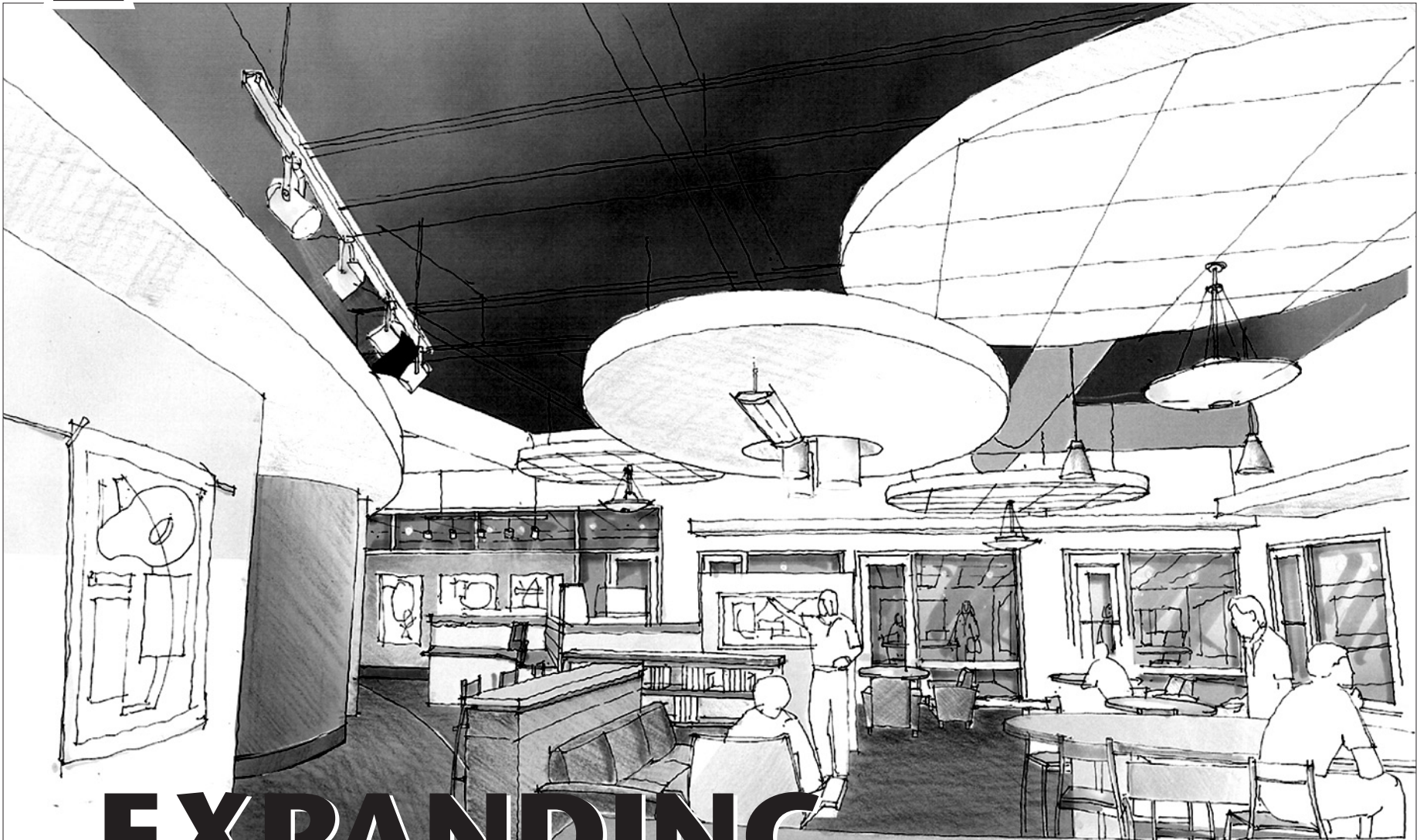


JayMac • Winter/Spring

2007

# pulse

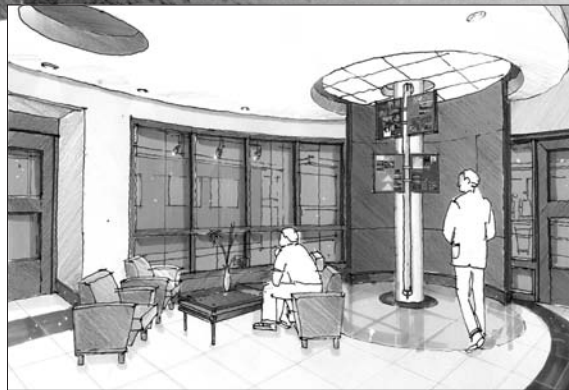
The University of Oklahoma • Gaylord College of Journalism and Mass Communication



## EXPANDING EXCELLENCE

College to build  
\$19 million expansion  
to Gaylord Hall

Page 3



## contents

### FEATURES

#### Building Expansion

\$19 million expansion to begin over the summer

Page 3

#### IRT

Institute for Research and Training takes on global survey

Page 6

#### MIG

Interest group for magazine writers takes off

Page 7

#### Doctoral Program

New doctoral studies to begin in fall

Page 9

#### Distinguished

Banquet honors noteworthy alumni

Page 13

#### C. Joe Holland

Former director of H.H. Herbert School dies

Page 18

#### New Faculty

Six new faculty members join college

Page 23

#### Hub

Student Media Web portal a hub for digital media

Page 29

### DEPARTMENTS

Alumni Updates.....	10
Graduate Student Stories.....	11
Staff Standout.....	12
Alumni Award.....	16
Gaylord Gazette.....	19
Undergraduate Profile.....	21
Visitors to Gaylord Hall.....	31

### COVER

Architectural renderings by Rees and Associates Architects

## JAYMAC President

# Excellence never changes

**W**e have so much to be proud of as our college grows and continues the mission of producing the next generation of journalists and mass communication professionals.

JayMac serves as the alumni voice to the administration and as a professional networking resource to students and faculty and among alumni.

As we plan activities for the year, we would like your suggestions. If you haven't already, please take a few minutes to complete the short survey that you received with your JayMac membership letter.

Our main objective this year is to update and add to our alumni database

– especially e-mail addresses – so we can share announcements with JayMac members about college and university events of interest.

When visitors to OU like former Vice President Al Gore, former U.S. President George H.W. Bush or former President of Mexico Vicente Fox visit – all of whom were on campus this spring – we would like to give you a heads-up.

Also, the JayMac board members are working with the college to update information on our alumni page on the Gaylord College Web site. Please check it out periodically.

Boomer Sooner!



SANDRA LONGCRIER

## Gaylord College Dean

# Expansion on the way

**L**ast year at this time, the prospect of completing Phase II of Gaylord Hall seemed years away. In fact, we just had a May groundbreaking and a plan for December 2008 completion for the \$19 million, 44,000-square-foot extension.

Co-curricular activities have been a distinguishing characteristic of journalism and mass communication programs for many years. Much of the value-added of a degree comes outside the classroom.

During the past year, we in the Gaylord College and Student Media have made a special effort to increase the number of options available to students.

The bedrock of our co-curricular experience has always been The Oklahoma Daily and "Sooner" yearbook. Now, Student Media offers a freshman yearbook and a Web portal called The Hub that gives students unique opportunities to integrate news content into a broader digital environment.

Broadcast journalism students produce their own daily, 30-minute television newscast called OU Nightly. Thanks to President David L. Boren's help, we are about to add a news director position that will increase our coverage of campus and the community.

We now have students who are working for both The Daily and OU Nightly, giving them valuable cross-platform experience. Broadcast journalism students also are getting excellent professional experience at

KGOU's fine radio news department affiliated with NPR. The journalism faculty are planning a Webzine that will provide a vehicle for student work in print, broadcast and photography.

For the first time in several years, PR and advertising students entered the Bateman Case Study Competition and the National Student Advertising Competition. Both competitions have energized students and given them the chance to compare their work at the regional and national levels.

Our new extension to Gaylord Hall will include an advertising/PR agency that will provide even more professional experience. We will be one of the few programs in the nation to have a Strategic Communication Center just for co-curricular opportunities for PR and ad students.

Through a partnership with the Honors College, our broadcasting students are working with The History Channel in New York to produce a documentary feature on German prisoners of war in Oklahoma during World War II. Students are working on promotional videos, commercials and studio programs for TV4OU that they produce and direct.

I'm also pleased that OU's student chapter of the National Broadcasting Society (formerly Alpha Epsilon Rho) is being re-activated after many years.

Our professional writing students have started their own student organization and have ambitious plans to bring speakers to campus and to initiate literary activities on campus.

I'm proud that we are one of the few



JOE FOOTE

universities in the United States with a student group representing the Native American Journalists Association.

Having a student group affiliated with NAJA is especially gratifying because NAJA's national headquarters will be moving to OU later this year. All of these organizations add a rich diversity to the Gaylord College and give students a special place to be in addition to the major-specific organizations we offer.

It is my goal that every Gaylord student will participate in activities beyond the classroom.

We see this co-curricular involvement as vital to recruiting, retention and job placement.

It is a major part of our pathway to excellence.



**NEW SPACES:** The 44,000-square-foot expansion will extend from the north side of Gaylord Hall and stretch east toward the Gaylord Family-Oklahoma Memorial Stadium. Students will be able to begin using the new space in spring 2009.

# Phase II to Fulfill Vision for Building

## Expansion made possible by journalism foundations

By **MEREDITH MCNATT**

**G**aylord College has reversed the oft-quoted idea of “build it and they will come” to reflect its own reality: They have come, so we must build it. To accommodate growing student and faculty numbers, Gaylord College will start construction on Phase II of Gaylord Hall in summer 2007.

Grants from two Edith Kinney Gaylord foundations — The Inasmuch Foundation for \$5 million and the Ethics and Excellence in Journalism Foundation for \$4 million — and an additional \$2 million from the E.L. and Thelma Gaylord Foundation have provided the seed money for the projected 44,000-square-foot addition.

“Bob Ross, president and CEO of the foundations, has been our strongest booster,” Gaylord College Dean Joe Foote says. “Without his support and that of his father, Chairman of the

Board Bill Ross, we would still just be talking about an addition to our already superb building.”

Foote says the opportunity to add to Gaylord Hall so soon after its completion in summer 2004 comes from the foundations’ support.

“We are particularly indebted to Edith Kinney Gaylord, a great woman, great journalist, great Oklahoman, a tremendous benefactor for causes in this state,” he says. “It really is a wonderful testament to what Oklahomans can do for Oklahoma institutions.”

OU President David L. Boren says that the rapid rise in college enrollment — from 750 in 2000 to 1,500 in 2007 — made starting Phase II more a necessity than a luxury.

Foote says Boren was instrumental in developing plans for the addition.

“President Boren has had a great impact architecturally on the campus,” Foote says. “We are pleased that he

supported us in this important next step for Gaylord College. There was no question in my mind that if we could articulate what we were trying to do, he would be enthusiastic, and he was.”

Boren, working closely with the college, has helped raise the remaining funds for the expansion.

The features of the addition will not only meet current students’ needs but also attract more quality students, Foote says. The addition also will help build campus partnerships. An auditorium seating 180 people will allow the film and video studies program to have a space for film screenings, for example. Theater seating also will provide a top-flight location for visiting professionals and dignitaries.

“Here, at OU, we have a shortage of high-end spaces where you can have guest speakers, especially where you can record for broadcast for later dissemination,” Foote says. “The

auditorium is going to allow for that.”

A three-camera set-up and an audio/video control booth will be available to students for classes and projects as well as for special events.

“It will be one of the most impressive spaces on the campus,” Foote says. “It will be pretty much a 21st-century space.”

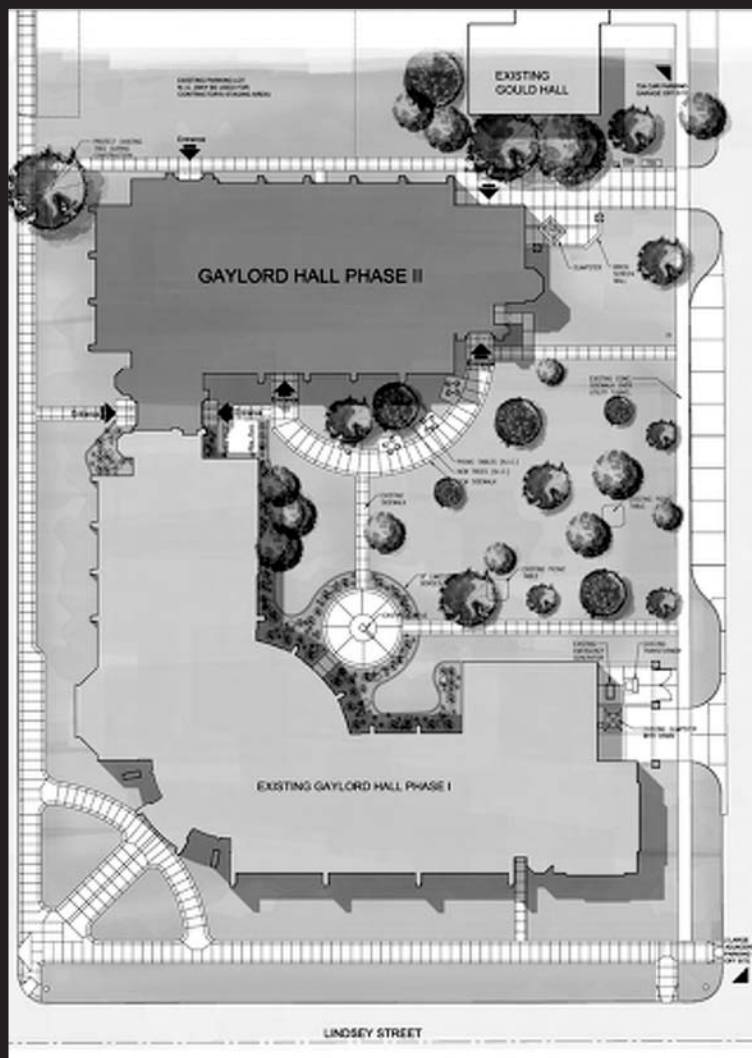
Ralph Beliveau, assistant professor of broadcast and electronic media, says the new auditorium and an adjacent sound stage will benefit his classes.

“We will be able to put all kinds of sets on the sound stage,” Beliveau says. “I teach a film class that will be able to use the auditorium for screenings and other activities.”

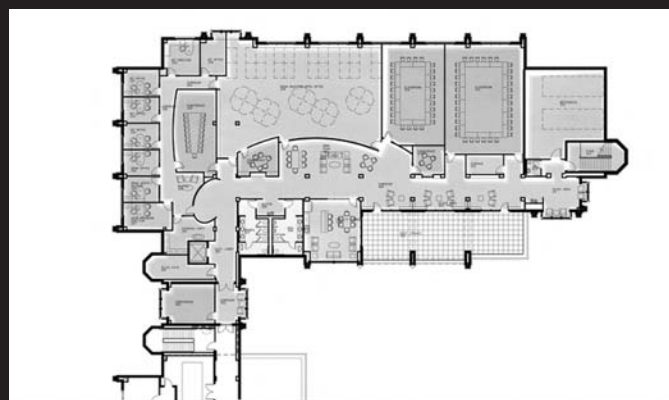
Larger JMC classes that now must meet in other buildings on campus will soon be able to use the auditorium.

