Assume the viewer is as smart and caring and good a person as I am. Assume the same about all people on whom I report. Assume personal lives are a private matter until a legitimate

turn in the story absolutely mandates otherwise. Carefully separate opinion and analysis from straight news stories, and label everything. Do not use anonymous sources or blind quotes except on rare and monumental occasions. No one should ever be allowed to attack another anonymously.

“And, finally, I am not in the entertainment business.”

Lehrer graciously thanked all for honoring him with the first Gaylord Prize and left the audience with another bit of advice directed specifically to both students and those already into careers in journalism.

“If a fire engine goes by and you don’t care, you don’t want to know where that fire engine is going: Don’t go into journalism,” he said. “And, the time when you stop caring where that fire engine is going is the time to get out of journalism.”

**SEE PHOTOS ON THE NEXT PAGE AND
WATCH YOUR E-MAIL AND MAILBOX
FOR INFORMATION ABOUT THE
2009 GAYLORD PRIZE EVENT
MONDAY, DEC. 7.**



GAYLORD PRIZE 2008: (clockwise from top left) **1) The media just need to calm down:** Jim Lehrer delivers his speech at the inaugural Gaylord Prize banquet, **2) Reception:** Lehrer with OU President David L. Boren, Molly Shi Boren and Dean Joe Foote, **3) Homecoming:** The banquet was held at the Skirvin Hilton Hotel in downtown Oklahoma City, which is the setting for several of Lehrer's novels, **4) Tables are turned:** Shannon Miller, Gaylord College student and OU Nightly anchor, turns the tables on Lehrer, making him the interviewee, **5) Time well spent:** The day after the event, Lehrer spent the day speaking to journalism students.

Covering (and Making) History

Students get involved in the presidential election process, from the first debate to Inauguration Day

BY MATTHEW WELCH

On the night when Barack Obama became the first African-American president of the United States, OU's Gaylord College made a little history of its own. On the eve of one of the most historic elections, OU Nightly, the student newscast, put forth its first, student-coordinated presidential election coverage.

"As with everything we do at Gaylord College, we had very high expectations," said John Hockett, assistant dean of student services and administration. "The students really had their work cut out for them."

OU Nightly News Director Bob Dickey and faculty adviser Ken Fischer put the project's control in the hands of the students, with journalism junior Colleen Whelpley taking on the task of producer.

Whelpley amassed a coverage crew and distributed duties not only to the standard OU Nightly staff, but also to students enrolled in the JMC 3773 Television News course.

"All the students really stepped up," Whelpley said. "They helped the reporters get their shots on the air, and everyone worked well together. The TV News students fit in really well."

Whelpley had stationed reporters at both the Democratic and GOP watch parties. Other students assisted in everything from approving scripts for the anchors, tallying numbers for local races and handling camera duties.

The students adjusted on the fly, Whelpley said, when they had trouble obtaining a feed for live shots. Despite a few glitches, a feeling of accomplishment pervaded the night.

"We were all very stressed, but also very relieved," Whelpley said. "Afterwards, my professors stressed how awesome it was that we were able to get things on the air and announce that Obama won the presidency. We learned from our mistakes and were all really proud of what we accomplished."

Gaylord's participation in election coverage extended beyond the broadcast studio, as journalism instructor Ramon Chàvez's

Public Affairs Reporting class stationed students at different checkpoints around the state to speak with political candidates.

Chàvez assigned a student to each of the local races, and after a brief tour of the Cleveland County Election Board, dispatched them to retrieve quotes from their assigned candidates and report them back to The Oklahoma Daily newsroom.

"A lot of people may view politics as boring," said journalism senior Koquise Cobb, who was assigned to cover the race between Republican Scott Martin and Democrat Miranda Norman for House District No. 46. "But it's a very unique experience and

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More than 500 students gather at Gaylord Hall to watch the first of the presidential debates between Barack Obama and John McCain Sept. 26.

PHOTOS BY CELIA PERKINS

Gaylord's Best and Brightest

Three are recognized at the 2008 JayMac Alumni banquet as Distinguished Alumni and one as Young Professional for careers defined by excellence

BY ASHTON EDWARDS AND MOTAHAREH HAJIMIRZAEI

Bob Barry, Sr.

BY ASHTON EDWARDS

In the beating sun, a doctor gently removed the young boy from the hot car. Blood was pouring from his head. The boy's parents were still in shock; they had not had enough time to process what they were seeing.

While the 7-year-old underwent X-rays, the doctor told the pale-faced parents that no treatment existed for this sort of accident. The only remedy would be for the boy to lie in bed for two months without moving and, even then, the child might never recover.

This single event sparked one of the most illustrious sportscasting careers in Oklahoma history.

That young boy would grow up to become Bob Barry Sr., sports anchor for KFOR-TV and voice of the University of Oklahoma Sooners.

Barry said the traumatic disaster started when he fibbed to his father.

"It was over a little bottle of pop," Barry said.

"My dad said 'Son, I know you are telling a lie, and I am going to send you upstairs without any dinner until you can come down here and tell me you lied to me.'"

While in his room, Barry recounts, he leaned out of an open window to watch his mother paint the front porch swing.

"I fell two stories and landed headfirst on the concrete porch," Barry said. "I fractured my skull. They threw me in the car and took me to the hospital. There was nothing they could do; I bled through my nose, eyes, mouth and ears. The treatment was for me to stay in bed for eight weeks without lifting my head off the pillow. So what do you do at seven years old in those years before television? You sit there and listen to the radio."

Barry said this is when he became enamored with the spoken word.

"Being a boy, I was very interested in baseball, so I listened to those guys do the play-by-play," Barry said.

He was a little young then to actually be on the radio to discuss sports, so he channeled his interest into a small newspaper he

Bob Barry, Sr.

Sports Anchor and
OU Sports
Commentator

KFOR NewsChannel 4

Journalism, 1949-51



created called the Tri-weekly News, passing it out to friends and neighbors.

Years later Barry studied journalism at the University of Oklahoma. In 1951, he left before graduating to join the Air Force.

Gaylord Dean Joe Foote said he reveres Barry and has since he himself studied at the university.

"When I was an OU student, I used to say 'I swear before God and Bob Barry that this is true,'" Foote said. "This gives you an idea of where Bob stood in my mind 30 years ago, and he has become an even bigger part of the Oklahoma community since then.

"So many of the highest and lowest moments that Oklahomans have experienced over the past 40 years have been with Bob, so it's difficult to separate Bob Barry from the Sooner experience."

For Barry, one of the highest moments of the Sooner experience came in 1961. Bud Wilkinson selected Barry over 13 others to become the play-by-play commentator for the OU Sooners. His voice continues to echo in the football stadium and bellow over the basketball court.

News Channel 4 hired Barry as a sports reporter in 1966. He quickly rose to sports director and served in that position until handing over the reins to his son, Bob Barry Jr., in 1996.

Lance West, KFOR-TV's 5 p.m. and 6:30 p.m. anchor, said he was glad he has had the pleasure of working with Barry on the anchor desk.

"He is a constant professional," West said. "Bob is a mentor, someone you can watch and learn from. After 42 years on air, there is so much you can glean from a person of that stature."

West added that Barry is always personable and friendly, allowing those around him to enjoy life just a little bit more.

Before joining the Channel 4 news team, Barry worked as a salesman, disc jockey and sportscaster at KNOR, a Norman radio station.

Barry has earned many honors and awards during his career. The Gaylord College named Barry one of the 2008 JayMac Distinguished Alumni for the contributions he has made to the journalism industry and the ones he continues to make in the Oklahoma community.

Barry has been elected Oklahoma's Sportscaster of the Year 15 times. In 1998, he was inducted into Oklahoma's Journalism Hall of Fame. The next year he became a member of the Association of Broadcasters Hall of Fame as well as the Oklahoma Sports Hall of Fame.

Barry lives in Norman, where he enjoys spending time with his family and attending almost any sort of sporting event.

Roger Frizzell

BY ASHTON EDWARDS

His colleagues say he is one of the people responsible for turning American Airlines around.

As vice president of corporate communications and advertising, he joined the fleet at American Airlines in 2003. Company sales were at an all-time low; the corporation was on the verge of declaring bankruptcy, he said.

Roger Frizzell has helped the world's largest airline recover even when gas prices continued to soar.

With more than 200 industry awards in his display case, Frizzell is a leader in the public relations field. His list includes an EFFIE Award for Advertising Effectiveness, Large Corporate PR Team of the Year and PR Campaign of the Year.

Now he has another honor to add to the register as a JayMac Distinguished Alumnus. The college recognized him for his contributions to the public relations industry as well as his generosity to the college's programs.

Gaylord College Dean Joe Foote said Frizzell is extremely generous to the college as well as its students.

"He has taken many of our students and given them a superior experience at American Airlines," Foote said. "He has sponsored a scholarship every year for Gaylord students who want to study abroad and has supplied American Airlines tickets for three students as well."

John Hockett, assistant dean for student affairs and administration, agrees.

"Roger has been very benevolent with the college, using his position to help our students in many ways," Hockett said.

Journalism senior Monica Albert said she almost had the opportunity to experience Frizzell's charitable heart first hand at a JayMac alumni dinner in Dallas. The event to end the evening? A raffle. Winnings consisted of OU memorabilia and other miscellaneous gifts and trinkets. Frizzell donated the prize she

Roger Frizzell

Vice President
of Corporate
Communications and
Advertising

American Airlines

Public Relations, 1983



desired most, two American Airline tickets to anywhere in the world.