“Classes like mass comm law, which have more than 100 students, will have the benefits of staying in the new building and having top-flight media

*Continues on Page 4*



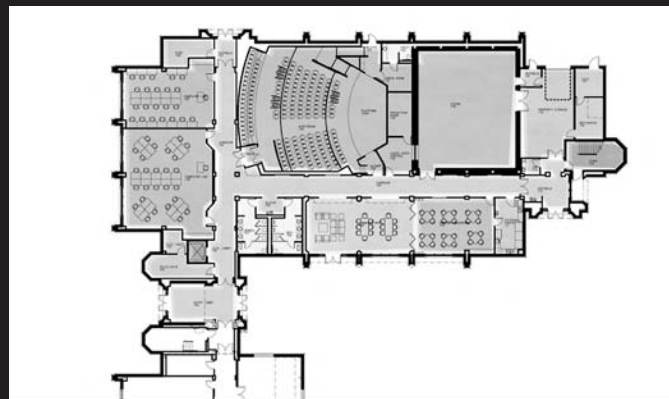
**SKY VIEW:** Phase II landscape alterations have begun, and construction crews will begin building the foundation in summer 2007. The expansion will take some of the lawn space between Gaylord Hall and Gould Hall, the home of the College of Architecture.



**THIRD FLOOR:** Home to the college's Institute for Research and Training and graduate programs, the third floor also will contain traditional classroom teaching space.



**SECOND FLOOR:** The second floor will feature an advertising/public relations agency, complete with client war rooms and conference space. Additional space will include a large computer lab for expanded classroom functions.



**FIRST FLOOR:** The first floor of the expansion will contain a broadcast-ready auditorium and a production/photography studio as well as classroom space.

resources," says Robert Kerr, assistant professor of journalism.

In addition to the auditorium, the first floor plans call for a large commons area in which students can socialize or work on homework. The area will open onto an exterior courtyard complete with picnic tables and wireless Internet.

Foote says that in nice weather, the courtyard will function as yet another commons area.

The college wanted the new space to be as flexible as possible for multiple uses, Foote says. To that end, a section of the commons area can be closed off for workshops and guest speakers.

The second floor will address the needs of public relations – the largest major in the college – and advertising – the second largest – in a Strategic Communications Center.

A student-run public relations/advertising agency will be the central space on the floor and the least

conventional space in the building.

"For the advertising/public relations agency, we wanted a very different feel," Foote says. "We expressed that to the architects, and they've developed a design that has a lot more color, a lot more openness and significantly more trendiness in terms of the design."

Foote says the area will provide a creatively inspirational space for students to work in as well as serving a functional need for client meeting space.

The design and color scheme of this area model what is generally found in commercial ad or public relations firms.

"We wanted this space to really be about creativity and ideas," Foote says. "Fortunately, one of our graduates was the founder of a major agency, Bernstein-Rein, and he very graciously invited us to visit his offices in Kansas City."

Bob Bernstein, who completed his

studies in the '50s, started his agency in Kansas City. Foote says the only differences between Bernstein's agency and the Gaylord College agency is that the commercial agency can redefine its space every few years. The college agency's space had to be a bit more enduring.

The agency area will sport five different colors, different levels of comfortable seating, tables resembling those in a coffee house and even clouds painted on the ceiling.

Foote stressed that while the agency would clearly declare itself modern, it also would contain some of the architectural and design themes of the rest of the building and, by extension, the campus.

"Gaylord Hall is a very traditional Cherokee Gothic style," Foote says. "The building is very impressive and stately. In the new area, there's enough of the brick and stone decor that shows you you're in the same

building, but there are variations on the theme. You can have a traditional theme, but represented in a very modern way."

The agency contains five private rooms in which students can conduct meetings. They can work on group projects in the comfort of a private room to ensure the quiet needed for intense work. The rooms also can serve to conduct client business.

The rooms provide a gallery space for student work and presentations to clients.

"In a university environment you want to look like an advertising agency but remember you're a teaching institution," Foote says.

The second floor also will house a computer lab and workroom with an instructional technology specialist on hand at all times to help students. The advertising/public relations agency computer area will double as a second open lab in the evenings.



**COURTYARD VIEW:** The south side of the new expansion will include an observation deck and outside seating area. The courtyard of Gaylord Hall will be host to many college events, especially on football game days.

"It won't look like a computer lab because there won't be any fixed workstations," Foote says. "Students will be in there in the evening with laptops, but it will look more like an informal space."

Laptops will be available for students to check out in the workroom; adjacent to the computer lab there will be a focus group room with an observation booth for viewing research participants.

"It will allow us to make a truly professional effort here," Foote says.

The third floor space will serve the needs of the doctoral program the college will initiate in the fall with five students and provide a dedicated space for its 85 master's degree students.

Also on the third floor will be offices, classrooms and common areas specifically designed for students earning advanced degrees.

David Craig, director of graduate studies and associate professor of journalism, will oversee the doctoral program from his new office in the area.

"The new third floor will provide excellent work areas for our doctoral students and our master's graduate assistants, as well as more classrooms for graduate courses and better office space for the graduate director and graduate secretary," he says.

"Graduate students will also have some informal study/lounging space."

The Institute for Research and Training, of which founding Dean Charles Self is director, will have offices and a conference room on the third floor. In the same area will be an area for the professional writing students who have not had a space of their own.

"The area will have lounge seating and bookshelves filled with books written by OU authors," Foote says. "We know the students will help develop what it looks like and how it will be used."

Foote also says a terrace off the third floor will be a nice feature.

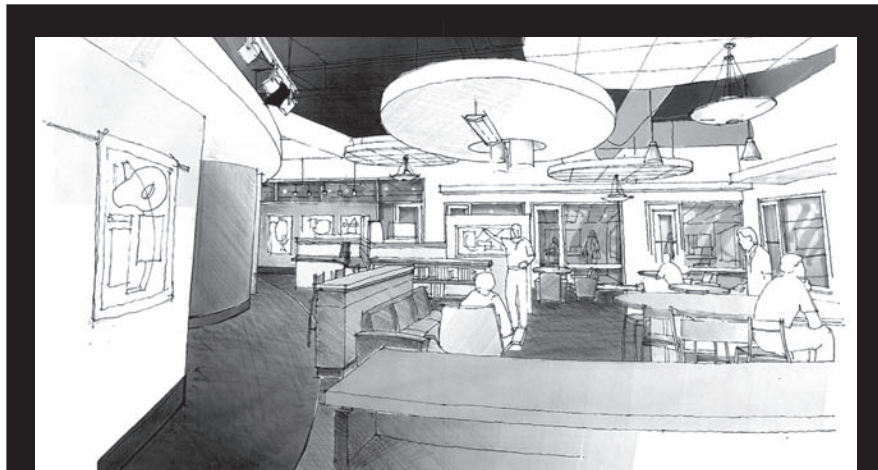
"I hope it is a feature that students really enjoy," Foote says. "There will be chances for social events inside and outside."

"The area will also provide a camera outlook so broadcast students have a location for remote shooting."

The inside commons area will open right out to the terrace, as will a faculty/staff lounge. The outdoor space will have picnic and seating areas.

Foote says the new building is scheduled for move-in during December 2008 so classes can begin in January 2009.

"It's going to be a wonderful building," Foote says. "It's going to have all of the traditional touches that we've come to expect at OU and then a little glimmer of excitement generated by creativity."



**AGENCY INSIDE:** Public relations and advertising students will serve real clients from the student-run agency on the second floor.



**NOOKS:** Quiet study areas will give students more places to read, work on projects and relax.

## Institute for Research and Training

# Examining Journalism Worldwide

Institute welcomes journalists from around the world as part of its mission

By JENNIFER SMITH

Charles Self, newly appointed director of the college's Institute for Research and Training, has a vision: The founding dean of Gaylord College says he wants to connect students and faculty to the journalistic world beyond the basics of journalism education.

"Students get so focused on their classes that they forget there are these wonderful speakers who are coming in, who are giving them insights beyond what is happening in their classes," Self says. "One of our goals is to encourage them to take advantage of these opportunities."

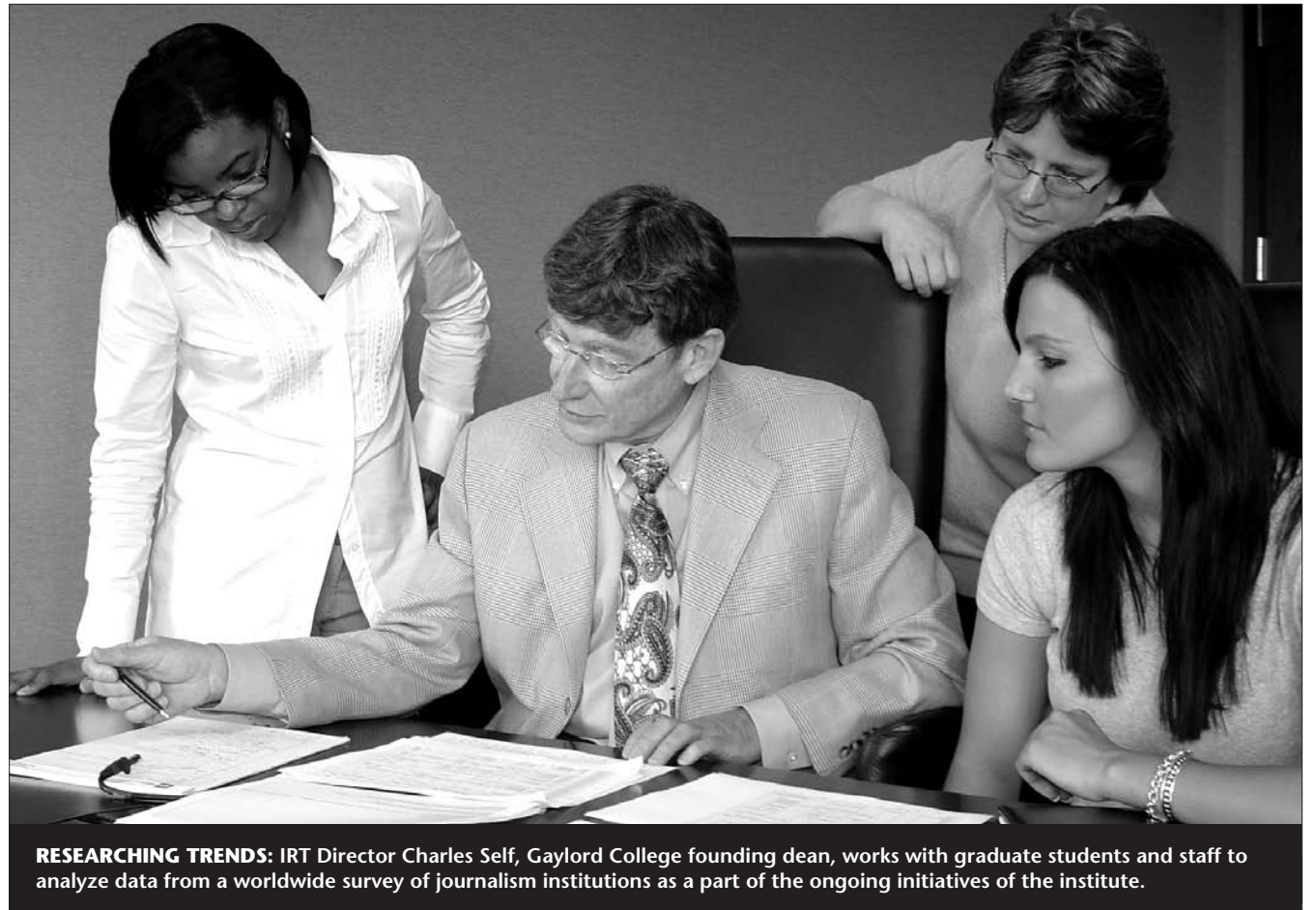
The Institute for Research and Training was founded in 2004 to facilitate and coordinate research and training programs as well as extracurricular educational opportunities like conferences and workshops.

"The institute is a clearinghouse through which we can aggregate our resources and make the best use of them," Gaylord College Dean Joe Foote says. "If there's a problem or an opportunity, we can bring the best minds in our college together and marshal that energy to achieve a goal. In both research and training, that's invaluable."

One of the institute's main research areas is the relationship between media and the community. In 2004, the organization received a \$600,000 grant from the Ethics and Excellence in Journalism Foundation to research three diverse communities.

"First, we're focused on research and training programs aimed at understanding the relationship and the role of media in ethnic and foreign language communities," Self says. "The second area we looked at is virtual communities. What we're trying to understand is how these new media forms function to create those communities and how those communities use the new media. The third area we looked at is international media."

The institute has hosted several international visitors since it began operations three years ago. The main



**RESEARCHING TRENDS:** IRT Director Charles Self, Gaylord College founding dean, works with graduate students and staff to analyze data from a worldwide survey of journalism institutions as a part of the ongoing initiatives of the institute.

purpose of hosting such visitors is to learn about their different media systems and cultures while sharing American and Oklahoman culture with them, Self says.

"We have two international journalists who are here for a year under a State Department program," Self says. "We've taken them to a cattle ranch. We've taken them to a horse ranch. We're giving them cultural experiences, and we also arrange for them to be able to sit in on classes at the university and participate in other programs we offer."

To further the institute's global studies, the Knight Foundation recently awarded it a grant to conduct an international survey of journalism and mass communication educational training.

The institute is corresponding with 22 mass communication organizations worldwide to develop a comprehensive list of journalism programs around the globe.

"We're going to send a questionnaire to these programs to talk with them about how they teach and the problems they face," Self says. "There's never been a world census of journalism education before."

Closer to home, the institute hosts

journalists from within the United States for cultural experiences and education as well.

"We do Heartland Tours, which is a series of programs that brings foreign correspondents from New York and Washington to Oklahoma to better understand the Heartland issues," Self says. "We have occasional Foreign Press Center visitors. Sometimes the Foreign Press Center in Washington and New York will send small groups of journalists for just a couple of days and we connect them with people in Native American Studies or other programs at the university."

The institute last fall hosted a series of seminars focused on investigative reporting in which professional journalists from across the country spoke about their experiences in the field. Students, faculty, alumni and professional journalists in the region had the opportunity to sit in.

"The institute is trying to involve students in these opportunities to meet people from outside who are helping us understand what's happening in the field," Self said.

The institute also seeks to encourage alumni involvement. Alumni participate in many of the training opportunities, workshops

and conferences. They also help host visitors of the college.

"Our alumni and friends of the college have helped with tours of the Capitol, for example, or by arranging for visitors to visit cultural sites in Oklahoma," Self says. "There are many opportunities for alumni who want to be involved in our activities. All they have to do is let me know of their interests."

In the spring, the institute played host to 14 Latin American journalists who came to campus as part of the U.S. State Department's Edward R. Murrow Program for Journalists.

The program brings about 200 emerging leaders in journalism from around the world to examine journalistic practices in the United States. The Murrow Program is a public/private partnership between the Department of State, the Aspen Institute and 12 leading colleges of journalism.

"The institute gives us the infrastructure to engage in a lot of endeavors we wouldn't have the opportunity to do otherwise," Foote said. "It's only 2 years old, and it will get stronger and stronger. I think most of the dividends from this are yet to be realized."

## Magazine Interest Group



**MAGAZINES:** Sixteen students in the college's new Magazine Interest Group traveled to New York in the fall to meet with OU alums and visit magazine publishing houses. The group plans future trips to Chicago and Dallas.

# Students Visit Four NYC Magazines

## MIG provides information about magazine publishing

By **MEREDITH MCNATT**

**F**rom Real Simple to Vogue to MacLife: Magazines define, speak to, entertain and inform hundreds of niche groups in the United States. Gaylord College students interested in working in consumer, business-to-business or public relations magazines have found a place to connect: the Magazine Interest Group started by Kathryn Jenson White in fall 2006.

"I came up with the idea for the Magazine Interest Group when I realized many students in the college who were majoring in journalism and public relations were interested in the many career possibilities in magazine but didn't really have a place to learn about them," says the assistant professor of journalism, who also is an active freelance magazine journalist and editor. "I thought if I formed a group that had meetings and activities based on a shared love of magazines, I could provide helpful information about the industry, career possibilities and internships."

Journalism senior Krista Nightengale says she appreciates this group because, before it, she didn't know

much about the magazine industry.

"Magazines are an important journalistic medium, but we haven't had classes or a focus on them much until this year," Nightengale says. "This group meets those needs and emphasizes the industry many of us want to work in."

Nightengale says she thinks the MIG, which is what participants call the group, can be beneficial for students and the college.

"The MIG benefits the college because it connects Gaylord students to the magazine industry and shows the quality of the journalism education it provides," Nightengale says.

Jenson White says students need to learn about the industry, and one way to teach is to bring in career professionals to talk to MIG members about their careers in the business.

"I've been an active magazine writer and editor for 20 some years, so I know a lot of people in the business," Jenson White says. "I wanted to serve as a liaison between our students and those professionals in and outside Oklahoma."

Jenson White says the more students know about magazines and the industry, the better they can prepare

themselves to seek jobs.

MIG discussions explore different types of magazines and workshops prepare students to create résumés and portfolios and find internships for important industry experience and connections.

Gaylord students in the past years have had internships at TulsaPeople magazine, Oklahoma Today, O, The Oprah Magazine and Vogue, among many others.

Jenson White advertised the group in the college Monday Memo and spoke to the Introduction to Mass Communications class about it. Close to 70 students responded, and the MIG listserv now has about 85 participants, she says.

"I knew immediately that I'd found a thing that mattered to a lot of students when the e-mail started flowing in," Jenson White says.

Nightengale was one student who responded to the call to join the group.

"I want a career in magazine writing," Nightengale says. "I've always enjoyed writing features. There's just something about diving into people's lives and events and creatively telling these stories.

"I believe everyone has a story, and a magazine allows a writer to tell that story beautifully with design and photos. My ultimate dream is to start my own magazine."

Nightengale, who graduated in May, has interviewed for magazine jobs in Dallas and Birmingham, Ala.

Nightengale was part of a group of 16 students and Jenson White to visit four New York City-based magazines in fall 2006.

Jenson White says she thought the students needed the four-day trip to really open their eyes to magazine life.

"I'm very passionate about magazines and work in magazines and see them as a very viable career choice," Jenson White says. "So the first thing I proposed is we go talk to people in the epicenter, which is New York, and 16 of our students responded. We found a hotel and connected with four magazines, and we took off to New York for really one of my best activity experiences."

Nightengale says the four magazine venues the group visited were extremely helpful. They were Ladies Home Journal; O, The Oprah Magazine; Time Inc.'s offices; and VNU, a trade publication group.

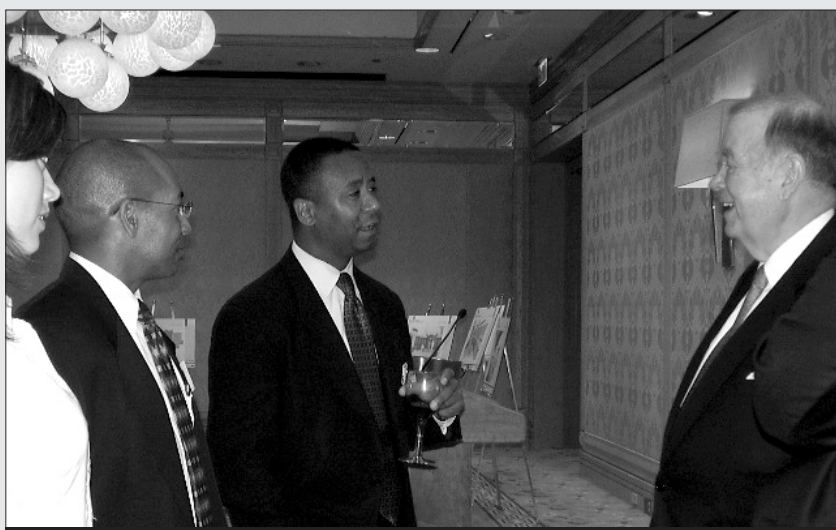
"By talking to the editors and

*Continues on Page 8*

## Dallas Alumni Event



**NEW SPACE:** OU alums convened in Dallas to see the plans for the new building expansion and catch up on the latest OU news.



**PRESIDENTIAL VOICE:** OU President David L. Boren spoke to the alumni group about OU's growth and prominence and stayed around to chat.



**PACKED HOUSE:** Gaylord alumni in Dallas came together in October to listen to President Boren and to catch up on old times. The alumni reception was sponsored by American Airlines, which gave away two plane tickets as prizes.

workers at these magazines, I was able to see how difficult it is to get into the industry," Nightengale says. "I learned what it would take to start and advance."

Jenson White says the group was invited to visit two of the four magazines because of alumni and student connections. Sarah Ganus, who graduated in May 2006, was serving as a post-graduate intern at O, The Oprah Magazine.

"They usually don't let student groups visit at O," Jenson White says. "We talked to an editor and an intern fashion assistant and heard all about working in the magazine world from that perspective."

Another helpful insider was Gaylord College alumnus Jim Gabal who has worked for Meredith Publishing and now serves as eastern advertising manager of Progressive Farmer, part of the Time Inc. group.

"He was good enough to bring into our meeting the executive editor of People magazine," Jenson White says.

MIG students showed résumés to human resource directors and asked writers and editors for tips on making it in the magazine world.

"Every single person told us just coming there made the University of Oklahoma look like a university where students are concerned enough about their magazine careers that they would spend four days visiting and learning," Jenson White says. "Jim Gabal wants to be a mentor."

Jenson White says visiting VNU, home to BrandWeek, MediaWeek, AdWeek and Editor & Publisher, was important because trade magazines offer good employment possibilities to those interested in magazine careers and willing to think beyond the best-known consumer titles.

"We also had a lot of free time and students did cultural activities," Jenson White says. "Street life in New York is so much fun."

The visit also showed students that New York City can be a hectic place to live.

"One of the things that students learn is that they don't want to live in the city and then they will have to find some other way to be in magazines," Jenson White says. "It's important for students to realize that while New York's a fabulous place to visit, it may not be the place they want to live."

Nightengale said this trip did just that for her.

"Honestly, the trip reshaped my whole future," Nightengale says. "I had planned on going to New York post-graduation and making a go for it. But now, I've come to see that this is not the route for me. Although I love the city, I don't think it's where I'll end up."

Jenson White says she was incredibly impressed with her students on the trip.

"I've traveled with students before and never have I seen such a consistently responsible, smart, engaged group of people," Jenson White says. "They met adversity without complaining, they got places on time, they asked good questions, they dressed appropriately."

"They were ideal ambassadors for Gaylord College, and I really think they made an impression at all the places we went."

While the students had fun, Jenson White says they treated the visit as a business trip and knew that their primary responsibility was to learn and represent their college.

Jenson White says she hopes to be able to take students on many more of these trips.

"I'd like to go to Dallas each year," she says. "In the fall I'd like to go to New York and in the spring to Chicago or another city where there is a significant magazine presence. Birmingham, Ala., has Southern Progress, which publishes Southern Living and Coastal Living. That would be a good trip."

If students join the MIG early in their college careers, they will have a chance to take many of these trips and attend a variety of workshops.

Jenson White took a group of 12 to Oklahoma City's Quad/Graphics in the spring. This major printing facility produces magazines for many groups, including Time Inc.

"Students have to be proactive and invest starting their sophomore year," Jenson White says. "Part of the viability is not just skill development, but understanding the culture, understanding the reflection of that culture in magazines as a particular mass medium is a key to success."

The MIG is intended to serve as a supplement to magazine writing classes: Magazine Industry and Issues, Magazine Production, Magazine Practicum – which produces Pulse – and Feature Writing.

Jenson White says about 15 really good university magazine programs exist in the United States.

"I'm using them as models in developing what we do, and I intend for us to have that as a subset for our journalism major," Jenson White says.

For the student who wants to write a compelling feature story, design a striking layout or take a powerful photograph, but not in a newspaper setting, magazines offer an exciting career option.

The MIG provides guidance in discovering how to best achieve that option.

## Graduate Studies

# College Admits Doctoral Candidates

The first five doctoral students will begin study in fall 2007

By **CRYSTAL MASON**

**T**he Gaylord College has been first in many things. Formerly known as the H.H. Herbert School of Journalism and Mass Communication, the college is the oldest accredited journalism program in the Southwest. It was the first in the nation to have an accredited program in public relations. It led the way in incorporating a professional writing sequence into its curriculum.

In fall 2007, the college will continue its tradition of firsts when it offers Oklahoma's first doctoral program in journalism and media.

"We're interested in providing a program that's focused on issues in mass communication and media for potential students in Oklahoma, the region and other places around the country and the world," says David Craig, associate professor of journalism and director of graduate studies.

The doctoral program will offer students three areas of concentration: news and information, strategic communication and media arts.

The program will give students the ability to design a flexible, interdisciplinary course of study targeting an area of emphasis within these concentrations. Examples are history, media management, media ethics, visual communication, international communication and communication theory, and methodology.

Meta Carstarphen, associate dean of academic affairs and Gaylord Family Endowed Professor, says students will be able to merge their research in journalism and mass communication with study in other areas like politics or business.

"A person will be able to personalize a program around his or her interests and essential career goals," she says.

Craig says the program will offer in its first year funding for five students in the form of fellowships and assistantships.

"We don't want to overextend ourselves in letting too many people in," Craig says. "We'd rather have a small group of really good students."

The fellowships will provide an \$18,000-a-year stipend for three years and require the fellows to teach and/or conduct 20 hours of research a week for each academic year.

Students also will receive a full waiver of tuition and fees, \$1,000 a year for travel to present their research

## Doctoral Program Highlights

- Concentrations in news and information, strategic communication and media arts.
- \$18,000 stipends for five students per year.
- Scholarly opportunities through the Institute for Research and Training.
- Graduate wing in state-of-the-art expansion.
- [jmc.ou.edu](http://jmc.ou.edu) has more information about the doctoral program.

at conferences and basic health insurance with the option of paying for additional coverage for themselves and dependents.

The assistantships also will provide an \$18,000 a year stipend for three years but will waive only nine hours of non-residential tuition or seven hours of resident tuition. They do not provide money for travel.

"The funding we're offering is some of the best of any doctoral program in the country," Craig says.

The University of Missouri-Columbia's doctoral program offers two assistantships for \$9,200 each year plus full tuition, according to the program's Web site ([journalism.missouri.edu/graduate/doctoral](http://journalism.missouri.edu/graduate/doctoral)). It also offers a \$2,000 scholarship for books, and gives students the opportunity to apply for other university fellowships

and scholarships.

For admission to the Gaylord program, applicants must have a 3.5 grade-point average and a minimum of 550 on the verbal portion of the GRE. The college prefers a 5.0 on the analytical writing portion of the graduate exam.

Applicants also need three letters of recommendation, a one- to two-page résumé and a 1,000-word essay detailing their reasons for pursuing the degree and intended use of the degree. International students must score a minimum of a 5.0 on the Test of English as a Foreign Language. The program prefers that applicants have at least three years of professional experience in journalism or another area of mass communication. Craig says that preference reflects the college's desire for students who can

relate professional situations to the material they will teach.

"We think that the undergraduate students will benefit from having people like that here," Craig says.

Carstarphen has worked on getting the program approved since fall 2003.

"It is something very near and dear to my heart since the beginning of my tenure at OU," she says.

She describes the program as long anticipated and long awaited.

Founding Dean Charles Self, now director of the Institute for Research and Training and Gaylord Endowed Chair, says that from start to finish creating the program has taken six years. He says the really intense work lasted three.

To get the program approved, the graduate committee had to go through numerous steps. Craig says the Gaylord faculty, the Graduate Council, the Academic Programs Council, the Provost's Office, the President's Office, the State Board of Regents and the University of Oklahoma Board of Regents all had to approve the program.

Peter Gade, Gaylord Family Professor of journalism and journalism sequence coordinator, also worked on the proposal. He says he anticipates with excitement the first group of students.

"We join a select group of universities in our field," he says. "Our program will provide an opportunity for people in Oklahoma to stay in Oklahoma and come to a major program and study for a doctorate."

He says the program will be able to compete quickly with programs at Big 12 schools like the University of Texas and Texas Tech.

Craig says students from Oklahoma and Texas have inquired about the program, as have international students.

The third floor of the 44,000-square-foot expansion of Gaylord Hall, scheduled for completion January 2008, will house offices for the doctoral students and graduate assistants, graduate seminar rooms and a graduate student lounge. Craig says the dedicated areas will set the program apart from others.

"I haven't toured all of the graduate programs in the country, but I think it will be one of the best spaces for graduate students in journalism and mass communication anywhere," he says.

The deadline to apply for the program was Feb. 1. Craig says he began notifying the five students selected in March. The initial group of doctoral students will begin in the fall.

## Alumni Updates

**GRACELYN BROWN**, B.A. '75, won the Los Angeles-area Emmy at a ceremony in August for best live event in 2005. Brown served as executive producer of the "Hollywood Christmas Parade," which was broadcast live on KTLA, Los Angeles and WGN Superstation.

**BILL A. JACKSON**, B.A. '77, is a national sales executive for CaseRev Inc., a California-based online litigation software management company. Jackson is based in Dallas.

**DAVID BALLOFF**, B.A. '76, has been named vice president of external relations, North America, for Embraer Aircraft Holdings. Embraer is the third-largest aircraft manufacturer in the world and a leading manufacturer of regional jets.

**CHARLES BIGGS**, B.A. '76, is the editor and publisher of the *Tulsa Beacon*, a weekly newspaper he founded in 2001. *Tulsa Beacon* is a paid circulation newspaper and a member of the Oklahoma Press Association.