"I was so close to winning them," Albert said. "My ticket was just one or two numbers off."

When Frizzell is not tending to his five children, seven dogs, cat and horse, he enjoys giving back to the community in other ways. He is a board member of Business for Diplomatic Action. This organization was created to "build bridges around the world." Members strive to repair the image and reputation of America around the globe.

American Airlines recently created a partnership with the Susan G. Komen breast cancer research to help raise funds for the cure.

"As part of the effort, we painted eight of our planes with the pink ribbon," Frizzell said. "This is the type of activity that saves lives and impacts us all. When you can serve your corporation and make a difference in someone's life, that's special."

This Distinguished Alumnus is also on the Board of Visitors for the Gaylord College. He returns annually to the school to visit with current students, giving them guidance and insight into the industry.

Before beginning his career at American Airlines, Frizzell worked with AT&T, the Bell System, Hewlett Packard, Lucent Technologies and Compaq.

While at AT&T, he was part of the effort to bring then-President Ronald Reagan to Oklahoma City for the company's 25th anniversary celebration.

"To everyone's surprise, he accepted," Frizzell said. "It was a magical event, especially in those days, to help produce something like this for one of the greatest communicators of all time."

Working as part of the group who helped bring the Olympic Games to Atlanta is another feat Frizzell can add to his list of accomplishments.

"Few people thought we had a chance, but we pulled it off, despite the odds," he said. "Years earlier, as part of AT&T, we created the first cross-country torch run across the U.S. as part of our Olympic sponsorship."

During his time at Compaq, he led the creation of a special program called "Give Thanks America." The program sent video messages of thanks to the troops using new high-tech Compaq multimedia computers.

"It was so heart-warming to see thousands of messages of thanks go out to these brave men and women from around the U.S.," Frizzell said. "It made me proud to be American, proud to have done something that meant so much to so many."

Frizzell became a four-time National Collegiate Athletic Association All-American wrestler while studying at OU from 1979-1983. He said the team was in contention for the national title every year.

This team served as the catalyst for his current career. Frizzell said he originally planned to go into hard news when one of his wrestling coaches changed his mind and convinced Frizzell to explore other fields.

"One of the coaches told me about this terrific PR class he had taken," Frizzell said. "I took the class and changed my major to PR.

"The instructor in that class told us wonderful stories about the life of a PR professional at American Airlines. It is pretty amazing how things go full circle; I'm doing the very same job now."

Frizzell said he is humbled and honored to have received this award. He said he was especially excited to be honored at the same reception as a man he has always admired.

"Bob Barry Sr. is one of my all-time favorite broadcasters, and I've idolized him since I was a young kid," Frizzell said. "To be there beside him, receiving this award, meant everything in the world."

Paul Massad

BY MOTAHAREH HAJIMIRZAEI

Paul Massad's office is full. Plaques, news clippings, antiques and statues cover most of the vertical and horizontal surfaces. All of the trinkets have a common theme: The University of Oklahoma. The 2008 JayMac Distinguished Alumni Award is the latest addition, commemorating Massad's 48 years of service to OU.

Massad is senior associate vice president for university development and director of major gifts at the university. His work in these positions has connected him with alumni around the world.

One of the Massad's most significant accomplishments relates to OU's Reach for Excellence Campaign, during which he helped raise \$514 million in private gifts for the university. The campaign was launched in 1995 to promote quality education.

"I think Paul Massad was instrumental in helping David Boren to muster and to develop staff to go out and spread that message," said John Hockett, assistant dean for student services and administration. "A lot of the money was given because who David Boren is, but you still have to have people out there who are willing to craft those relationships to care for them. I think that Paul Massad has done a great job of positioning the university and helping the president to position himself to where he can make those asks."

However successful, the Reach for Excellence Campaign is not necessarily Massad's *favorite* project. The 1960 graduate names the renovation of Boyd House, which he can see from his office, as that. Boyd House was built in 1906 and is named for David Ross Boyd, the university's first president. Massad was instrumental in the privately-funded renovation of the property in 1996.

"The best project I've ever worked on is that building right over there called Boyd House because it's so symbolic of the institution," Massad said. "You know, that is where the leader of the University of Oklahoma, the president, resides with his family."

Massad's more than half a century working for OU make him an institution within an institution. The journalism graduate began his first job on campus in 1955 while still a student, an experience he says was crucial to his present success. That position was in the Extension Division, now known as University Outreach.

Gaylord College Dean Joe Foote first met Massad in 1967 when Foote was a freshman in the President's Leadership Class. Massad had become the director of High School and College Relations, now Recruitment Services, the year before. Massad helped bring Foote out of his shell and helped him gain confidence, Foote said. Foote went on to earn his master's degree at the University of Bristol in 1977 and his doctorate at the University of Texas in 1979. He returned to Gaylord in 2005 and became dean in 2006.

"Coming back to the faculty and being dean, it was almost just like having an uncle in the higher administration in Paul," Foote said. "In the back of his mind, he was looking out for us. He was not willing to let his own school fall in the cracks. And I've just had this confidence that while Paul serves the whole university, there is something special about journalism for him."

After his work at the Extension Division, Massad worked in a variety of other university positions, including reporting for the Public Information Office and as business manager for an early university radio station, WNAD. His titles have included director of development, executive director of Alumni Affairs and Development, chief executive of OU's Alumni Association, associate vice president for University Affairs and executive director of Alumni Affairs. In all his positions, he has felt part of an institution that promotes change, he said.

"I think you have to look at how this university touches the lives of so many people and I think you have to feel, if you are a part of it, then you had a lot to do with helping people come here as 17- or 18-year-old freshmen and go out into the world to make a difference," he said. "I think it's a rare opportunity that few people get, and I just wanted to make the most of that opportunity that I did get."

Although he never used his degree to directly work in the mass media, Massad has carried with him what he learned from his education in public relations, said Kristin Lazalier, director of development for Gaylord College.

"Massad's work is PR to him, not traditional PR, but he is presenting the University of Oklahoma to alumni and friends of the university," she said. "It is a wonderful product to sell. He is presenting the University of Oklahoma as a product as well as a place everyone can feel very passionate about. It's infectious."

Massad contributes to the university in not only time and spirit, but also monetarily. The Distinguished Alumnus recently had a scholarship funded in his honor. The seed money for the scholarship came from a fellow public relations graduate, but Massad said he will donate to the fund. He will also continue for

Paul Massad

Senior Vice President
and Director of
Major Gifts

Vice President Emeritus

University Development

University of Oklahoma
BA in Public Relations,
1960



a time, at least to do what he does best: seeking support for the university from those who have benefitted from their time here.

N. Bird Runningwater

BY MOTAHAREH HAJIMIRZAEI

It would seem that a call to a key figure at the Sundance Institute, an organization founded in 1981 by Robert Redford to support the development of independent artists, would lead to an automated phone system, time spent on hold and an assistant chirping, "Your party is not available. Would you like to leave your name and message?"

That is not the case, however, when the party in question is N. Bird Runningwater, associate director of the Sundance Institute's Native American and Indigenous Program and programmer for the Sundance Festival.

Almost instantly a voice comes on the line: "This is Bird."

"Mr. Runningwater? I'm calling on behalf of Pulse..."

"Oh yes," Runningwater says. He is prepared, given he has already discussed time zone differences and sent his bio through e-mail. He expects this call, and he begins with a friendly, boisterous laugh.

"Where do I start?" he starts.

In the years since the winner of the JayMac 2008 Young Professional Award graduated in 1994 with a dual degree in journalism and Native American studies, Runningwater has taken steps to advance Native and indigenous peoples' visibility in mainstream media, specifically in films.

"The portrayal of Native people is something that is very near and dear to his heart," said Sean Simpson, immediate past president of JayMac. "I think here in Oklahoma, with our rich history, the job that he's doing is very good for the university and it's very good for Native American and indigenous peoples."

Runningwater is based in Los Angeles, where he spends his time searching for indigenous artists the institute can help nurture through its Feature Film Program, Documentary Program, Theatre Program, Independent Producers Conference and Sundance Film Festival.

Runningwater, born of the Cheyenne and Mescalero Apache peoples, also oversees the Sundance Institute-Ford Foundation Film Fellowship, providing significant grants to help emerging Native American filmmakers with funds for their work.

One filmmaker who benefited from this help is former OU film and video studies student Sterlin Harjo, now a screenwriter and director. Harjo's film credits include "Four Sheets to the Wind" and his most recent, "Barking Water."

Runningwater met the student while lecturing at the university in 2000. After Runningwater's speech, the two spoke. Runningwater asked Harjo to send him a script. Harjo said that Runningwater has since been a mentor to him, among many other indigenous artists around the world.

"We worked really closely," Harjo said. "There are a few people that I basically feel I owe my career to. Bird is one for taking a chance on me. The encouragement I get from him, I know other people feel the same way about: Blackhorse Lowe, Taika Waititi."

Larry Blackhorse Lowe is a Navajo film writer and director. Lowe premiered his first feature film, "5th World," in 2005 at the Sundance Film Festival. New Zealand-born writer and director Taika Waititi, also known as Taika Cohen, premiered his first feature film, "Eagle vs Shark," at the festival in 2007.