**TOMMY BOORAS**, B.A. '79, is an assistant professor of broadcast production at the School of Journalism and Broadcasting at Western Kentucky University.

**RANDY SACHS**, B.A. '81, has been named clinical marketing director for the 200-physician group of the University of North Texas Health Science Center at Fort Worth. Sachs had served as director of marketing and communications for Norman Regional Health System.

**ALISA MACY**, B.A. '84, is the senior media buyer and account manager for Affiliated Advertising. She is responsible for placing television advertising for a variety of the agency's clients nationwide. She also is pleased to serve in her fourth year as the 2007 scholarship director for the OU Club of Austin.

**SEAN SIMPSON**, B.A. '90 and M.A. '92, received the Oklahoma City PRSA Chapter's 2006 Paul E. Dannelley Harmony Award – the group's highest honor. The Harmony Award is presented to a member in good standing of the Oklahoma City PRSA Chapter who has given longtime service to the profession of public relations, who has longevity in the field, who has furthered the professionalism and the practice of public relations and who has earned the respect of his or her peers.

**NATASHA WASHINGTON**, '97, features copy editor at *The Oklahoman*, received two awards in December for entertainment and headline writing



**COZY ON HOMECOMING:** Gaylord ambassadors planned and hosted the second Gaylord Student/Alumni Tailgate in October. Because of cold weather, the reception moved indoors where more than 500 alumni and students – including OU alum and regent Larry Wade (left) and Dean Joe Foote – enjoyed the festive atmosphere.

as part of the Oklahoma Salute to Excellence Awards ceremony in Tulsa.

**HANNAH ALLAM**, '99, is one of the featured writers for "Into the Abyss, Reporting Iraq, 2003-2006: An Oral History," an article in the November/December 2006 issue of the *Columbia Journalism Review*.

**CHRIS PRYOR**, B.A. '04, joined the *Dallas Morning News* as assistant news editor.

**EVAN JENSEN**, M.A. '04, won a third place award for Best Sports Feature

from the Washington Newspaper Publishers Association for his story on ultra-marathoners. Jensen is editor of the Liberty Lake Splash in Lake Liberty, Wash.

**RYAN MENDENHALL**, B.A. '04, is assistant editor for *D Magazine*, a publication serving the Dallas/Fort Worth region and providing editorial coverage from arts to politics.

**TAYLOR JOHNSON**, B.A. '06, joined Plano, Texas, marketing firm Vialuna Group. Johnson works in the account management division of the company.

**ARTHUR MEYERSON**, B.A. '71, opened an exhibit of his photography last fall at the Fred Jones Jr. Museum of Art. A journalism graduate from Houston and commercial photographer, Meyerson spoke to photography students from fine arts and journalism. Meyerson has been named by *Communication World* as one of The World's Top Ten Annual Report Photographers; American Photo Magazine named him one of the top photographers in advertising and Nikon honored him as a Legend Behind the Lens.

## Graduate Student Stories

# Finding His Place on the Shelves

Graduate student starts writing career at Gaylord College

By KATHLEEN MCKINNEY

Looking at him, you wouldn't imagine fantasies of interplanetary travel flying through professional writing graduate student Jeff Provine's mind. This quiet and reserved man isn't going to be an astronaut, but he will recount for you the adventures of men and women in space within the pages of his science-fiction novels.

At 22, Provine is a published author several times over. He published his first book, "Celestial Voyages: The Moon," in May 2003, the first book of his Celestial Voyages series. "Venus" appeared in 2004 and "Mars" hit bookstores in 2005. PublishAmerica published his series, but Provine is not part of the company's usual creative demographic.

"The average age of our authors is between 40 and 50 years old," says Shawn Street, PublishAmerica public relations representative. "We typically publish books featuring characters who overcome a steep challenge in life by turning their stumbling blocks into stepping stones. This usually goes hand in hand with experience and maturity that comes with being middle-aged. Obviously, Provine is about 20 years ahead of the game."

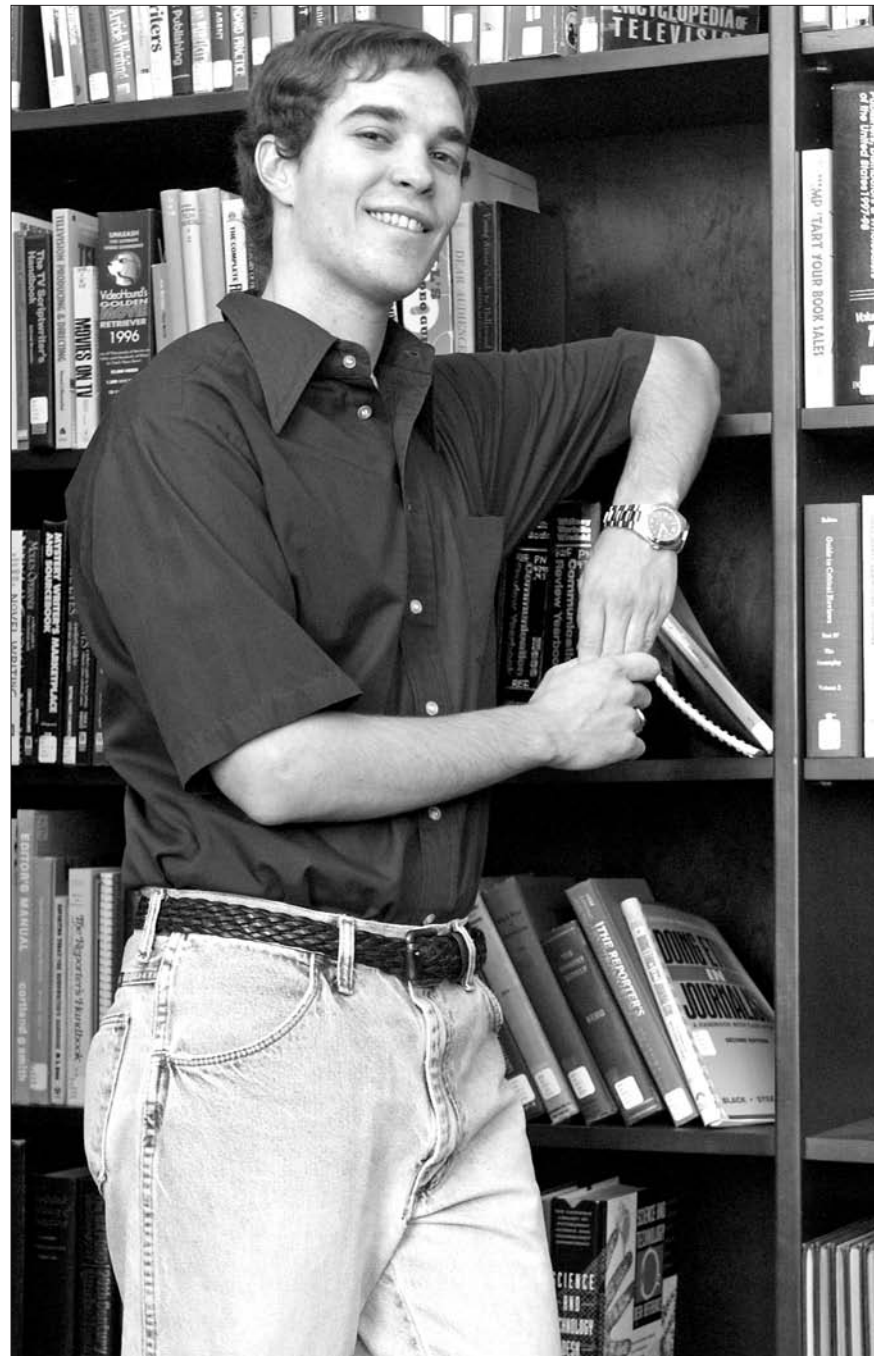
The books are in the style of classic Victorian science-fiction writers H.G. Wells and Jules Verne, Provine says. His series takes place in the early 1900s, and protagonist Curtis Matricks is a farm boy from Ohio. Before university, Matricks takes an international exam; his high scores earn him an invitation to be part of an interplanetary exploration team.

"There are many science-fiction books on the market today, but what captured our attention was that Provine's books were set at the beginning of the 20th century and not far into the future like most books of this genre," Street says. "We also really appreciated how he involves historic figures in the novels, such as Tesla and Edison."

Writing about the Victorian age and outer space would seem to require a lot of research, but Provine says he does very little.

"A lot of it I just know off the cuff, and I watch the History Channel," Provine says.

That may be a bit understated. One key plot detail of the first novel Provine certainly did have to research. In "The Moon," someone sabotages the cooling system of the spacecraft.



**PUBLISHING PRODIGY:** OU graduate student Jeff Provine has published several novels while in school. Among his works is the Celestial Voyages series for PublishAmerica.

Provine had to do enough research to understand Victorian refrigeration techniques.

A year ago as a professional writing undergrad, Provine worked on a manuscript titled "My Friend Barry" with Deborah Chester, professor of professional writing, as part of an independent study course. He came in once a week so Chester could coach him and critique his work.

"The novel is about an imaginary friend of a child, so it's kind of a psychological science fiction," Chester says. "It's told from the perspective of the imaginary friend. The child is in psychiatric care and is trying to outgrow his friend. His friend is threatened."

Provine has completed "My Friend Barry" and is speaking to agents with hopes of breaking into the major

leagues of publishing.

Provine has written for the Hub, OU Student Media's Web portal, since fall 2006. He also wrote for the previous incarnation of the Hub, the Student Information Network, or SIN, in fall 2003. He enjoys writing for Web outlets for a very specific reason.

"There's a lot of freedom," Provine says. "I just did an article about what to do in case there's a zombie attack on campus."

Chester says Provine's writing surprised her.

"The fact he loves sci-fi and absolutely loves the zombies is so funny because he's such a quiet fellow," Chester says. "He's just real low-key, then you realize he's got this real quirky, off-beat sense of humor and likes these unusual things."

Provine has written a daily comic called "The Academy" for his personal Web site – theacademy.comicgenesis.com – for three-and-a-half years. The strip follows the adventures of brainy teens who go to a magnet high school, similar to Provine's own, Oklahoma School of Science and Math.

Provine says he began his comic strip after first trying to write a novel about his high school experience. When he couldn't make the novel format work, he started drawing.

"They were just very quick little stories that needed to be told," Provine says.

Provine's goals echo those of most other aspiring writers.

"The plan is to be rich and famous before I graduate," he says. "But more realistically, I just want to sit down and do a lot of writing and try to get a book together. Worse comes to worst, I can just get a job. But what I really want to do is make stuff up for money."

One of Provine's friends, journalism senior Richard Brand, is a fan, and also a little envious as a fellow writer.

"I have read his Celestial Voyages books and even own an autographed copy of 'The Moon,'" Brand says. "But I am jealous because he already has several books published. I'm struggling to finish my first one."

Provine says his parents express a few concerns about his goals, but for the most part they stand behind him.

"One time I did a talk at the public library in Enid," Provine says. "During question time my dad asked, 'What are you going to do for money,' which was kind of a joke. I joked back, 'I'm gonna live off my parents.' But I think they consider me well adjusted enough that I would get a job rather than starve to death."

## Staff Standout

## Alumni Returns to Rally Support

1992 graduate heads Gaylord College's development efforts

By JENNIFER SMITH

**D**avid Quirk proves that Thomas Wolfe was wrong: he has come home again.

Fourteen years after graduating from the Gaylord College of Journalism and Mass Communication – then H.H. Herbert School of Journalism and Mass Communication – with a bachelor's degree in broadcasting and electronic media, Quirk has returned as the college's director of development.

"This is home to me," Quirk says. "It was j-school back then, not a college. I was a '92 grad in broadcasting and working in that field for about a year and a half until I came back to OU."

Quirk began his career as a broadcast journalist in Fort Smith, Ark., in spring 1992. He worked part time for an all-news radio station as the morning drive-time reporter and part time at the CBS television affiliate in the afternoons.

After about 18 months in the journalism field, Quirk decided to explore other careers. He first worked in higher education at Southeastern Oklahoma State University in Durant as an admissions representative.

Quirk met JP Audas, vice president for University of Development and now one of Quirk's close friends, at a college fair while Quirk was working at SOSU.

"Soon after, I hired David to work at OU," Audas says. "In one capacity or another, we have been working closely together ever since. In that time, David has given a lot of time and energy to help make OU as good as it can be."

Quirk has now worked at OU for more than 10 years. At Prospective Student Services, he recruited students from 1995 to 1999.

In 1999 and 2000, Quirk recruited National Merit Scholars to the university as the assistant director of the National Scholars Programs. He established alumni groups across the country with OU Alumni Association from 2000 to 2003.

Quirk also raised funds as the director of development for the College of Education in 2003 and 2004 and the College of Dentistry from 2004 to 2006.

"David is extremely passionate about OU," Audas said. "He is deeply committed to the university and has always been very grateful for the opportunities that OU provided him during his days as an undergraduate



**RELATIONSHIP BUILDER:** College Development Director David Quirk is a '92 alumnus of the Gaylord College. His work focuses on building strong alumni relationships and helping supporters contribute to the college.

student and during his time as an employee. David has been loyal and enthusiastic toward his work from the very beginning. He's always been someone whom I could count upon for great effort and cooperation."

Quirk began working as the director of development for Gaylord College in June 2006.

"The easiest way to describe my job is I'm the main contact for alumni and donors here at Gaylord College,"

Quirk said. "I go out and visit alumni and keep alumni connected with the college and things that are going on within the college. My other main goal is fund raising for the college, going out and asking alumni to become donors, seeing current donors, asking them to continue being donors and just trying to raise money for the college."

Gaylord College Dean Joe Foote, who hired Quirk, says the man who has come home to mass communication at OU has all the qualities necessary for excelling as the new director of development and helping the college achieve its many goals.

"He has exceptional knowledge of the university," Foote says. "He's one of the most experienced people you could possibly find. He's a very perceptive person, very sensitive to the environment around him. His instincts are excellent, and I think that's really important in a development person."

Foote and Quirk travel together to meet with alumni and friends of the college. During the time spent traveling, Foote says he has come to know Quirk better.

"I really enjoy being around him," Foote says. "I couldn't think of anyone I'd rather be spending several hours with on car rides. David's a very engaging person."

Although Quirk is not currently working as a journalist, he says he uses the interviewing and writing skills he acquired during his time as a student on a daily basis, both in his personal and professional interactions.

Quirk's status as a journalism alumnus allows him to better relate to the alumni, donors and friends of the college, he says.

"I think that my being a graduate of the college is helpful in what I do because I've got an instant connection with our alumni," Quirk said. "We can talk about some of the same faculty we all had and some of the same classes we all had."

In recent years, donors have given large gifts that have contributed to Gaylord's transformation from a school to a college. They've also given to funds for scholarships and the upcoming building expansion, Quirk says.

"This is no secret," Quirk said. "I think we want this to be one of the top journalism colleges in the country. When you think of journalism, we want OU to be in that top list of places you'd go for journalism education. And I think we're on our way."