Runningwater's effort to support indigenous works allows Native filmmakers' work to reach a larger audience, Harjo said. Before Runningwater came on the scene, Native and indigenous

N. Bird Runningwater

Associate Director of Native American and Indigenous Programs

Sundance Institute

BA in Journalism and Native American Studies, 1994



films were viewed in a separate forum from most of Sundance's films. Another film scouted by Runningwater, Waititi's "Two Cars, One Night," was nominated for an Academy Award.

Runningwater's Sundance connection began while he was working as a program associate at the Ford Foundation's Media, Arts and Cultures Program, a philanthropic initiative to strengthen democratic values, reduce poverty and injustice, promote international cooperation and advance human achievement. The Sundance Institute sought funding from the foundation. Because no one else at the organization had time to attend the festival, Runningwater traveled to Utah.

Before work at the Ford Foundation, Runningwater had served as executive director of the Fund of the Four Directions, a private philanthropy created by a Rockefeller family member.

"The Fund of the Four Directions was much more really about revitalizing what we would call Native languages, which I think is definitely core to the continuing existence of Indian tribes," Runningwater said.

Raised on the Mescalero Apache Reservation in New Mexico, Runningwater attended the University of Oklahoma, his mother's alma mater. She graduated in 1977 with a bachelor of science degree in nursing. He graduated from what was then the H.H. Herbert School of Journalism, focusing his studies in journalism.

"When I started taking journalism courses, I started enjoying what I call the 'constructivism of creating stories,'" Runningwater said. "Storytelling is the part that has really driven my career."

During his years at OU, he became the first student to gain a dual degree in Native American Studies and journalism and worked as a reporter and editorial page writer at The Oklahoma Daily.

"I think that one of the more valuable experiences I had at the School of Journalism was when I served as an opinion writer," Runningwater said. "I really had a chance to write on a weekly basis about issues, about so many things that were happening in the world and on campus. And I got a lot of response from that, a lot of positive, a lot of negative letters to me, letters to the editor."

Runningwater is a recipient of the Woodrow Wilson Foundation's National Fellowship in Public Policy and International Affairs. He used the fellowship to earn a master's degree in public affairs at the Lyndon B. Johnson School of Public Affairs at the University of Texas in 1996.

War and Media

Bringing the battlefield into the classroom increases understanding of the necessary but often challenging relationship between military and media

BY CHELSEA YOUNG

Mike Boettcher has survived two suicide bombings and a roadside bomb. He has been kidnapped, beaten up, shot at and spit upon. Yet, despite all this, he has willingly placed himself in Iraq and Afghanistan alongside men and women on the frontlines of war. Telling their stories and showing their sacrifice in the fight for freedom, Boettcher says, makes his exposure to danger worth it. The tagline of what was then the project Web site, noignoring.com, explained his philosophy clearly: “Truth thru risk.”

During the fall semester, 35 students and two faculty members entered the Iraqi war zone with Boettcher without leaving Norman. They did so in a class titled War and Media, a first-ever effort by the University of Oklahoma to bring a live telecast via satellite into an academic setting. Students entered the mindset of those on the battlefield with two missions: to hear Boettcher tell the untold story of troops abroad and to understand the media’s role in wartime.

A 1975 Gaylord College alumnus from Ponca City, Boettcher visited his alma mater each Thursday in the fall semester from Iraq or Afghanistan to share with students his experiences of being embedded with troops for 15 months. He did this not as a mainstream correspondent as he had for most of his 27-year career, but as an independent journalist.

In December 2007, Boettcher left his job as a foreign correspondent for NBC to start a new initiative, No Ignoring, to tell stories of troops in Iraq and Afghanistan he said have faded from American news.

“In the mainstream media there are some stories that indicate a turning of a corner, but mostly and especially with live journalism, news coverage is event-driven,” Boettcher said in a phone interview from Mosul, Iraq. “What’s different is I am not event-driven. I go where soldiers’ stories take me. So I go where soldiers are without an agenda and look for stories, and there are a million of them out there.”

Wanting to take his message to others interested in the craft of journalism and the situation in the war zone, Boettcher approached OU President David L. Boren and Gaylord College Dean Joe Foote to discuss creating a class. Both were interested.

“This is something totally new in the journalistic realm, for someone to go off on their own like that and to abandon the very alluring, supportive and seductive infrastructure of big-time, network journalism,” Foote said. “To sacrifice all of that to try to do something new and different in very unknown circumstances is laudable.”

Foote and Zachariah Messitte, associate professor of international and area studies, taught this cross-disciplinary course. It bridged two academic cultures, journalism and international relations, with students representing both majors studying the history of American war reporting and how recent advances in mass communication have shaped the current war.

“The course is a unique opportunity for students to experience another world vocationally and geographically,” Foote said. “The goal for the class was apparent from the beginning. It was going to be part historical because there is an interesting history of how journalism grew as a conduit for letting people know about wartime events. Then there is the international relations overlay of the geopolitical environment; that is what Dr. Messitte brings to the table.”

Boettcher began each telecast most Thursdays detailing his activities in the war zones since his last class visit. Students asked questions about the ongoing battles in Iraq and e-mailed Boettcher through the week with additional questions. Boettcher’s connection to Oklahoma allowed students to relate to him on a personal level, forging a relationship not often found in the classroom.

“The students know that the person coming over that screen from 6,000 miles away is someone who sat in their seat not many years ago and had the same anxieties and gaps in





The War and Media class was a joint teaching endeavor between the Gaylord College and international and area studies. Students from both disciplines met twice a week and were joined via satellite once a week by OU alumnus and veteran journalist Mike Boettcher, who was embedded with the Army in Afghanistan.

knowledge that they did, and I think that connection is very important,” Foote said.

This connection facilitated discussion, an integral component of the course that was amplified by the diverse class make-up.

“There were interesting dynamics in the course,” Messitte said. “A couple people who have served in Iraq had one view. Then there were pro-peace students who think we shouldn’t have been there. There were pro-Israeli students and a pro-Palestinian group. This was the most interesting mix of students by far in my years of teaching.”

The varying dynamics of the course represented in microcosm the conflicted wartime climate of the country and what Boettcher sees as a disconnect between citizens and troops abroad.

“We seem detached as a people from the war. I don’t want us to be detached, and the troops on the ground don’t want us to be detached,” Boettcher said in an interview with Oklahoma City’s NewsChannel 4, KFOR. “No matter what you think of the war, you can only support, in my belief and in my heart, the people we’ve asked to go out there and fight for us. Whether you’re for war or you think its bad idea or you agree or disagree with president, that’s not what this project is about. This project is about the stories of the people on the ground that are serving us the best way they know how.”

Adding to the diverse group of students is the innovative concept and methodology of the course. The live telecast is a tangible teaching tool; students learn from a first-hand source. Foote said while public interest may have waned in the ongoing conflict in Iraq, students get a day-by-day account of events – big and small – from someone who says he is determined to tell the true story of what is happening.

“The class helped students focus their attention on something in real-time maybe for the first time in their lives,” Foote said. “I hope they realized what they don’t know and how much knowledge is out there in the world, and how different their perspective may be than others with a different orientation, while synthesizing all of that in a learning environment.

“And beyond that, they gained an understanding of the basics of learning more about journalism and about the military philosophies and orientations and the interaction between the two institutions: the media and war. Their very uneasy relationship can be traced all the way back to the beginning of this country and has been a very important one in the development of democratic institutions.”

The course did, in fact, challenge students’ beliefs about the war in Iraq and Afghanistan and taught them to appreciate other points of view.

“I realized the mistrust I had with the media has worn down by talking with Mike Boettcher and hearing from journalism students the lengths they’ve gone to to be objective,” said Lauren Ballinger, international and area studies senior. “In the news you hear about bombings, but you get a more well-rounded perspective in this class. Boettcher talks positively about the things the military is doing.”

Perhaps more than readings and assignments, the course had valuable life lessons woven into its structure. These lessons were ones that Foote, Messitte and Boettcher all say they hope to shape students’ minds and future generations in dealing with the complications of wartime.

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They Came, They Stayed, They Contributed

Some graduates choose to pursue careers at OU

BY ELLIS GOODWIN

Most completing degrees at universities walk across the stage – their family and friends cheering them on – and right out the door to a new life. Mostly thinking, “Wow, I finally did it,” they happily leave the college lifestyle to join the corporate collage.

A few of those graduates connect to the university in such a way, however, that they trade giving tuition checks for receiving paychecks. For them, the university is the only world they will work in. These few are looking for an environment focused on expanding the minds of students, not the pocketbooks of corporations.

Kari Jacobson-Dawkins graduated in December 2005 with a public relations degree from the Gaylord College of Journalism and Mass Communication. She began graduate school at OU in January 2006, earning her master’s degree in human relations in December 2007.

As an undergraduate, she participated in President’s Leadership Class, Pan-Hellenic and a multitude of other organizations. She says that her campus-life involvement and work as a graduate assistant made her realize she wanted to stay at OU.

Her first job was in Student Affairs, assisting Becky Barker, director of the Center for Leadership Development. When a job in the Volunteer Program became available, Jacobson-Dawkins applied. She started in May 2007, working full time while in graduate school.

In her short time working on campus, Jacobson-Dawkins says she has developed a deep passion for working at her alma mater.

She said the people are open minded, motivated and hard working.

“Everyone here has a sense of self, and a sense that President Boren inspires each of us to be hard working to make the university better,” Jacobson-Dawkins said. “What could be a better place to work?”

“There is just an overall feeling of warmth, compassion and sincerity in the way people feel about one another, about students, about higher education and worldly issues. It is a truly sincere feeling.”

Lauren Ballard also found her first job at OU. She graduated with a public relations degree in 2007. Like Jacobson-Dawkins, Ballard was highly involved on campus.

Ballard works as public relations and marketing specialist for the Weitzenhoffer Family College of Fine Arts.

“I had no clue what I wanted to do,” Ballard says. “I had an internship with the Norman Arts Council and knew Eugene Enrico, who was then dean of the College of Fine Arts,” Ballard says.

She took a job in the fine arts college because she has a passion for the arts.

“They had this opening, and Dean Enrico called me, so I thought, ‘why not stay in Norman?’” she says. “I love OU, I love Norman, and it would be a great first job.”

Ballard says her few months working at OU have been a good experience. She says she enjoys working with her colleagues because they are smart and caring people. The location of her office could not be better, she says. She can always hear wonderful music from the Fisk pipe organ and the many students practicing in the halls of Catlett Music Center.

“I think it speaks quite a bit for the school if a graduate wants to stay and not chart new territory,” Ballard says.

Ballard says she has made many contacts while working in the College of Fine Arts. She works with professors who have many connections, and she thinks working at a prominent university like OU would help her find a job wherever she liked, if she decides to move on.

“If I ever did desire a job outside OU, the pros of working here would infinitely outweigh the cons,” Ballard said. “But if I did go from the academic world to the corporate, it would be a shock.”

Her only minor concern, she says, is that her experience at the university might not help her if she decided to move into the corporate world. Ballard says OU and other academic institutions contrast in many ways with the corporate world.

“If someone stays here too long and then wants to move to a corporate PR agency, they may find they are better suited for nonprofits or universities because they are definitely two different worlds,” Ballard says.

Ballard's husband is still in school, and many of her friends are still enrolled in classes. Ballard is from the Dallas area, and her husband's family lives in Norman.

"Once I got out of college I realized how important it is to be close to family, and working here has allowed me to be close," Ballard says.

Ballard says some of the best things about working on campus are the family-friendly work place, the flexible scheduling and the trust-based environment. She says working here gives her freedoms she might not have other places.

"I can leave a little early and go to a dentist appointment, or take a little extra time for lunch," she says.

Ballard says she would like to stay at OU, but her husband's future job or schooling might pull them away.

"I can anticipate us moving away for a couple of years, but I want to come back to Norman," Ballard said. "And I would hope that when I came back there would be a job for me at OU."

While only a few graduates remain at OU from the time they are undergrads to the time they retire, many of those who do are devoted to the university and its mission. Kris Glenn, Cleveland Area Rapid Transit public relations and marketing specialist, is one of those who want to stay put.

Glenn graduated from OU three years ago with a bachelor's degree in journalism. He was a reporter for *The Oklahoma Daily* and says his undergraduate years were so good he wanted to stay here for his career. He applied for every public relations and marketing job he could find on campus and ended up at CART.

Even though he says he aspires to someday publish a story in *Rolling Stone*, at the moment he is happy working at OU. Glenn says he is a true OU fan. He grew up in the small town of Hinton, and has not missed an OU/Texas game since he was 3 years old.

"When they say 'Sooner born and bred,' I think they are talking about me," he says.

He says the best part of his job is the relationships he has built with his co-workers.

"One of my best friends is a 65-year-old man that I work with and go to lunch with all the time," he says. "You get really close to the people you work with. It's such a close-knit environment."

Susan Sasso, associate vice president for Student Affairs, has worked at OU for more than 30 years. Her first job was with the Lawton Constitution, but she wanted to return to OU after a short tenure there. She moved back within a year after graduating.

"My eyes were definitely looking to come back to OU," Sasso says.

Sasso says she had an outstanding time as an undergraduate at OU. Like Jacobson, she was a member of President's Leadership Class. Sasso worked in Student Media as the first advertising manager. Eventually, she moved into the position of director of Student Media, where she oversaw the consistently award-winning *Oklahoma Daily* and was instrumental in bringing the consistently award-winning *Sooner* yearbook back into publication after a six-year hiatus.



No, they haven't traded in their crimson and cream permanently. They are just celebrating St. Patrick's Day. In fact, alumnae Susan Sasso (left) and Kari Dawkins love OU so much, they have chosen to make their careers on campus.

"I had a wide range of experiences, while in school, that made me love this place," Sasso says.

She says it is rewarding to watch college students develop from adolescents to working professionals.

"The thing about working here is working with college students," Sasso says. "They keep you young."

OU is an ideal place for some to start a career, but many do not look to campus for work.

Bette Scott, director of Career Services, says she has not spoken to many students in 20 years who specifically wanted to stay at OU. Still, she says, many do get involved as undergraduates, make contacts and find jobs.

"I've talked to people who have gone out into the real world and say they want to come back to the academic environment for their career," Scott says. "It is an educational environment and is very different than many other careers in the corporate world."

OU is a prominent university, and a position in one of its many areas could act as a launching pad for blossoming professionals, Scott says. The university provides its employees many opportunities to move up the ladder.

Scott graduated from OU, but did not begin working at the university until years later. She says working on campus is much different from working in a corporate office.

"It is the students and the relaxed academic environment that make working at OU such a satisfying job," she says.

PHOTO BY ROBERT TAYLOR



Judy Gibbs Robinson

(CONTINUED FROM PAGE 11)

Robinson says the position offers her the comfort of the professional setting she's familiar with and the challenge of something fairly new with academics. With this position she said she gets the best of both worlds.

"I love it that my office is over here in a newsroom where I am completely comfortable," she says.

Robinson says possibly the most challenging part of her job is the need for multimedia skills. Though being from a generation that is unaccustomed to online news, she does have the upper-hand in that aspect.

Her first semester she followed Willis' format for the class, but she soon discovered the demands of the syllabus didn't allow for the one-on-one time she felt she needed with students to do her best job as their instructor. She defines that role as a coaching one.

The following semester she started to personalize the position to better fit her teaching style and reduced the number of stories she required from each student from 15 to 10, but expectations of quality remained high.

In August 2009, the course structure changed completely in order to implement the new multimedia journalism curriculum (See Page 30-31 for related story). The class is no longer a print-only class and Robinson teaches in tandem with Professor Julie Jones, associate professor of journalism, providing video and photography instruction.

Robinson says she comprehends the immediacy of online news – that people don't want to wait for the morning paper or even the 6 o'clock broadcast news.

"I relate a lot to online news because the bulk of my career was at AP," she says. "When you read in textbooks about a deadline a minute, that's how we did things at AP. It's really natural to me to think like that."

Her weakness, she says, is in the technology itself. She has been going to workshops to learn to edit and produce audio and video clips, however, and is on track to master multimedia skills. This may be one way Robinson will transform the position from "Jack's" to what may well become known as "Judy's."

In addition to hard news stories, she's requiring her students to

get a feel for feature news and working with teams under umbrella beats rather than assigning one beat per student. So far, Robinson says she has received positive feedback on this change.

In a key area, grading, however, she's sticking with what has long been a characteristic in the class: Make an error in fact or spelling, and a student pays a steep price. She isn't any more lenient than Willis when it comes to deducting points.

"It's still fact error 50, spelling error 25," Robinson says. "And those are the deductions after you've already earned a grade."

Robinson says her goals for the position focus on the students' best interests.

"My overall goal is for any student who wants to be a journalist, a reporter in particular, is to be able to get the skills in this class they'll need for professional work," she says. "The beauty of this class is, for the most part, these are journalism students. These are the students who want to do this."

Another goal is to teach her students that time management is key because it is a crucial for their success not only in the classroom but in a media career. Ashiq Zaman, The Daily editor-in-chief for the 2008-2009 school year, called Robinson a very hands-on adviser who works with the staff very closely to put the paper out. He says she was always willing to provide any help when the staff asked.

"Her first semester there was an issue we had with athletics compliance," Zaman said. "A question was raised about our journalistic right to cover OU recruits, which I was definitely unsure of. She spent the morning researching and had precedent and policy to back us up in a couple of hours."

Sasso says Robinson has one additional attribute that sets her apart from The Daily's past advisers. One that will benefit her female students especially.

"In many ways, journalism is still predominately a man's business," Sasso says. "Women have made great strides in journalism, and I think to put a female journalist of her caliber as a mentor for our students, especially for young women wanting a career in journalism, is a great service for the university to provide. I couldn't ask for a better mentor than Judy for those young women."



Into Africa

(CONTINUED FROM PAGE 17)

Uganda. As the president for the Oklahoma Students for Uganda, in April 2008 Nehrenz served as the director of Unite for Uganda, an event in Oklahoma City that brought

together students in a seven-hour rally in support of peace in Northern Africa.

Those who have worked alongside Nehrenz say that the filmmaker's character, not just his professional interests, accounts for his current work.

"Mark is a noble person who cares about wanting to make the world a better place," journalism senior Baxter Holmes ('09) said. "He's the most helpful and kind person I've met, and if people were to remember one thing, they'd remember this is the guy that puts the world before himself."