## Distinguished Alumni



**HONOREES:** 2006 distinguished alumni honorees Leland Gourley (left), Linda Pavlik and John Brooks take a break from their conversation to pose for a photo. The three joined the college group of distinguished alumni at the annual JayMac Awards Banquet in October.

# JayMac Honors Three Graduates

## Gourley, Pavlik and Brooks named as college's distinguished alumni

By **LESLEY PATTERSON**

Three former students of the Gaylord College received their alma mater's highest honor at the JayMac Alumni Banquet in October when they were named 2006 Distinguished Alumni. Each represents a different path through mass media. One has spent more than 65 years in the newspaper business, one began in newspaper but moved into public relations and the other has focused his entire career on broadcast sports.

J. Leland Gourley, founder of Oklahoma City Friday newspaper; Linda Pavlik, former investigative reporter for the Fort Worth Star-Telegram and president of Pavlik and Associates in Dallas; and John Brooks, a broadcast journalist known as the voice of OU football, accepted the honor at the annual JayMac banquet

in speeches that focused on career achievements and a passion for community involvement.

This year, for the first time, a nominating committee of three JayMac members sifted through Gaylord graduates to identify deserving recipients for the association's annual awards. The committee included then-JayMac President Diana Hartley, JayMac Vice President Sean Simpson and 2007-2008 JayMac President Sandra Longcrier. In past years, members have nominated individuals for the award.

"As a board, we looked through the alumni for people who weren't nominated before," Hartley says. "We really wanted to know about them, so we did our own research. We tried to identify professionals with distinguished careers and pages

of awards from media organizations and universities. We changed the system because we were concerned that people weren't getting recognized who needed to be, given their great contributions to the college. These three individuals truly deserve the award."

### J. LELAND GOURLEY

While many 87-year-olds might be content in retirement to golf and catch fish, J. Leland Gourley finds his pleasure in continuing to publish the news.

Gaylord College Dean Joe Foote says Gourley still thinks young, acts young and surrounds himself with young people while many people of his age can be intolerant of youth.

"The brightest and best surround themselves with younger people and soak up and feed off their energy," Foote says. "He could retire and be off relaxing in a retirement community, but when you sit with Leland, you are engaged with his youthful energy and passion for all he does, whether it be work, personal activities or political

involvement."

Each day, Gourley, who attended OU from 1937 to 1940 but earned his degree in 1963, sits behind his maple desk in the Oklahoma City office of Friday, the newspaper he founded in 1974.

Gourley reads and writes about the world around him in an office adorned with WWII medals, stacks of newspapers and memories of a life dedicated to the press, on whose role in the United States he has a firm opinion.

"My philosophy is a little bit different than other journalists because I don't think it's my job to save the world," Gourley says. "My job is to cover the news and let the people and the politicians and the preachers save the world. We assist and have a responsibility to our community for the good and bad things, but our primary job is to provide information and entertainment. News is a product to sell."

Gourley has received more than

*Continues on Page 14*

## Fall Convocation 2006



**WASHINGTON'S WORDS:** Graduate and Sooner football legend Joe Washington returned to OU in December to send off the new graduating class. Washington spoke of his experiences and strong family influences.



**CELEBRATION DAY:** Graduates, including journalism senior Laurie Dernick, received their diplomas at the December convocation ceremony.



**PREPARATION:** Gaylord faculty members Scott Hodgson and Natalie Tindall discuss their roles as faculty marshals for the convocation. Both were new faculty participating in their first OU graduation ceremony.

300 state and national awards for his columns and editorials as a newspaper publisher, writer and editor. In 1940, at 21, he was the youngest state editor of The Associated Press in state history.

The Oklahoma Press Association has selected Oklahoma City Friday, of which he is publisher and editor, as the best large weekly in the state 15 times in the past 18 years of competition.

Vickie Gourley, Gourley's wife of 30 years, says her husband has succeeded not only because of his skills as a newspaperman but because he has a small ego and is a caring person. She says his early years helped make him aware of the importance of relationships.

"He has had a very tough life," she says. "He was orphaned by age 12 and passed around. Somehow, it developed in him the characteristic and capability to be nurturing to other people and really bring them along both in business and personal work. He is just gifted."

Although Gourley is well-known for his accomplishments at Oklahoma City Friday, he says he learned most of his life lessons and skills at his position at the Henryetta Daily Free-Lance. Gourley edited and produced that newspaper from 1947 to 1973. The Oklahoma Press Association named the Henryetta newspaper the best small town daily in the state 13 times in 25 years.

"I really enjoyed my time in Henryetta," Gourley says. "One of my favorite stories I've ever written was when a man driving on Highway 62 swerved to avoid hitting a goat and wrecked his car. The goat walked away without a scratch, and we ran a headline saying 'Henryetta goats are tougher than Oklahoma City Cadillacs.' We brought the goat to town, tied him up in front of our newspaper office and sold tickets to see it.

"Stuff like that really made reporting interesting and fun. It was that paper and the war that really developed my outlook on the world."

Gourley says one of the worst sins in journalism is dullness, because if the news is not something people will talk about or care about, it shouldn't be in the paper.

Gourley says the issue he cares most about is political involvement, a concern that evolved from his service in the military.

Gourley served in World War II for four years and received 14 medals, including a Medal of Honor for the Battle of the Bulge and the Bronze Star. He says the war was a great maturing experience and that one of his hardest battles was overcoming the hate and negative outlook serving in a war can

instill.

"Family, God, his country: He just never gives up even when he thinks things are bleak," Vickie Gourley says. "He's not a person who can stand by and watch things go wrong. He always sees room for growth and always goes to whatever committee or organization needs him to offer his time to work for improvement in everything he is involved in."

When it comes to helping his alma mater, Gourley is credited by the OU College of Continuing Education with securing the necessary state matching funds to enable the university to receive a Kellogg Foundation grant for the College of Continuing Education campus buildings.

Vickie Gourley says her husband's accomplishments have been extraordinary, and he will never understand the impact he has had on so many people.

"I'm just an orphan who made a livin'," Gourley says. "What I always say is I tell the world how to solve its problems, but if they don't, it's not my fault."

### LINDA PAVLIK

After a life of writing high-profile stories, receiving acclaim for her investigative reporting and enjoying a respected career at the Fort Worth Star-Telegram, Linda Pavlik hung up her journalism hat in 1976 and put a public relations cap atop her head.

"I wanted to be a newspaper reporter since I began high school," Pavlik says. "At that time, there was no Internet news or much television. News was broadcast primarily on radio. My father could not understand. He always said, 'You need to be a nurse or a teacher.' My family could never figure it out."

After six years as a reporter for the Fort Worth Star-Telegram from 1970 to 1976 – during which she earned two Pulitzer Prize nominations – Pavlik left the paper business to establish Pavlik and Associates. Her company specializes in marketing, public relations and promotion for public and private cooperative ventures.

"I went into public relations by default," she says. "I loved the news world. Everything about it was wonderful. I was young and single, traveling with Reagan and Carter and getting so much energy from investigative reporting, but I wanted more money. I didn't want to start at the bottom and work under someone, so I started my own firm. My son was born nine months to the day after I started my business."

Pavlik has won numerous state and national awards for her investigative and public service reporting, including being named Outstanding Woman in the Workplace by Fort Worth's

Commission on the Status of Women in 1996.

Kathi Miller, who worked as a reporter with Pavlik at the Star-Telegram in 1970 and is now retired, says Pavlik puts her entire self into everything she does.

Miller says a lot of ability combined with equal measures of determination and dedication are at the core of Pavlik's success.

"In public relations, you almost have to be a good writer to be a success, and she is," Miller says. "She was born with the ability to write, and she's very organized in her business."

Hartley researched Pavlik as a potential candidate for the Distinguished Alumni Award and says she could find few major projects in Fort Worth in the past several decades, professional or nonprofit, without Pavlik's influence or involvement.

"This woman has influenced her community in so many areas," Hartley says. "Strategic communication, public relations, journalism: She deserves to be honored for her contributions to society and the media world."

Pavlik says she consistently tries to work with clients to make sure her public relations approach is straightforward and honest.

As for her community involvement, she says she is proud that she has been able to accomplish things that help the immediate client and also to serve the greater good.

"I do what I do, obviously, for self-fulfillment, but I also want to help the community," Pavlik says. "It helps that I can use my fame for advancing issues and moving the community forward. I want to do well in all I do and communicate for the community."

### JOHN BROOKS

People who know OU sports know John Brooks. He is the man who wore a black tuxedo while serving as the voice of OU football for 16 years, from 1976 to 1991. He also is the man who sported a weighted exercise belt in the newsroom when he worked as an instructor in the OU broadcasting department.

Gaylord College Dean Joe Foote, one of Brooks' former students, says the charismatic broadcaster has left an indelible imprint on him. When Brooks does something, people want to follow, Foote says.

"We were in the newsroom when I first started in the journalism college, and John came into work one day wearing this crazy belt that was weighted, one of those that miraculously made you lose weight," Foote says. "Generally it made no sense at all, but John wore it and sure enough, three days later, everyone in

the newsroom had one on. It looked stupid as can be, but we just did it because John Brooks got an idea that it was the thing to do."

Brooks, who graduated with a broadcasting and electronic media degree, has owned Sportscast Productions Inc. in Oklahoma City since 1971.

Brooks' company promotes and manages sports events and produces radio and television sports programming. It has provided audio and visual services at Division I NCAA National Championships for 34 years.

"I became extremely interested in sports when I was 14," Brooks says. "At my 50-year high school reunion, guys were still teasing me about sitting on the bench at every basketball game, doing play-by-plays. If there's one thing that was most vital for me, it was that I always believed, and still do, that preparation for announcing a game is, without question, the key. If you prepare properly and aren't afraid to do some crazy things, a little talent gives you a chance to do reasonably well."

Brooks says he is proud of all his early projects as a freelance reporter.

Brooks says he chose to gamble a bit on making his living, rather than taking the safe route of working for just one news outlet.

Brooks was also the voice of the Oklahoma City Blazers hockey team for 27 years, during which time the National Sportscasters and Sportswriters Association named him the Oklahoma Sportscaster of the Year six times.

Foote says he thinks of Brooks as a successful, accomplished reporter but also as a genuinely caring person.

"John was my mentor and gave me wonderful opportunities," Foote says. "My wish would be for every Gaylord student to have somebody in his or her life like John who would give them these opportunities, overlook their mistakes, encourage them, treat them as a peer and in John's quirky way, think of them as a member of the team. He is a good guy and an incredible sports announcer."

Brooks is not content to succeed only in the career to which he has devoted more than 45 years of his life. The father of four children has struck out in a completely different direction. He is working on a children's Christmas book, which he plans as the first of a five-book series on the world's first talking Christmas tree light bulb.

"I am so proud of all that I have done, and I plan on continuing to keep going and reach out to more and more audiences," Brooks says. "I love my kids, I love hockey and I love OU football."

## Groundbreaking



**CROWDED HOUSE:** Students, faculty and supporters of the college gathered with OU President David L. Boren and Dean Joe Foote to break ground for the new 44,000-square-foot expansion.



**VISIONARY:** President Boren (left), Louise Bennett, Christy Everest, Molly Shi Boren and Joe Foote pose in front of Edward L. Gaylord's statue.



**BIG DIG:** The crimson shovels once again took center stage as members of the Ethics and Excellence in Journalism Foundation, the Gaylord family and the university break ground where the second phase of Gaylord Hall will stand.

## Alumni Award



**YOUTHFUL HONORS:** Hannah Allam, 1999 graduate and Cairo bureau chief for The McClatchy Co., receives the Young Professional Award, which was presented at the JayMac banquet. Allam is the first winner of the award recognizing alumni of the college for achievements early in their professional careers.

# Alumna Receives Inaugural Award

## Young Professional Award honors outstanding recent grads

By **KARA PARK**

Sitting in the back of a battered taxi cab crossing the Nile River in Cairo, Hannah Allam says she found herself looking around in wonder, even though the 1999 journalism graduate had lived in many different countries, including Saudi Arabia, the United Arab Emirates and Egypt.

The wonder came primarily from the realization that, at 28, Allam had just been named the Cairo bureau chief for The McClatchy Co., the second-largest newspaper group in the United States. Allam covers the Middle East and the Islamic world.

Gaylord College named Allam Young Professional of the Year at the JayMac banquet in fall 2006. She was the first to receive the award.

"I was thrilled," Allam says in a

phone interview from Egypt's capital city. "I was at the banquet last year, and I listened to the distinguished alumni and wondered if that would ever be me. The funny thing is, I got the news right at the beginning of the war in Lebanon. War is terrible, but, of course, it is important that journalists are there to cover it. I have never wanted a cease-fire so badly. If the war continued, I couldn't attend the banquet.

"The day the cease-fire was announced, I e-mailed OU saying I could come."

Gaylord College Dean Joe Foote says the award was created to honor a more recent graduate because many who have been working only a short time are already doing important things. JayMac has focused in past years only on veteran alumni at the peaks of their careers or, in some cases, approaching

retirement.

"Hannah was a natural choice because she is in a class of her own," Foote says. "I think it is a very positive development."

Diana Hartley, Cleveland County Extension educator and presenter of the award, helped choose the recipient. She was determined that Allam would take home the first honor, even though the honoree might not have been able to attend the ceremony.

"In the middle of the war, we didn't know if she would be back," Hartley says. "If we couldn't give the award to Hannah, I didn't want to give it at all. I thought at one time maybe we could have a satellite feed like the Emmys, but everything worked out."

Allam started at The Washington Post as an intern. She took her first full-time position at Minnesota's St. Paul Pioneer Press, where she reported

for four years. Allam covered courts, the suburbs, terrorism and reaction to the war in Iraq. Knight Ridder, then owner of the paper, asked for volunteers to form a team of reporters to go to the Middle East in 2003. She was 25 when she became Knight Ridder's Baghdad bureau chief. Allam spent more than two years reporting on the war in Iraq. She took the position in Cairo in January 2006. McClatchy purchased Knight Ridder that same year.

Allam was born in Oklahoma but lived in Saudi Arabia from the ages of 9 to 17. Allam's family moved to Saudi Arabia for her father's career when Oklahoma's oil economy was declining. In Saudi Arabia, Allam wore traditional Islamic dress and attended an all-girls school.

She says she is passionate about her current work but notes that it presents many challenges.

"It is a really hard job to have and hope to maintain any kind of social

life," Allam says. "You are bouncing from country to country, so even in Egypt I haven't had a lot of chances to make new friends. It helps that I am from here and that my dad is.

"I am always envious of people who have grown up with a group of friends that have shared together, grown together and spent great parts of their adult lives together. There are definitely sacrifices you make to be a foreign correspondent, and I know that one of them is giving up a kind of life in which there is security, stability and safety."

Allam began her newspaper career in college as a freshman unpaid intern. at The Oklahoma Daily. She worked her way up to editor in her senior year. That was a position to which she devoted herself.