Nehrenz hasn't limited his outreach to Africa. He has been involved with Habitat for Humanity's Shack-a-Thon every fall on the OU campus, in Big Brothers Big Sisters as a mentor for a

young student and in Sooner Promise Mentors as a mentor for at-risk OU freshmen.

"I've always loved working with kids, and I guess I just like using the gifts I have to help people," Nehrenz said. "Videos are a really powerful medium. If you know how to tell a story with video, you can really convince people and get them emotionally involved. But it's more that I love working with people. It's all about people."

In addition to his four-year focus on Uganda and other causes, Nehrenz found the time to be a Gaylord Ambassador for three years, serving as the face of the journalism college by giving prospective students tours and helping with Gaylord events.

"Mark is one of those people that helps whenever you need him to," said Chris Borthick, academic adviser for journalism, broadcasting and electronic media and professional writing and adviser to the Gaylord Ambassadors. "At the last minute you can call him to help if you need it. He's that kind of guy."

Nehrenz declared an African Studies minor after taking an African History class and doing an internship with Chris Howard's Impact Young Lives Foundation, a South Africa-based



That's Funny

(CONTINUED FROM PAGE 13)

"Humor in advertising was the most fun thing I could think about when it came to advertising," Beard says. "I thought I might as well spend my time researching at least the one aspect of advertising I know everybody likes."

Beard's interest in humor in advertising started with a conversation. David Tarpenning, advertising instructor, and Beard were discussing whether they thought it was possible to teach someone to be funny. That conversation turned into a project in which a model of five humor types, further broken down into subtypes, allowed them to deconstruct jokes and comedies, Tarpenning says.

Tarpenning used the model in a class setting. Students created advertisements before and after the model was introduced to them. The advertisements the students came up with after being educated about the humor types were significantly better, Tarpenning says.

Following the creation of the model and more research on advertising humor, Beard said he realized no book on humor in advertising spoke to all those interested in the subject.

"Advertising practitioners have a lot of beliefs and principles that they have on when humor should be used," Beard says. "Academic researchers have done a lot of research on humor in advertising, examining when it is effective and when it won't be effective. What I was noticing is that there was virtually no overlap between these two categories of advertising experts."

Beard embarked on creating a piece of work that would provide that overlap.

"I'm proudest to say that it brings together both of these bodies of knowledge about this phenomenon in a way that has never been done before," he says.

The book also benefits students because it is perfect for use in the classroom, Tarpenning says.

"It's put in terms that they would identify with. It is also a book that is more than acceptable to the practitioners," he says.

Tarpenning taught a course in 2003 based on the model Beard

and he had created. While Beard hasn't yet taught such a course, he does regularly teach courses like Contemporary Problems in Advertising, Advertising Campaigns and Advertising Research. All these courses contain some focus on humor as an advertising strategy.

Students speak highly of Beard's teaching methods.

Tarpenning and students who have worked with Beard say he is as conscientious a teacher as he is a researcher.

"In the classroom, I think he is innovative," Tarpenning says. "He is meticulous about facts, meticulous about his teaching. He makes certain that his students can get everything out of their class that they possibly can."

Beard employs many different teaching methods. He uses the Socratic method of teaching by requiring students to read for class and e-mail questions to him for class discussion, says journalism graduate student Phil Todd. He also makes use of multimedia, including the viewing of movies to teach on the subject of mass communication.

"I learned a lot from him as a student and also as a teacher," says Todd, who took the class, Conceptual Issues. "Watching the way he planned the class and did things, I got my money's worth."

Having researched the field of advertising humor for years, Beard demonstrates his understanding of humor to his students as well.

"What's so great about Professor Beard is that he's so funny," says Kelly Mitchell, who has served as a graduate assistant while pursuing her master's degree in advertising and public relations. "He has so much humor about him, and he just makes things fun."

Beard may research humor and use it as a teaching tool, but that doesn't mean taking his class is all laughs, Mitchell says. He is a demanding teacher and, she says, an asset to the Gaylord College as a researcher and a mentor to students.

At the end of the day, Beard may not be able to heal an athlete's knee injury, but he's definitely been making good choices, as have the students and colleagues he's influenced during his career.

nonprofit organization that gives South African university students an educational trip to America. Howard is the vice president for strategic and leadership initiatives at OU and founder of the Impact Young Lives Foundation.

"There is but one race and that's the human race," said Howard. "We are bound together, and we have a real deep, almost intrinsic need to connect with other people. Mark realizes that the arbitrary nature of distance is no excuse to not understand others and that we need to empathize and support those who are our brothers and sisters. Mark is good at giving a voice to those who don't have a voice. He is a very positive, high-energy individual who's dedicated and committed to making good things happen."

After doing so much for Africa from this country, Nehrenz wanted to see the nation he had come to love. His first trip was to Kenya in 2008. For three weeks, Nehrenz helped organize an arts and cultural camp for Maisha International Orphanage. He returned to the United States briefly before heading to his university in Pretoria, South Africa.

Although many praise Nehrenz's achievements inside and outside of the classroom, he has remained humble, attributing his

success not to himself but to those people he has met along the way.

"The most rewarding thing has been the people," Nehrenz said. "I have met so, so many amazing people from so many different backgrounds and have found so many amazing and potential stories. It is so awesome to travel with the equipment to produce a legit documentary because people see that and so many opportunities come up to do videos. Everyone wants their story to be told."

Nehrenz's vision for his future involves more of the same, a lot more of the same, in fact.

"Ultimately, my dream job is exactly what I am doing right now," he said. "I have found some incredibly amazing and uplifting things in Africa that people don't know or hear about in the United States, and I would love to have a job where I can travel and tell those stories and change peoples' stereotypes about Africa. I really can't do much of anything to fix the problem, but what I can do to help is spread people's stories about what they need and how they are helping themselves."

Although Nehrenz has a vision of what he wants to do, *how* exactly he will do it remains to be seen.



Covering History

(CONTINUED FROM PAGE 23)

there's a lot of excitement going on. I really got this sense of importance when I saw how hard everyone was working."

It was an evening of new experiences for many students, with some being placed in unfamiliar situations and others operating under stressful technological problems, but in the end everyone could say he or she was a part of a historical night.

"We did announce history," Whelpley said. "Our professors always say that we're writing the first draft of history, and I felt we really did that night."

Gaylord College also participated in the first presidential debate Sept. 26, when approximately 500 students filled Gaylord Hall for a debate watch party.

Hockett said that during his two-year tenure with Gaylord College, the watch party was its first foray into the political arena, and given the turnout, Gaylord became one of the preeminent campus hotspots for political coverage during the event.

"I thought an event on a Friday night would maybe not be so well attended," Hockett said. "I think what this demonstrates is the kind of activity that has this election has brought forward not only for this country, but for the students of OU. They're voting and they're excited about it."



War and Media

(CONTINUED FROM PAGE 29)

"Students learned these conflicts are often nuances," Messitte said. "There is no black and white and no right or wrong. The answer is in-between and not easy to get to. Getting around that is the most important goal."

The truth has become a difficult concept to pin down, caused in part by the changes in mass communication in the Internet age: video is available in realtime, soldiers can communicate with loved ones over the Internet, photos can be sent electronically with the click of a button and anyone can post his or her opinion on blogs. The course used these changes in mass communication to discuss perception versus reality of wartime and the effect that has on the public, including the OU students in this class.

"The course represented a new avenue of learning," journalism senior Whitney Coleman said. "We heard about a war as it happens instead of from a book. We were able to look to the people involved in the war: the media, military and statesmen."

Foote said as mainstream news coverage of war zones lessens, there is a greater opportunity for distortion. The class didn't deal just with coverage, however; it delved deeper into why conflicts arise and how nations deal with them.

"Both journalism and international area students were able to fill in gaps in knowledge," Foote said. "International relations students gained a greater understanding about the news gathering process and how to evaluate journalism, and the journalism students filled their gaps in international knowledge of the world and the geopolitical and social cultural settings of the world."

Messitte is confident that the cutting-edge format of the class will become a model for courses as the demand for incorporation of technology increases.

As technology has changed in the world and on the Web, Boettcher has responded accordingly – reaching out to academia to touch the minds and convictions of students in an effort to bring new understanding of wartime complexities in real time as

On a night when foreign policy and national security took center stage, Gaylord Hall's main lobby, flags and red, white and blue balloons filled the air, students took pictures of themselves with life-sized cardboard cutouts of Obama and Sen. John McCain, R-Ariz., and registered to vote.

As the debate ensued, those who attended sat quietly with eyes and ears fixed on the two men vying for the chance to one day lead the country.

"I enjoyed the interaction," OU alum Melissa Legg said. "It's much better than sitting at home watching it alone because here, you can get a much broader perspective on how students feel."

When the debate ended, Shad Satterthwaite, then visiting assistant professor of political science and now the university's equal opportunity officer, moderated a discussion among students, in which he gave them a chance to voice their thoughts on the debate and shared his own.

"You could tell there were a lot of students genuinely concerned about the issues," Satterthwaite said. "They were talking about things they wished they had heard or could have asked the candidates, so they put themselves in as if they were the moderator."

The 2008 fall semester saw Gaylord College students focus their attention on the presidential election, from producing political information to taking it in. Hockett said he couldn't have been prouder of them as they worked and learned.