"My life was the college campus," she says. "I lived at The Oklahoma Daily. I sacrificed classes for The Daily, and it was my pride, my joy and my baby. I really lived and breathed it."

Jack Willis, then editorial adviser for the student paper and lecturer in the Gaylord College, says Allam was the type of editor who spent her time out of the newsroom finding the kind of stories that other people couldn't cover.

Willis says Allam surprised him with the speed at which she developed as a talented journalist.

"We always have a few students who are going to go on to great things," Willis says. "I just couldn't imagine she would do it so young. She blossomed even more after she left here. She was a good writer when she was here, but she didn't have the time to do the writing she can do now. Her stuff is just outstanding."

Allam describes Cairo as "huge, noisy, crazy and chaotic." She describes the city as an adventure in which she is presented with daily challenges.

"The city is so large that I do not have enough time to cover all the issues," Allam says. "I wish I had more time to make people aware and write more stories."

In November, Allam returned to Iraq for her first time in a year.

"In Cairo, it is 'How can I conquer the city?' In Baghdad, it is 'Can I make it home from the bakery?'" she says. "It is terror there, and it is always with you. Here, the traffic is crazy, but I can go home and feel relatively safe in my apartment.

"When I was stationed in Baghdad, I would sleep in a certain hotel room least likely to be damaged by mortars. I would sleep in a room where the least glass was in case of an explosion. It's a terror that every time you get in a car, you have to worry if the car next to you is a car bomb."

Willis says he feels great pride that Allam has taken such challenging assignments and is doing such important work, even though her personal safety is sometimes at risk.

"It takes a really special person to do that kind of assignment," Willis says. "Everybody can't do that, and most people don't want to."

Since she began working in the Middle East, Allam has seen 13 good friends die. When several family members of Allam's translator were killed execution-style, Allam spirited her out of the country to safety. Knight Ridder helped the translator get political asylum. She now lives in Oklahoma.

"My very first translator in Iraq helped me, introduced me, made me a person who understood Iraq," Allam says. "Her whole family was murdered, including her 5-year-old daughter for whom I just thrown a birthday party. She was like my surrogate daughter. It was awful."

Despite the danger and difficulty of loss, she thinks it is essential that the voices of Iraqis and others be heard in U.S. newspapers and on U.S. broadcasts.

"The Middle East is very dear to my heart," she says. "It is where my family has its roots, and anything I can do to help explain the Middle East or help make it accessible to American readers, I will. I think it is a great mystery. To be here and just try to cover it is really exciting. I feel like I am seeing a region that is being reshaped and reworked, and it is an incredible blessing to be here."

Hartley says that people traditionally see foreign correspondents as males because it is such a dangerous job.

"We are seeing a change, and Hannah has a role in that," Hartley says. "It is important to have a nice balance. She has probably been an inspiration. It has been stressful and she has lost many friends, but Hannah is strong and a great writer."

Allam says she wants to inspire other journalists to cover the tough stories, especially women, and for women journalists to know they can make a difference in the world.

"There are days when I get tired of the sacrifices that this job takes and I am really close to giving up," Hannah says. "Then I remember all the girls that I grew up with in Saudi Arabia or all the girls I went to high school with at a poor school in Oklahoma who would do anything for these opportunities. They have no idea that these opportunities exist for a woman."

"It puts a responsibility on your shoulders that you don't want the door to close behind you; you want to keep it open for the next generation."

## More JayMac Banquet 2006



**ALUMNI ENERGY:** OU alumnus Howard Price (left) and Ned Hockman, David Ross Boyd Professor Emeritus, discuss old times at the JayMac banquet.



**OUTSTANDING TEACHING:** David Craig, associate professor of journalism receives the student-voted JayMac Teaching Award.



**TERM OF SERVICE:** Outgoing JayMac board President Diana Hartley accepts a plaque from incoming President Sandra Longcrier.

## In Memoriam

## A Journalism Cornerstone

Former administrator foresaw broadcast news' power, future

By WILLIAM PRESCOTT

For more than 40 years, C. Joe Holland was a University of Oklahoma Sooner. As a student, he earned a bachelor's degree in journalism and two master's degrees, one in journalism and one in history. As an employee, Holland began as an assistant in the university's press relations department. In 1941, he joined the journalism school's faculty, where he remained until his retirement. He was director of what was then the H.H. Herbert School of Journalism from 1961 to 1969. Holland died Jan. 10. He was 91.

When Fayette Copeland became gravely ill in September 1960, Holland stepped in as acting director of the journalism school. The OU Board of Regents subsequently appointed him to two four-year terms.

"Holland was an excellent administrator," says Ned Hockman, David Ross Boyd Professor Emeritus. "He was the right man at the right time."

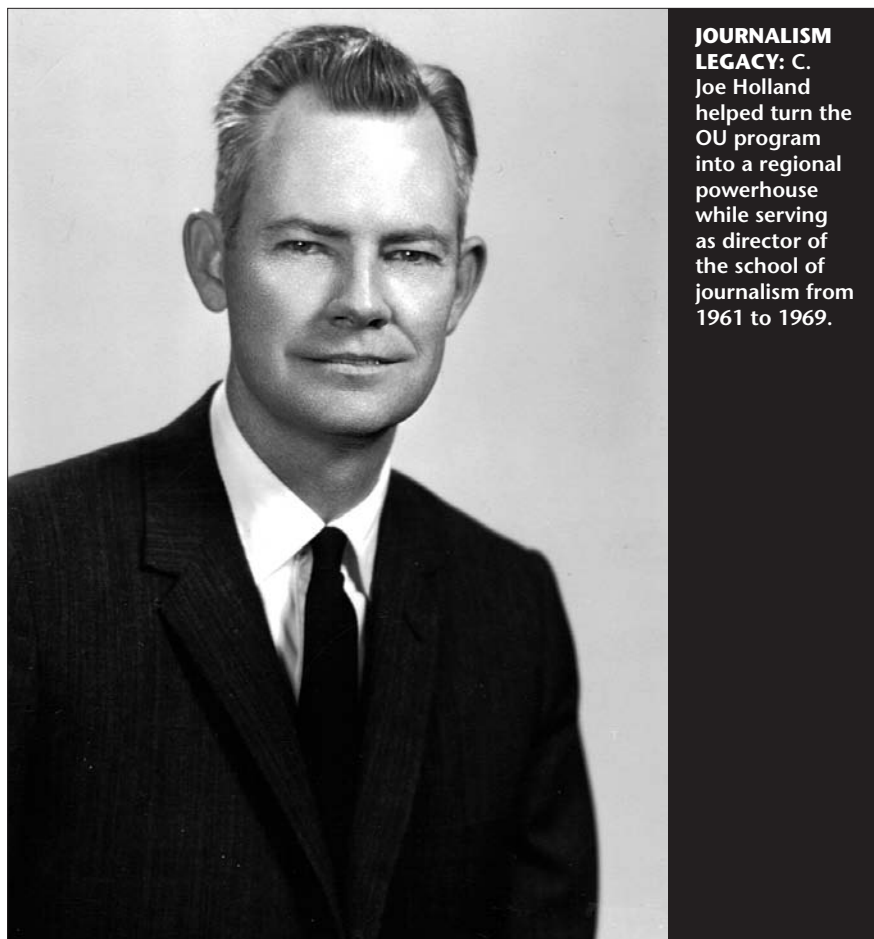
Hockman says Holland was instrumental in leading the school into the future. Before Holland's tenure as director, OU was already recognized as having an excellent print journalism school. During his tenure, that tradition spread into broadcast.

"Dr. Holland understood the rise of television and its importance," Hockman says. "One of the things he discussed with me was the importance of the interaction between the picture and the correspondent. You need to do broadcast news in a series of pictures, with the words supporting the visuals. The fewer words, the better. This seems obvious now, but he understood that from the very beginning of the new medium."

One of Holland's most lasting contributions, Hockman says, was to provide a campus home for the National Press Photographers Association's annual photojournalism workshop.

"It started here in 1960 with 23 men and women coming for the first workshop," Hockman said. "In the last four years, we have had over 515 people from all over the world attend. Holland began this program."

During Holland's first year as director, the H.H. Herbert School ranked No. 1 in the nation in funding undergraduate journalism students, according to a June 17, 1961, story in



**JOURNALISM LEGACY:** C. Joe Holland helped turn the OU program into a regional powerhouse while serving as director of the school of journalism from 1961 to 1969.

Editor & Publisher.

Phillips Caudill, 1969 (B.A.) and 1971 (M.A.) journalism graduate and a consultant in business development and brand management, first met Holland when he visited the campus to participate in an Oklahoma Interscholastic Press Association (now Oklahoma Scholastic Media/OIPA) conference in high school.

"He left a wonderful impression on anybody he met because he was such a gentle person," Caudill says. "His ethic was one of service to students, and he lived it."

At Holland's retirement in 1981, OU President George L. Cross commended him for putting "students and teaching ahead of everything else in his daily affairs."

"He has helped shape the futures of hundreds of young people who are as appreciative of him as I am," Cross said in a *Norman Transcript* interview that year.

Holland's scholarly focus was on the history of journalism. However, he taught classes ranging from radio news to basic news gathering. His favorite classes to teach, however, were

his History of Journalism course and Reporting Public Affairs, he told *The Transcript* in his retirement story.

"Everybody who took History of Journalism learned the lessons of the professional," Caudill says. "It made us more sophisticated and experienced than our years would suggest."

"Historians and journalists are cousins. The good ones tell good stories and are good writers. Joe Holland was both. That made his classroom very interesting and engaging. He created an environment where learning had every chance of prospering."

Michael Limón, business editor of the Salt Lake Tribune and 1976 journalism graduate, remembers Holland as a patient and dedicated man.

"He was one of those professors whose impact grew on you over time," Limón said. "As you got smarter, you realized how smart he was. For example, he drilled into us to 'follow the dollar in every story,' and now I realize how right he was. In every story, no matter how insignificant, if you follow the dollar, you find the

news. This has applied to every facet of journalism that I have worked in, from legislative to education to business stories. At the end of the day, you follow the dollar."

Andy Rieger, managing editor of *The Norman Transcript*, recalls Holland's dedication to OU's student media. Rieger was managing editor of *The Oklahoma Daily* in 1978 and served as its editorial adviser from 1989 to 1993.

"He would always stick his head in and ask what we were writing for tomorrow," Rieger says. "I always appreciated that."

Rieger says he also learned the value of community journalism from Holland.

"He knew that the majority of us would go on to work in places like Muskogee and Lawton," he says. "He brought what we did in class to the level of a journalist working in a smaller market. We talked one time about whether newspapers' editors should endorse political candidates. Some in class didn't think it was fair. Holland told us it was a duty of the local newspaper to make these choices. More and more papers shy away from this because they don't want to offend anyone. Holland argued for endorsements because it shows you had a soul and that you cared about the community."

Holland's daughter, Becky Holland, a 1975 fine arts graduate, says her father was "a born journalist" with the ability to get the life stories of all he met, from waitresses to professionals.

"He had a real talent for getting people to open up," she said.

After retirement, Holland continued seeking stories in lunches every Friday with other former journalism faculty members like Robert Peterson and Ralph Sewell. Each lunch had a guest about whom they would learn.

"They were all great interviewers, and this gave them a way to continue with their interviewing," Becky Holland says. "The guests enjoyed it so much that they wanted to come back more than once. The group grew and grew and continues to this day as the Friday Group."

Also continuing to this day is the impact of Holland's 40-plus years of involvement with OU journalism.

"We are where we are today because of the groundwork Holland laid," Gaylord College Dean Joe Foote says. "He was a man of vision. He would be delighted with where we have come in the last few years, but he would not be surprised."

To honor Holland's contribution to journalism and journalism education, his family suggests memorial donations be made to the C. Joe Holland Journalism Scholarship at the University of Oklahoma Foundation, 100 Timberdell, Norman, OK 73019.

## Gaylord Gazette Faculty

Assistant professor **SHARI VEIL** wrote "Significant Choice and Crisis Decision Making: MeritCare's Public Communication in the Fen-Phen Case" for the Journal of Business Ethics. Veil also presented her research on "Anthrax in Agriculture: Organizational Learning in a High-risk Environment," and participated in a panel, "Emergency Kits for Everyone: Perceptions of Campaign Effectiveness," during the Crisis Communication Pre-Conference at the National Communication Association Conference, San Antonio, in November.

Professor **FRED BEARD** presented his research "Humor in Advertising and Audience Offense: An Exploratory study" in August at the annual conference of the Association for Education in Journalism and Mass Communication, San Francisco. Beard also presented "Practitioner views of humor in Advertising: A 20-year Update," in November at the annual conference of the Society for Marketing Advances, Nashville.

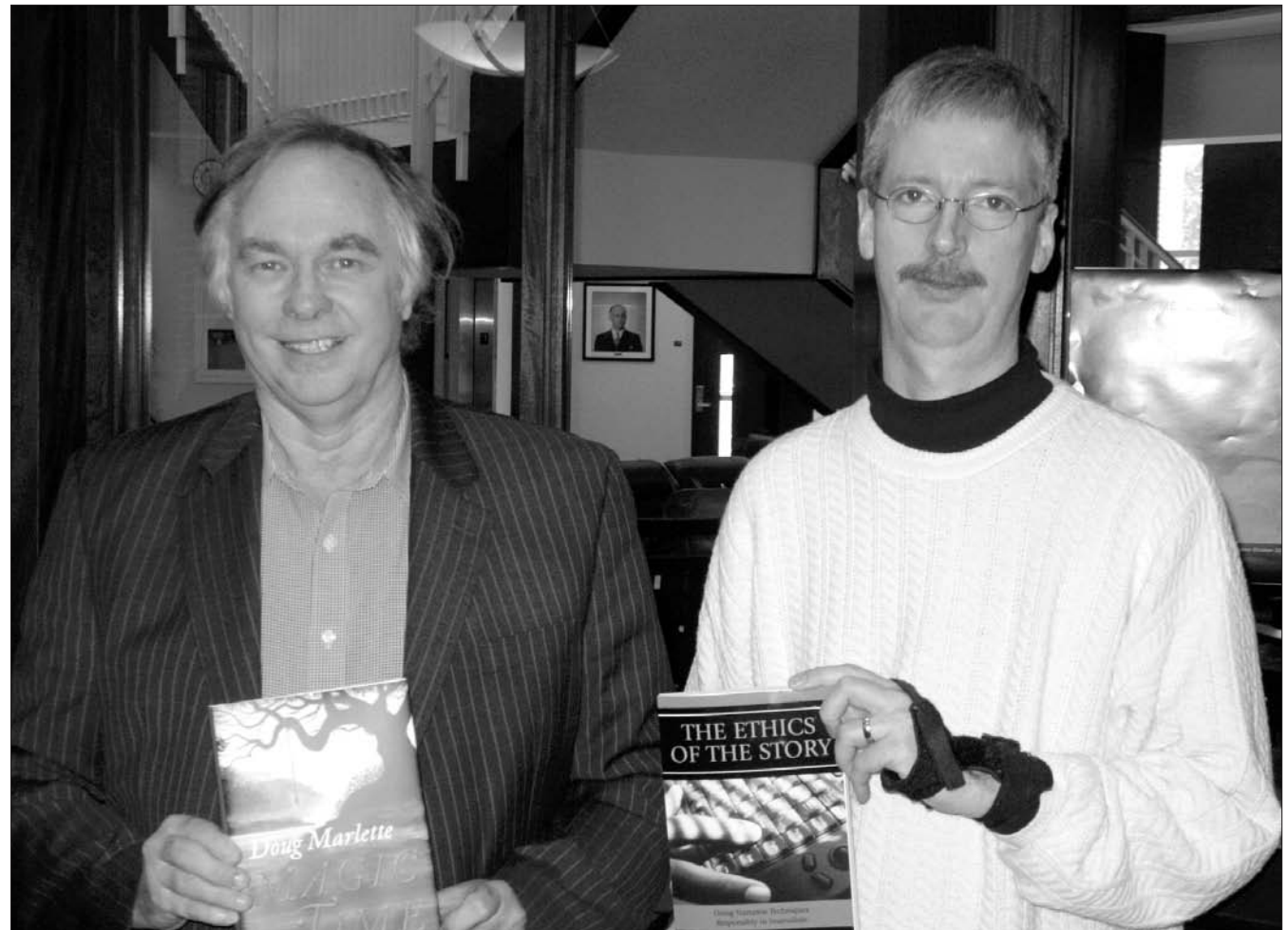
Professor **JIM AVERY** traveled to Sofia, Bulgaria, to present a seminar, "Market Dynamics Impact on Brand/Corporate Image, Brand Creativity, Expansion and Development, and Consumer Understanding and Development." Avery also presented his research "Direct-to-Consumer Advertising: Agency Perspectives" in August at the annual conference of the Association for Education in Journalism and Mass Communication, San Francisco.