Mike Boettcher spoke live weekly to students enrolled in the War and Media course during the fall 2008 semester using the dvidshub.net operated by the U.S. Army.

he acts as a conduit for the voices of troops who are fighting.

Sharing the real story from the battlefield is Boettcher's calling, he said. His commitment has earned the war correspondent the respect of peers, members of the military and the faculty and students in War and Media. Boettcher and son, Carlos, now blog live in conjunction with [The Oklahoman](http://TheOklahoman.com/blog.newsok.com/afghanistan-iraq) at blog.newsok.com/afghanistan-iraq.

"Mike is one of those intrepid war correspondents who after years and years of doing this still has an appetite to do it and to learn and expand himself regardless of the risk," Foote said. "To have someone who has seen every corner of the world and do so much, and to have such strong roots in Oklahoma and want to share what he knows with students at his alma mater is a very inspirational thing to me.

"It just underscores that tie that I think Oklahomans have with their state and OU grads in particular have, and that, for me, is one of the real jewels of this class."

Advertising and News Advertising

Glenn Butler, News-AD, '50. Shortly after graduation, Butler became a one-man journalism department and director of publications at what is now the University of Central Oklahoma. He received an MA in journalism and a PhD in higher education administration and teaching from OSU. Butler became an assistant professor of journalism at the University of Florida in 1966. He retired in 2003 as professor emeritus of the Department of Public Relations at UF. He is currently with the Faculty-in-Residence program.

Julie Donovan, AD, '83, is coordinator of volunteer recruitment for Meals On Wheels Inc. of Tarrant County in Fort Worth.

Jay and Ann-Janette Webster AD and R/TV/E, '95 respectively, owners of Pioneer Productions, were recently awarded the "Bart" Award for achievement and service to the Bartlesville community in the arts and humanities. They are the developers and directors of numerous community events and have produced many historic and artistic videos for city groups. In 2007, the Websters released a live concert filmed in downtown Bartlesville for OETA.

Mikel Nance McCurdy Weigel, AD, '03, now lives in Austin and is currently an account executive for Time Warner Media Sales, where she sells advertising to local clients. She was previously a media buyer for a local agency.

Merideth Hood Freeman, AD, '06, is living in Miami, Fla., and is an advertising account executive for The Miami Herald.

Broadcasting and Electronic Media and Radio/TV/Film

John Greiner, Broadcasting, '64, retired in October from The Oklahoman. Greiner, 66, spent the past 37 years covering the Oklahoma Capitol, and when he retired, Gov. Brad Henry declared Oct. 17 officially "John T. Greiner Day." Greiner joined The Oklahoman in 1966 after graduating from OU and serving two years in the Army. He spent 30 years in the military, serving also in the Army Reserve and the Oklahoma National Guard before retiring as a colonel. Greiner, a native of Henryetta, covered seven administrations of governors while at the Capitol. He was inducted into the Oklahoma Journalism Hall of Fame in 1993.

Tim Miller, R/TV/E, '75, is president and executive producer for Big Chief Productions, a New York City television development and production company that produces programs for Discovery, TLC, History Channel, HGTV, and TV One.

Joy Donovan Brandon, R/TV/E, '77, has worked in journalism since graduation from various employers that have included The Tulsa World, The Oklahoman, Channel 4 in OKC and The Fort Worth Star-Telegram.

Caleb Fox, BEM, '07, is living in Plano, Texas, and working as a multimedia specialist at Southwest Airlines.

Journalism and News Communication

Ray Shaw, Journ., '57, chairman of American City Business Journals, received the 2009 Distinguished Achievement Award from the Society of American Business Editors & Writers at its 46th annual conference in Denver in late April. Shaw has been head of the publisher of 40 business weekly newspapers since 1989. Before that, he was president and chief operating officer of Dow Jones & Co., the publisher of The Wall Street Journal, where he also worked as a reporter and editor.

Carolyn Gimpel Hart, Journ., '58, award-winning mystery writer, published the first title in her new series, *Ghost at Work*, in October. The late Bailey Ruth Raeburn, an impetuous, redheaded ghost, returns to earth to help someone in trouble. *Dare to Die*, the 19th book in the Death on Demand series featuring Annie and Max Darling, was published in March 2009. Her Web site is carolynhart.com.

ClassNotes

Terry Maxon, Journ., '74, is covering airlines for the Dallas Morning News. In May 2007, he started an aviation-themed blog, Airline Biz (aviationblog.dallasnews.com), for the Dallas Morning News.

Sharon (Sam) Thetford Ervin, Journ., '63, spent several years as a newspaper reporter before beginning to write fiction. Ervin published two books in 2008, "Murder Aboard the Choctaw Gambler" and "Aftermath." Her Web site is sharonervin.com.

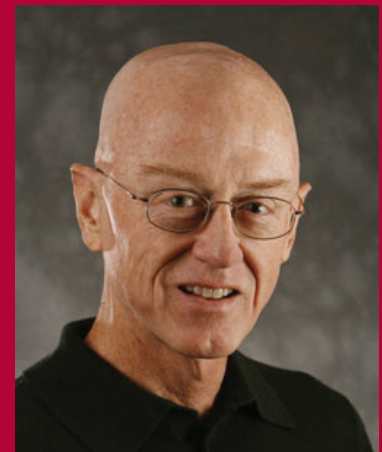
Cindy Cloutier, News Comm., '83, worked as a sports writer at The Tulsa World for the first few years after graduation and is now a sports page designer/copy editor with the Charleston (S.C.) Post and Courier. Previously, she worked 10 years as a sports columnist/page designer/copy editor at The Nashua (N.H.) Telegraph.

G. Clayton "Clay" Stoldt, News Comm., '84, lives in Wichita, Kan., and is chair of the Department of Sport Management and an associate professor in sport management at Wichita State University. Stoldt is also lead author on the textbook, "Sports Public Relations: Managing Organizational Communication."

Darren Mitchell Evans, News Comm., '86, worked in corporate communications for Delta Air Lines at the World Headquarters in Atlanta developing Web sites for the corporate intranet and posting content on delta.com. He is a Web designer now for Northrop Grumman and a contractor for the Centers for Disease Control and Prevention in Atlanta.

Phil Caudill

Phil Caudill, R/TV/E, '69, M.A., '71, is a member of the Gaylord College's Board of Visitors and has written a new Civil War and Texas history book, a biography of 19th century frontier cattle drover, southeast Texas lawman and reluctant Confederate cavalry officer, William Berry Duncan. *Moss Bluff Rebel, A Texas Pioneer in the Civil War*, was published in early March by Texas A&M University Press in 2008. Details, reviews and the book's first chapter are on line at www.mossbluffrebel.org.



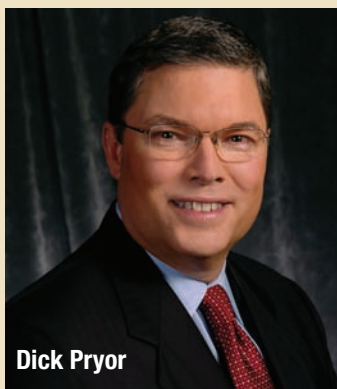
2009 Inductees to the Oklahoma Journalism Hall of Fame

Lewis “Lew” Ferguson, PR, '56 and MA, '64, was named to the Oklahoma Journalism Hall of Fame for 2009. Ferguson was the sports and wire editor of The Ponca City News and sports announcer for WBBZ in 1958-60. He joined the Associated Press in 1960 in Oklahoma City and became the correspondent in charge of AP's Topeka Statehouse bureau in 1970. He received the OU JayMac Distinguished Alumni Award in 1996 and is now retired.



Lew Ferguson

Dick Pryor, R/TV/E, '78, Law, '93, was named to the Oklahoma Journalism Hall of Fame for 2009. Pryor is an Emmy Award-winning journalist and deputy director and managing editor of the Oklahoma Educational Television Authority, where he was anchor of the Oklahoma News Report for more than 17 years. In 2008, Pryor was recognized with an Emmy for his work as talent on OETA's World War II project, which won the Emmy Award for Community Service.



Dick Pryor

Jackie Meeks Papandrew, News Comm., '86 and The Oklahoma Daily staffer, is a freelance writer and editor. Her humor writing has been featured in several books, including the “Chicken Soup for the Soul” series, as well as in newspapers such as The Cleveland Plains Dealer, The Tampa Tribune and The Oklahoman. Papandrew has won a Neal Award from American Business Media, as well as awards from the Oklahoma Press Association, Parenting Publications of America, America's Funniest Humor Press and the Florida Freelance Writers Association. She is also the profile editor for Mom Writer's Literary Magazine and a member of the National Society of Newspaper Columnists. Papandrew lives in Largo, Fla. and blogs at jackiepapandrew.blogspot.com.

Jane Aldridge Wineland, Journ., '86 is currently teaching mass communication and French at Union Christian Academy in Fort Smith, Ark.