In November, the college celebrated the publication of two books by faculty members. Associate professor of journalism **DAVID CRAIG**'s book, "The Ethics of the Story," discusses ethical issues in narrative journalism. Visiting professor **DOUG MARLETTE**'s book, "Magic Time," is a love story set in the Civil Rights-era South.

**RAY CHAVEZ**, director of the Oklahoma Institute for Diversity in Journalism and assistant professor, participated in a panel, "Expanding Opportunities for Writers of Color," at the Will Rogers Writers' Workshop in March.

Assistant professor **NATALIE TINDALL** successfully defended her dissertation at the University of Maryland in April.

Assistant professor **KEITH GREENWOOD** successfully defended his dissertation at the University of Missouri in December. Greenwood



**FACULTY BOOKS:** Visiting professor Doug Marlette and journalism associate professor David Craig display their new books, published in the fall. The pair celebrated at a college reception and copies of the books were placed in the faculty book display.

also helped present the "Pictures of the Year" archive at the American Journalism Historians Association annual convention in October.

Assistant professor **KATERINA TSETSURA** authored several research papers during the past year. In November, she presented "Creating Sites for Feminist Connection and Action Worldwide: Female Russian Professionals' Constructions of Feminism" at the Feminist and Women's Studies Division of the National Communication Association in San Antonio. In August, she presented "Toward a Social Construction of the Field of Global Public Relations: A Case of Female Practitioners in Russia" at the Public Relations Division of the Association of Educators in Journalism and Mass Communication in San Francisco. Tsetsura also completed "Finding Your Way to Diverse Publics Through New Public Relations Technologies" for publication in "Public Affairs and Municipal Government."

Professor **J. MADISON DAVIS** continued his series on crime writing for World

Literature Today with "Interpreting the East to the West" and "A Dagger Cuts in Both Directions," in successive issues.

For the second year in a row, **SCOTT HODGSON**, associate professor of broadcast and electronic media, has won the Best in Festival award in the Broadcast Education Association's Faculty Video contest, for his "Banking with Local Style" commercials. The entry also won the Commercial/PSA category as Best in Competition, and also a Special Technical merit award. In addition, his documentary, "Suddenly on an Average Day," won the Education/Instructional category as Best in Competition.

## Students

**CLAYTON NEVILLE**, journalism senior, placed 20th in this year's Hearst Foundation Radio Features competition. The award was based on two of Clayton's reports for KGOU's "Assignment Radio" program.

**SARA GANUS**, May journalism

graduate, placed 11th in the Hearst Foundation's In-Depth Writing competition and received a certificate of merit. The award was based on Ganus' April 24, 2006, story in The Oklahoma Daily about a complicated legal dispute between an OU law professor and a former student with whom he allegedly had an affair. Ganus tied for 11th place among 101 entrants.

**DANYA BROWN**, advertising senior, and **ROBERT GONZALES**, advertising junior, were selected as finalists for the American Advertising Federation's 2007 Minority Awards. Brown and Gonzales represented the Gaylord College at an awards ceremony in February.

**KEATON FUCHS**, broadcast and electronic media senior, was named one of two state wide student winners of the Gene Dillehay Memorial Scholarship, sponsored by the Oklahoma Broadcast Education Association. The scholarship was presented at the association's student conference in October.

*Continues on Page 20*

## Gaylord Gazette (continued)



**WILLIS TRIBUTE:** The Oklahoma Daily adviser Jack Willis retired in May. At the 2006 JayMac banquet, students and former students paid tribute to their mentor and friend.

**BREANNA FABRIZIO**, an OU freshman and Oklahoma Institute for Diversity in Journalism participant in 2006, won one of the national \$1,000 scholarships. Fabrizio becomes the third scholarship winner in three years.

Five Gaylord students won scholarships to participate in the Gaylord College study abroad programs. **ANASTACIA KELLY**, public relations senior, received the Joe Foote International Study Scholarship. **HALEY HERNANDEZ**, journalism senior, received the Roger Frizzell International Study Scholarship. **ELIZABETH MCCURDY**, advertising junior, received the James Dolan International Study Scholarship. **RANDY BALL**, advertising junior, and **CHELSEA YOUNG**, journalism sophomore, both received a Gaylord Study Scholarship. The scholarships include a tuition waiver and round-trip airfare on American Airlines to the study destination.

Broadcasting students won the most awards – 21 overall and nine first place awards – at the statewide Oklahoma Broadcast Education Association Student Media Competition in February, including awards for the top television newscast (“OU

Nightly”), television magazine (“The Sports Package”) and radio newscast (KGOU). OU students placed in 14 of 25 categories, including 10 of 13 for television. OU won awards in TV Newscast, TV Commercial, TV Corporate, TV Documentary/Series, TV Entertainment, TV Hard News Story, TV Magazine/Talk, Music Video, Sports Coverage, TV Photography, Radio Documentary/Series, Radio Newscast, Radio Magazine/Talk and Interactive Media.

**JEAN LOUIS NTANG**, advertising senior, won the Interactive Media Award 2006. He won in the travel and tourism category for a Web site he produced for W Hotels as a part of an internship at RDA International.

The Oklahoma Pro chapter of the Society of Professional Journalists recognized outstanding journalists and news outlets at a February awards ceremony in Tulsa. The Oklahoma Daily and its staff earned 32 awards, including Best Newspaper in Division B, those newspapers with a circulation between 7,000 and 17,999.

The individual award winners were Investigative/Individual Reporting – First Place, **SARA GANUS**; General News Reporting – First Place, **BRIANNA BAILEY**; Criminal Justice Reporting – First Place, **GRANT SLATER** and **MARIA**

**PRATO-GAINES**; Education Reporting – First Place, **VICTORIA WILLIAMS** and **KACY BECK**; Science and Technology Reporting – First Place, **PRASHANTI MUSAPET**; Business Reporting – First Place, **MARIA PRATO-GAINES**; Business Feature – First Place, **BRIANNA BAILEY**; Entertainment Feature – First Place, **CHRIS STEFFEN**; Sports Reporting – First Place, **BAXTER HOLMES**; Sports Feature – First Place, **BRIANNA BAILEY**; Page One Layout and Design – First Place, **ANDREW NASH**; Feature Page Layout and Design – First Place, **SCOTT HUGHES**; In-Depth Enterprise Reporting/Team – Second Place, **GRANT SLATER**, **WHITNEY COLEMAN**, **AMANDA TURNER**, **BRIANNA BAILEY**; Political/Governmental Reporting – Second Place, **CASSIE CLARK**, **EVAN PRICE**, **JEN SMITH**; Spot News – Second Place, **SCOOBY AXSON** and **DAWNDEE HUDSON**; General News Reporting – Second Place, **WILLIAM W. SAVAGE III**; Health Reporting – Second Place, **MARIA PRATO-GAINES** and **MADELEINE PEAKE**; Photographic Portfolio – Second Place, **KYLE NOSAL**; In-Depth Enterprise Reporting/Individual – Third Place, **WILLIAM W. SAVAGE III**; In-Depth Enterprise Reporting/Team – Third Place, **MADELEINE PEAKE**, **RAYA RAMSEY**, **NEELY MORRELL**; Editorial/Commentary – Third Place, **WILLIAM W. SAVAGE III**; Minority Issues – Third

## College

The college welcomed two new staff members in January: **PAULA HEWITT** as assistant to **CHARLES SELF** in the **INSTITUTE FOR RESEARCH AND TRAINING** and **MELANIE ADAMS** in **STUDENT SERVICES** as staff assistant.

The Gaylord College kicked off 2007 with a **NEW CAREER DEVELOPMENT PROGRAM, “CAREER BLITZ.”** Career/Internship Coordinator **HEATHER SPENCER** developed the program, which features a comprehensive plan for students seeking internships and jobs. Spencer offered activities each week during the semester, including résumé/cover letter writing, interview pitfalls, business etiquette and image and confidence building.

After a two-decade hiatus, the Gaylord College’s **STATE CAPITOL NEWS SERVICE** transmitted its first legislative report to the *Sequoyah County Times* in February. Visiting professor **WARREN VIETH**, an OU graduate who returned to Oklahoma last year after more than 25 years of reporting and editing assignments for the Los Angeles Times, Dallas Times Herald, Tulsa World and Oklahoma City Times, headed up the State Capitol News Service.

The **NATIVE AMERICAN JOURNALISTS ASSOCIATION** will move from South Dakota to Norman in 2007 to be housed on the OU campus. NAJA cited the Gaylord College’s facilities and the planned expansion as significant reasons for the move. NAJA’s strategic plan calls for adding staff members to expand and develop educational programs, increasing professional development and raising additional funds, among other initiatives. The plan also calls for greater interaction with tribes and Native media.

Place, **ANNIE GASPARRO**; Education Reporting – Third Place, **BRIANNA BAILEY**; Health Reporting – Third Place, **ANNIE GASPARRO**; Business Reporting – Third Place, **ZACH WEST**; Sports Reporting – Third Place, **RYAN MCGHEE**; Sports Feature – Third Place, **WHITNEY COLEMAN**; Graphic Illustration – Third Place, **SCOTT HUGHES**; Reporting Portfolio – Third Place, **GRANT SLATER**; Minority Issues – Honorable Mention, **GRANT SLATER**; Sports Feature – Honorable Mention,

## Undergraduate Profile



**PREPPED FOR PRIME TIME:** John Moss, broadcast and electronic media senior, spends hours preparing himself for his two TV4OU shows. Moss hosts the sports news for "OU Nightly" and co-hosts "The Sports Package," a student sports-talk show.

# TV4OU Fulfills Sportscaster's Dream

Undergraduate co-hosts sports talk show, anchors sports roundup on OU Nightly

By PAIGE PERRY

John Moss, broadcast and electronic media senior, looks like a natural as he settles in behind the news desk, adjusts his coat and tie and exchanges a handshake with his co-host two minutes before going on air live with his Monday night show, "The Sports Package." Despite appearances, Moss' poise in front of the camera and sense of ease with his surroundings did not come without hard work; years of effort have made him the man who makes broadcasting look easy.

While most young boys watched their fathers head off to a 9-to-5 job dressed in business suits and carrying leather briefcases, Moss watched his father head off to sports arenas and locker rooms to work with professional athletes. Randy Moss, who has worked as a sports analyst for ESPN for nine

years, says that when he began working for ESPN, his son quickly became a sports nut whose first love was pro wrestling: He aspired to be the next Hulk Hogan. Randy Moss says he is glad Moss grew out of that stage.

"Over the years, I dragged him along with me as often as I could," Moss' father says. "Three summers ago, he worked as an intern and traveled with me around the country on our ESPN road shows."

Randy Moss says that when his son began an internship at ESPN, he had visions of a glamorous life mingling with athletes.

"After three months of pulling camera cables through muddy drainpipes and waking up at 4 a.m. to catch 6 a.m. flights, he realized that putting on a TV show isn't as glitzy as it might seem," Randy Moss says.

Randy Moss says he lucked into his own exciting career when he dropped

out of pharmacy school and landed a newspaper job because of a friend.

Moss knows that all are not as lucky as his father, so he's doing all he can to ensure success. In the fall, he says, he spent 25 hours a week in Gaylord Hall working on "The Sports Package" as well as "Mitch and Moss in the Morning," another sports show. In addition he was enrolled in 14 credit hours.

Moss says he rarely has time for anything other than classes and the broadcasts.

"I anchor sports on Tuesday, Thursday and Friday and do 'The Sports Package' live on Monday," he says.

Randy Moss says that many are sports fanatics, but not all have what it takes to succeed in sports journalism.

"He's always been a smart kid," Randy Moss says. "But more importantly, he's good-hearted and that's a big plus in his favor. Also, it doesn't hurt that he inherited his father's looks. That's a joke, by the way. Sort of."

Mitch Day, broadcasting and

electronic media senior, met Moss in fall 2005 and knew immediately, he says, that Moss had what it took to be a great sportscaster. Day, who created "The Sports Package," says he needed a co-host and wanted Moss in that other seat at the news desk.

"Mitch just came up to me one day and asked if I knew anything about sports," Moss says. "And when I said 'Yes,' he said, 'Great. You're coming on the show.'"

Moss says Day has been not just a good friend but also a mentor. Day says he may not have been a full-blown mentor but that he did help Moss increase his skills.

"I think I helped him develop more of a personality on television," Day says. "He was a little timid at first, and when I'm on the show, timid is not the word to describe me."

In the spirit of true partnership, Moss helped Day by coming up with new ideas that both say have improved the show.

"We did our first-ever live pre-game

*Continues on Page 22*

## Murrow Journalism Program



**HONORED GUESTS:** Members of the Gaylord College Board of Visitors, student ambassadors, faculty and Murrow Fellows gather for a meal in the Edith Kinney Gaylord Library.



**TAKING NOTE:** Lynn Franklin, visiting assistant professor of broadcasting and electronic media, shows Murrow fellows Gaylord Hall's broadcast control room.



**WARM WELCOME:** The 2007 Murrow fellows meet with Gaylord students, faculty and members of the OU campus at a welcome reception.

show this season from the roof of Gaylord Hall in the freezing cold," Day says. "You could just see how excited he was to be doing something that could set a new standard for TV4OU."