Darren D. Heusel, News Comm., '90, has worked as sports editor and associate editor for the Seminole Producer, sports editor of the Yukon Review, staff writer and editor for the Tinker Take Off, chief of internal communications and now chief of civic outreach at Tinker Air Force Base. Heusel joined the Oklahoma Army National Guard in December '97 as a U.S. Army photojournalist. While deployed in the Sinai, he was attached to the 1st Battalion, 180th Infantry, Oklahoma Army National Guard, as part of the Multi-national Force and Observers Mission to monitor the peace treaty between Egypt and Israel as public affairs non-commissioned officer-in-charge; he oversaw all public affairs products for the battalion. While in Afghanistan, he served as the non-commissioned officer-in-charge of the Coalition Press Information Center in Kabul. Heusel currently serves as the non-commissioned officer-in-charge of the Joint Force Headquarters Public Affairs Office in Oklahoma City.

Brian Brown, News Comm., '92, is advertising director of Oklahoma Today magazine and was honored in 2008 at a major magazine industry event in New York City with an honorable mention for Salesperson of the Year for magazines with single title circulation under 500,000.

Lisa Jensen Farrimond, Journ., '99 is partnership development manager for the Arlington Convention & Visitors Bureau in Arlington, Texas.

Katie Young, Journ., '04, who married a man with the same last name (Todd Young), works in Addison, Texas, at the Greenhill School (greenhill.org) as alumni relations coordinator. Before this, she served as the school's communications specialist.

Jennifer Garcia, Journ., '08, is working at KXXV in Waco, Texas, as a photographer during the week and a reporter on the weekend.

Professional Writing

Don Hinkle, PW, '57, studied journalism and professional writing from 1955-1957 under Stanley Vestal. Hinkle worked in journalism and/or publishing until the '70s, when he started a freelance career in photojournalism and writing. Hinkle now writes children's books and lives on Martha's Vineyard.

Public Relations

Ruth Ann Becker, PR, '72, has been living in Honolulu since 1981 and is president of a public relations firm she founded in 1986.

Jonella Frank, PR, '73, worked at The Norman Transcript for a few years and then decided to attend law school; she graduated from the OU College of Law in 1979. After working a number of years in the Oklahoma judicial system, Frank enjoyed an 18-year “sabbatical” to stay at home with two children. For the last four years she has been working at the OU College of Law as the part-time coordinator for media relations, using some of the training she received as an undergraduate.

Michael C. Bebb, PR, '76, lives in Plano, Texas, and recently joined a digital media services start-up known as Dirextion Inc. as Western account director.

John Cox, PR, '86, had a career in politics and government as press secretary for eight years to former Oklahoma Gov. Frank Keating before starting Cox Consulting Group in 2003, a public relations and government relations consulting company based in Oklahoma City. Cox is also a senior associate to The Gooden Group, a 25-year-old public relations company in Edmond. Cox is a member of OU President's Associates, Sooner Club and the Gaylord College Mentoring Program. As an undergraduate, he was a member of Phi Delta Theta fraternity.

Hanna Pantle, PR, '87, is assistant vice president of corporate and media relations at BMI, the leading U.S. performing rights organization – royalty collection and distribution in the music/copyright field.

David A. Trissell, PR, '89; JD, '92, is chief counsel, Federal Emergency Management Agency, Department of Homeland Security.

Elizabeth "Libby" Rodke Washburn, PR, '92, is director of communications and external relations for the Morris K. Udall Foundation in Tucson, Ariz.

Erika Zingg Dugan, PR, '93, lives in Broken Arrow and has worked in the public relations field since graduation 15 years ago working with nonprofits, news media outlets and corporate clients in private practice. She is currently marketing representative with Saint Francis Health System in Tulsa.

Kristen Ball, PR, '97 is senior editor for the online magazine, first30days.com, where she develops and creates content and oversees editorial staff.

Nancy Coggins, PR, '97, is director of communication for the Oklahoma City National Memorial and Museum. Coggins is also secretary/treasurer for the JayMac alumni group and professional liaison for the PRSSA student chapter. Coggins received the Bronze Anvil Award for the Memorial's Outdoor Walking Tour podcast.

Kelli D. Hayward, PR, '02, is special projects coordinator (event planning) for OU Physicians.

Stacey Murray, PR, '06, is special projects coordinator for OU Public Affairs.

Jackie Berkowitz, PR, '06, moved to Washington, D.C., three weeks after graduation and worked for over a year

as a media relations coordinator for FOX News. Berkowitz then served as communications specialist at the American Legacy Foundation and is now communications officer at the United States Holocaust Memorial Museum.

Annie Terracina, PR, '08, lives in Los Angeles and works as marketing assistant at the Academy of Motion Picture Arts and Sciences; she recently worked the red carpet at the Academy Awards.

Rachel Wright, PR, '08, has joined Schnake Turnbo Frank PR as an office/account coordinator in the firm's Oklahoma City office. Wright has served as an intern since April. Before joining STF PR, she was an intern at Oklahoma Today magazine. She is co-chair of New Young Professionals Committee of the Public Relations Society of America chapter and a member of Alliance of Emerging Professionals.

Masters

Phil Cooke, MA, Journ., '86, is president and creative director of Cooke Pictures and author of "Branding Faith: Why Some Churches Impact Culture and Other's Don't" by Regal Books (brandingfaith.com.). Cooke also blogs at philcooke.com.

Kristin VanVeen Hincke, MA, Journ., '94, currently lives in Oklahoma City but works for federal lobbyist Vickie Cooper and Associates out of Washington, D.C.

Robert Mercer, MA, Journ., '96 is chair of the journalism department at Cypress College in California. Mercer was named a Fulbright Scholar at Lutsk Liberal Arts University, Lutsk, Ukraine, for fall 2007. He was a photojournalist for 30 years, 20 working independently out of Tulsa. At the same time he owned Mercer Visual Communications Inc., an AV production company serving the petroleum industry. Since becoming a full-time academic in 1994, he has taught in Japan, the Czech Republic and Ukraine.

Holley Mangham, MA, PR, '05, is communications director for the Oklahoma Housing Finance Agency in Oklahoma City. In 2008, Mangham published an official Oklahoma Centennial book that tells the story of Oklahoma's history through photos of houses across the state. Mangham researched and co-authored the book with Dennis Shockley, executive director for OHFA.

Emeritus Faculty

David Dary, director of the H. H. Herbert School of Journalism from 1989-2000 and emeritus professor at OU, was recently honored with the Arrell Gibson Lifetime Achievement Award by the Oklahoma Center for the Book for his work as a journalist, educator and historian. Dary was director of the journalism school during the transition from school to college.

Celebrating Lives

Carter W. Bradley, PR, '40, a journalist whose career led him from local newspapers to service in government and education, died Oct. 27, 2008, at the age of 89. While at OU, he edited the daily student newspaper and was the campus correspondent for United Press International. After college, he worked for the Ponca City News and the Oklahoma City Times. He joined United Press International the next year as a reporter, serving as bureau chief and later as state manager from 1947 to 1960.

He was appointed by U.S. Sen. Robert S. Kerr in 1961 to be the chief clerk of the Senate Committee on Aeronautical and Space Sciences. He became Sen. Mike Monroney's administrative assistant in 1963 and then worked as the community relations director for Sequoyah Industries in Anadarko. He also served as executive vice president of the OU Medical Center Foundation.

Later in his career, Bradley was executive director of the Higher Education Alumni Council of Oklahoma, serving from 1971 to 1984. After he retired from the council, Bradley joined the Capitol News Bureau, where he helped students gather information from the Oklahoma Legislature to distribute to state newspapers. Bradley was inducted into the Oklahoma Journalism Hall of Fame in 1987 and received the Oklahoma Press Association's Beachy Musselman Award in 1989.

Patricia (Pat) Margueret Saunders, AD, '46, died June 22, 2008. Saunders was a member of Tri-Delt sorority and president of Theta Sigma Phi, an honorary journalism fraternity. While attending OU, she was editor of The Oklahoma Daily and associate editor of Covered Wagon.

Jarita P. Askins



Jarita Askins with daughter, Oklahoma Lt. Gov. Jari Askins, at the 2007 JayMac banquet

Jarita P. Askins, Journalism, '45, died at the age of 85 in her Duncan home March 22, 2009, after a long illness.

Jarita was born in Tecumseh to William Stanley and Pearl (Hunter) Bicknell May 20, 1923. She attended elementary school in Tecumseh before moving to western Oklahoma with her parents. She graduated from Sayre High School.

After attending one year at Sayre Junior College, Jarita was offered a job as wire editor for The Oklahoma Daily student newspaper at the University of Oklahoma. Thus began her long love affair with journalism and OU. She was selected as the first female editor of The Daily and served in that leadership role for one year, later earning a bachelor of arts degree in journalism. She was

Following graduation, she went on to work for The Tulsa Tribune as society editor and women's feature writer. She then moved to Chicago and worked for the International News Service as a general reporter and feature writer. After a brief stint working in Dallas, Saunders settled back in Tulsa and worked for the Phillips Agency, then started the Mace-Saunders Advertising Agency with Pete Mace. Saunders won numerous awards in Tulsa, Dallas and Chicago, and she received many ADDYs locally and regionally for creativity in print and broadcast. During the last 20 years of her life, Pat found most enjoyment in her work as a "Gillie," giving tours, and volunteering at the Gilcrease Museum in Tulsa.

a member of the Psi Chapter of the Alpha Chi Omega Sorority at OU. She later served as president of the OU Moms' Club and was a member of the OU Associates and the Oklahoma Foundation for Excellence. The Altus Times Democrat employed Jarita upon graduation. Later, she would serve as director of public welfare for Greer County.

Jarita was the consummate volunteer. Her leadership and communication skills were in high demand. She has chaired the local United Way fund drive; led the public relations campaign to create Duncan Regional Hospital; served 11 years as director for DRH, including president of the hospital board; and completed 15 years on the board of directors of Security National & Trust (now BancFirst) in Duncan.

With husband Ollie as her teacher, cheerleader and partner, Jarita also began to establish a record as one of Southwest Oklahoma's best golfers. She won dozens of tournaments throughout Oklahoma, including couples tournaments. Twice she won the women's state Seniors Championship and was the perennial local club champion. Her commitment to improving the opportunities for Oklahoma women to play golf competitively resulted in decades of involvement with the Women's Oklahoma Golf Association. She was instrumental in the creation of the first women's golf team at OU in 1975. In 2005, she became the first woman inducted into the new WOGA Hall of Fame.

Tony Hillerman, PR, '48, an award-winning American author of detective novels and nonfiction works best known for his Navajo tribal police mystery novels, died Oct. 26, 2008. Hillerman was born in Sacred Heart, Okla., and was a decorated combat veteran of World War II, having served as a mortarman in the 103rd Infantry Division and having earned the Silver Star, the Bronze Star and a Purple Heart. He worked as a journalist from 1948 to 1962, then earned a master's degree. He taught journalism from 1966 to 1987 at the University of New Mexico in Albuquerque, where he resided with his wife until his death in 2008.

Patsy Ruth DeMerritt, R/TV/F, '49, died Jan. 14, 2009. DeMerritt was named one of the 10 Outstanding Freshman Women while at OU. She was a member of Alpha Chi Omega sorority, Theta Sigma Phi and Gamma Alpha Chi, professional sororities, and Mortar Board honorary. As member of Union Activities Board in 1948, she started the Sooner Scandals, all-school review. She was named the outstanding woman in advertising by Gamma Alpha Chi when she graduated in 1949.

Renetta Jacobson, Broadcast News, '49, died Jan. 10, 2009, at the age of 80. She lived a short time in Oklahoma City and in the early 1950s returned to Muskogee, where she worked for KTUL. She was the continuity director, writing station breaks, commercials and time breaks. She moved to Tulsa and worked as continuity director for KOTV. In 1960, she moved to San Francisco working for PBS and CBS. Jacobson also did freelance work for many years.

Paul Galloway, Journ., '56, died Feb. 2, 2009, at the age of 74. He was born in 1934 in Memphis, Tenn., and moved to Tulsa in 1950. He attended OU from 1952 to 1956. After serving in the Army, he returned to Oklahoma and was a writer and editor for OU's alumni magazine. In 1969, he joined the Chicago Sun-Times as a reporter, writing everything from features to hard news. While working there, Galloway collaborated with columnist Bob Greene on the serial "Bagtime," which focused on the fictional life and travails of Mike Holliday, a bag boy at the Treasure Island grocery store in Old Town Chicago. The serial ran during the summers of 1977 and 1978 and was later published as a book, optioned as a possible television series and made into a musical. In 1984, he moved from the Sun-Times to the Chicago Tribune, where he became the paper's religion columnist. He retired from there in 1999.

Arlen D. Southern, PR, '56, died Feb. 8, 2009. Southern counseled hundreds of corporations and individuals over a four-decade career in corporate communications and public relations. Southern was a founding member, former officer and director of the National Investor Relations Institute, past President of the Investor Relations Association and a 40-year member of the PRSA. In 1978, he was named one of the "most respected" executives in corporate public relations by his peers sponsored by the PR Reporter publication.

Charles “Charlie” Franklin Long, R/TV/F, '61, died April 14, 2008. Long began his lengthy journalism career covering politics for The Norman Transcript and then served in the OU communications office. He moved with his family to Wheaton, Ill., and began working for the Society of Professional Journalists as the editor of Quill magazine in Chicago.

Junetta Watson Davis, MA, Journ., '66, emeritus professor of journalism, died March 7, 2008. Davis was born in Marlow, and by age 14 had decided she wanted to be a journalist. College was deferred until after World War II. She received a bachelor's degree in journalism from the University of North Texas in 1952 and began her journalistic career on the Denton (Texas) Record-Chronicle in 1951, while still a student. She left the Record-Chronicle at the end of 1952 for the Associated Press to cover the 1953 Kansas Legislature. From there, she went to the Wichita Falls (Texas) Record News, where she continued to cover politics. In fall 1954, Davis became editor of the

employee magazine at Texas Instruments before leaving to travel Europe. She went to the Houston Post in late 1957, where she was a general assignments reporter, covering courts, politics and medicine.

At the Post she met her husband, John Alex Davis. The couple left the Post in 1960 to travel and write stories for Texas newspapers. On their return in 1961, they studied professional writing at OU. While completing her master's degree, she began teaching at the Oklahoma College of Sciences and Arts in Chickasha. Upon completion of her master's degree, she returned to North Texas to practice public relations and teach journalism for six years until OU hired her to teach. She retired from OU in 1986, after 14 years.

Robert “Bob” Jewel Buford, Journ., '48, died Feb. 23, 2009, at the age of 80. He was born Feb. 7, 1929, in Durant. Buford graduated from Central High School in Oklahoma City and attended OU studying journalism and working at the OU Press. He spent his entire life in the printing and

publishing business, starting out at the age of 14 working at The Durant Democrat newspaper. At 21, Buford purchased a weekly newspaper, The Welch American, in the small town of Welch and was the youngest publisher in the state at that time.

Buford was a member of the Half Century Club, an honor given by the Oklahoma Press Association to individuals who have spent more than 50 years in the newspaper industry. Those 50-plus years include serving as a vice president and publication specialist for the Transcript Press; part owner and advertising director of Executive Type, helping to produce Guffy's Executive Journal; and owner of Type Traditional, a family-based business producing county historical books. Before entering full retirement, he worked part time in a production position at The Norman Transcript.

Coming Home

BY WILLARD THOMAS, BA JOURNALISM, 1958

There's “Homecoming” and then there's “coming home.” Homecoming is a day and a series of activities. Coming home is a feeling of being back where you feel like you are part of the family. The alumni homecoming the weekend of Oct. 17-18 was the first time some of us had been back in around half a century, and the entire event felt more like coming home than homecoming.

It's not like we never thought about OU, or read about it in alumni letters and fundraising appeals, or watched with both agony and ecstasy the downs and ups of the Sooners on television. We did. But home is a place where there is a spirit of belonging and acceptance.

When we were young students, we felt the daily energy radiating from others around the campus and becoming downright overwhelming on football Saturdays: We lost only one game in my four years. We were part of a group that for many experienced for the first time being away from parental oversight and having the freedom to fail – which many of us did. Of the 50 or so young men in my house, only five graduated on time. Almost half were gone after the first year. Only I came back for the 50th reunion.

Each year, those in our house kept changing and improving over our student

years, though there were always a few who played too much. Over time, we became closer and closer. At times we sensed how close. This was stronger when we returned in the fall or from the Christmas vacation. (We did not have spring break back then.) But back in the rush of day-to-day, the closeness became background, and we took it for granted.

There was a lot happening on campus. In fact, there was more than anyone could be in, but there was an energy coming from it all. It is that energy that makes a campus home. Coming back into that energy field and getting back in a group of fellow students we might have seen every day back then is what made this reunion feel like coming home.

Now we got some special attention from the school and its leaders. Much more than that, we got the first day we walked wide eyed into a new dorm and started standing in line to register. We did not have computers and pre-registration back then, and often classes closed before we got what we wanted. Some bright young men and women dressed in red greeted us, and said, “Welcome home.” The president came and talked to us and treated us like we were in on what was important about our school. He treated us like one treats fellow students. He is also a great speaker.

Memories

There were those who knew about things to guide us around to different places. I learned more about the library than I ever had while a student. Of course, there is much more library than there was 50 years ago. I was stunned at the size of some of the new buildings and might have missed the old campus had I not known exactly where it hid in among what seemed like skyscrapers.

I ceremoniously received a gold medallion on a ribbon, like an Olympic medal, and felt as if I had done something special. The only qualification was to have lived 50 years after graduation, but I still felt special as well as fortunate.

I am writing this not for my fellow alumni or me. I am writing this hoping that some bright-eyed young Sooner — one who is part of the pass-fail, he/she will ask me or not, the professor is a monster, it's hot/cold walking to class, there is no place to park, ROTC, 3.20 world — will look around for a minute and note that this place is more than a campus. It is a home. And because of those who have followed me and will follow you, it is a home to come back to, perhaps even 100 years from now. My advice? Occasionally stop and smell home.

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PHASE II OF GAYLORD HALL: **1) Computer Lab:** The wing will feature an open lab adjacent to the AD/PR agency; **2) Agency:** The AD/PR agency will foster creativity and interactivity; **3) Auditorium:** A 185-seat auditorium will be used for guest speakers and showcasing student video productions.



Watch for these events in fall 2009

October

JayMac Banquet

Thursday, Oct. 8

OU/Texas Reception

Friday, Oct. 16

Moroch Partners in Dallas

Homecoming Event at Gaylord Hall

Saturday, Oct. 31

Official Building Dedication

TBD

December

Gaylord Prize Banquet

Monday, Dec. 7