Moss says he and Day begin preparing for "The Sports Package" Sunday afternoon, writing the script and talking about sports highlights. They spend all day Monday finishing.

"John is a fun guy most of the time, but when he gets down to business, it's all business," Day says. "I'm not one to say that I really know everything about all sports, but John is pretty darn close. I guess you could say that he is the brains, and I'm the brawn ... and the looks."

McMahon Centennial Professor Dana Rosengard advises the student newscast, "OU Nightly." Day and Moss



**JOHN MOSS**

asked Rosengard to executive produce for "The Sports Package" in the fall.

"I had one request in agreeing, and that was they had to do the show live," Rosengard says. "They were really nervous at first, but I told them that they could do it and that they should do it, so they stepped up."

Rosengard says Moss has a real drive to improve "The Sports Package."

"He's not getting paid, not even getting credit; he is just doing it because he loves it," Rosengard says. "It is so fun just to watch that joy."

Because the show airs live, mistakes are unavoidable. But Moss and Day take every error in stride and deal with them using their well-developed senses of humor.

"Truth is, it's all for fun," Day says. "There was one time when we were having a regular conversation and no one gave us the countdown to when we would be back on air. John and I were talking about our weekend, and then we came back on."

"It took us both a minute to realize we were on the air, but when we realized John just started laughing. It

took him about five minutes to stop his random chuckles."

After a year of successfully co-hosting the show, Day and Moss took their talents to the radio on Mitch & Moss in the Morning, a radio program.

"We always had good arguments on the phone or while we were hanging out that would make good entertainment," Day says. "On the radio, we have more freedom to talk about what we want and express our views about everything sports. We rarely agree."

Day says Moss calls him several times a day to give him updates on what's going on in the sports world.

"Seriously, some of our best sports talks happen when it's just the two of us," Day says. "The guy lives for sports, and I really think that is going to take him far in his career."

Moss says he enjoys "The Sports Package" the most.

"I enjoy that kind of atmosphere," Moss says. "It is almost like college game day where I can be myself, throw in my opinions and give my analysis."

Rosengard says that Moss has an encyclopedic mind that will serve him very well.

"There isn't an athlete on a team anywhere who he doesn't know; it's kind of amazing," Rosengard says. "Whether basketball, baseball, football, volleyball, soccer or golf, professional or college, he just comes up with the names off the top of his head."

Although Moss likes working on television, he says he would also enjoy a profession in radio.

"If I could make a living on the radio, show up in sweats and a baseball hat to work and just talk sports, that would be perfect," Moss says.

Moss has had four internships as a student. He has worked for sportscaster Dean Blevins on Channel 9, ESPN and the Lonestar Park horseracing track. He is now an intern for Bob Barry Jr., Oklahoma City's NewsChannel 4's sports director and weeknight sports anchor.

Although Moss seems headed for a major career in sports broadcast, he's willing to start slow.

"My job does not have to be on a national level," Moss says. "I just want to be successful and be good at what I do."

In setting that goal, he is following advice his father gave him.

"Find something you love to do, and do it so well that someone will pay you for it," Randy Moss says. "When you love what you do, the willingness to go the extra mile is not an issue. I hope he's happy. That's it. Period, paragraph."

Moss seems to be as much a natural at being happy as he is at doing what he loves.

## Faculty Profiles



**NEW FACULTY FACES:** Six new faculty joined the college in 2006, including (clockwise from top left) Natalie Tindall, assistant professor of public relations; Scott Hodgson, associate professor of broadcast and electronic media; Keith Greenwood, assistant professor of journalism; Shari Veil, assistant professor of advertising/PR; Ken Fischer, visiting assistant professor of broadcast and electronic media; and Jason Balas, assistant professor of broadcast and electronic media.

# College Welcomes New Professors

Faculty members eager to share experiences with students

By **PAIGE PERRY & RAYA-GABRIELLE RAMSEY**

Six new ways of viewing the world arrived in Gaylord College for the 2006-2007 academic year, delivered in the form of a half dozen new faculty members. *Pulse* takes the wraps off their stories.

### KEITH GREENWOOD

Keith Greenwood is both new news and old news in the Gaylord College. Hired as an assistant professor of

journalism for fall 2006, Greenwood came to the University of Oklahoma after spending three years working on his doctorate at the University of Missouri-Columbia.

However, Greenwood had *left* the Gaylord College in fall 2003 to go to Columbia after having spent five years teaching classes in the journalism sequence and managing computer labs and broadcast facilities.

"When I was at OU the first time, I didn't think I needed a Ph.D. in order to teach photography or Web design," Greenwood says. "But then, I got a

sense that there were things I could learn that would make me a better teacher and would give me a better understanding of how media work."

Greenwood decided to return to Norman for his first full-time position as Dr. Greenwood because of the college's new focus on visual communication and multimedia.

"The college administration and faculty were very aware of the visual aspects of mass communication and the need for integration of those things," Greenwood says. "The job here offered opportunities to be part of

something that's evolving and to have an impact on it."

Greenwood knows that writers, photographers and designers, no matter in what area of media they intend to work, must understand the Web's impact and how to use it effectively. Stories, he says, aren't just words: students have to understand that, too.

"Almost everything now has a visual component to it," Greenwood says. Everyone's going to have some kind of relationship to a visual aspect of communication, whether it's working with photographs or working with

*Continues on Page 24*

video or layout and design.”

Greenwood taught Introduction to Mass Communication and Interactive Multimedia in fall 2006 and is working with other journalism sequence faculty to create more courses in multimedia. He says he also looks forward to developing photography courses.

“I want students who are interested in photojournalism to see this as a place that they can come to learn to be photojournalists,” he says.

Peter Gade, associate professor of journalism, was on the search committee that recommended Greenwood as a faculty member.

“Although he’s new here, he’s not new at education or technology. He’s very experienced,” says Gade, who has known Greenwood since he taught at OU the first time.

Greenwood earned his bachelor’s degree from Northeast Missouri State University in 1984, where he worked



**KEITH GREENWOOD**

as a disc jockey at the student radio station and as the photo editor of the school’s newspaper. At Michigan State University, he left radio to focus on visual communication for his master’s degree.

Although his original dream was to own radio stations, Greenwood says opportunities were dwindling as a result of new media. At Michigan State, he managed the photography department’s darkroom. He taught lab and lecture classes in photojournalism, broadcast and news writing and editing. He earned his master’s degree in 1992 but continued teaching there until coming to OU in August 1998.

Greenwood says the difference between the journalism school he left in 2003 and the journalism college he has returned to is great. In addition to the college’s new home in Gaylord Hall, Greenwood says, there is the high level of the technology in it that makes teaching his students possible.

Gade says that in the years Greenwood was away, the

opportunities for students have increased. Greenwood, he says, will help the students make the best use of that technology.

“We are very lucky to have him back,” Gade says. “He truly enjoys the craft of journalism.”

#### **NATALIE TINDALL**

One day when she was 5 years old, Natalie Tindall leafed through a children’s book explaining various professions. A picture of a young black woman in scrubs led her to decide to become a neurosurgeon. She chose that profession not because she cared about nerves or surgery, but because that profession seemed the most challenging and, therefore, rewarding.

Although her career goals changed, her philosophy hasn’t. As a public relations professional, she doesn’t take the easy way: She seeks challenges and asks her students, too, to stretch themselves in every way possible.

As assistant professor of public relations, Tindall has already started to line out her goals for students and the public relations curriculum itself.

“There is an opportunity to do some revisions, to do some restructuring, to rebuild and reshape,” she says. “There is so much that students need to have in their pockets when they leave.”

One thing Tindall says students need pocketed is awareness of the new forms of media and an understanding of professionalism.

To help them with that, she focuses on these themes in her Public Relations Writing and Public Relations Campaign courses. Tindall says students need to be aware of what blogging is, what a podcast is, how to work with computers and how to communicate in the language of designer and technology experts. In her campaigns course, students practice professionalism by planning and executing a real campaign for a nonprofit organization.

In fall 2006, clients were Central Oklahoma Habitat for Humanity and the Oklahoma Chapter of the Lupus Foundation of America. In her writing class, students may work with fictional clients, but some have taken the opportunity to create material for real organizations, such as the Performing Arts Studio and Crossroads Youth and Family Services.

She also encouraged students to challenge themselves by participating in the Bateman Competition, a national public relations contest that OU students had not entered for many years. Under her guidance, one of the three student groups placed in the Top 17 of the contest.

Another challenge Tindall has faced with enthusiasm is ensuring all the voices in the diverse culture of the



**NATALIE TINDALL**

United States are represented in the public relations profession and the products public relations professionals create.

“She brings a very good perspective on what it means to be a person of gender and a person of color in public relations,” says Katerina Tsetsura, assistant professor of public relations.

Tindall serves as chair of the Inez M. Kaiser Award Committee, which honors public relations students of color. Tindall says this group encourages students to further their education and add to a too-small number of faculty members of color in university public relations departments.

She also is co-adviser to the college’s chapter of the National Association of Black Journalists.

NABJ Vice President Breanca Thomas, journalism junior, says Tindall has helped the organization flourish by asking the students to challenge their standard ways of thinking.

“Professor Tindall always makes us question what we are doing, not in an effort to lower our confidence, but to understand that as journalists we need to do more than scratch the surface of a problem to solve one,” she says.

As a professor, Tindall must also do research. In April, she successfully defended her doctoral dissertation at the University of Maryland. That work explores identity in the workplace and in the public relations function. She looks at the impact of identities – particularly of women and people of color – on work roles in an organizational setting.

Tindall earned a bachelor’s degree in April 2000 from Florida A&M University in the School of Journalism and Graphic Communication. As a student, she interned at The Wall Street Journal in North Carolina, running the press during the midnight shift, and in Texas and Kentucky, as an editorial photography intern and

publicity and advertising intern. Her approach to seeking out high-level pre-professional experiences is consistent with her life philosophy.

“You just have to take the leap,” she says. “You definitely play a part in your own environment. You can’t let work come to you.”

Although she thought she wanted to work in print production for a time as an undergraduate, after earning her bachelor’s degree in graphic arts technology and journalism, she changed her focus.

“I started taking public relations classes to fill a minor requirement, and I fell in love with the advocacy part of public relations,” Tindall says.

She earned a master’s degree in mass communication with an emphasis on public relations from the University of South Florida in May 2002. She interned for Ogilvy Public Relations Worldwide in Washington, D.C., and ORC Marco in Calverton, Md., researching and analyzing information for the companies.

“Her experience working for an agency in the large market really adds to her ability to teach students,” Tsetsura says.

Tindall says she hopes to be someone students can count on for professional help. Always looking for new ways to challenge herself, Tindall is planning research into communication in Africa and a study-abroad class there. Tsetsura says these ideas are among the many reasons Tindall is a positive addition to the Gaylord faculty.

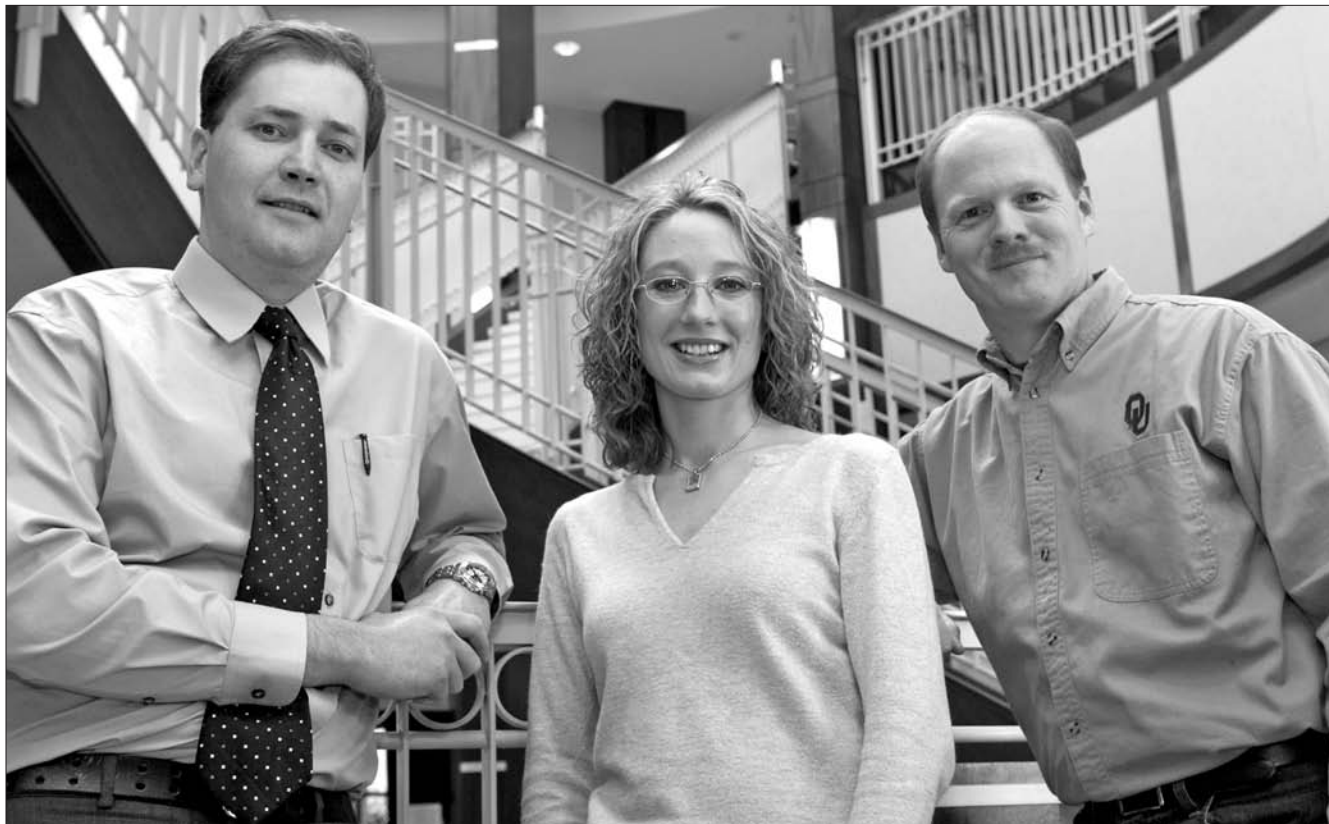
#### **KEN FISCHER**

Ken Fischer is a modest man. Although his lengthy résumé lists



**KEN FISCHER**

experience teaching in six states, supervising PBS stations like KBYU in Provo, Utah, and WOUB in Athens, Ohio, and helping create broadcast programs at New Mexico State University and the University



**STUDENT-FOCUSED:** New faculty members Jason Balas (left), assistant professor of broadcast and electronic media; Shari Veil, assistant professor of advertising/PR; and Scott Hodgson, associate professor of broadcast and electronic media, focus their teaching on bringing out the best in their students.

of Florida, he describes himself as a grocery clerk and a videographer.

Although he rang up rutabaga and bagged broccoli at Ralph's grocery in California long enough to earn early retirement, he's much more than a grocery clerk. Fischer, who joined the Gaylord faculty in fall 2006, says he is here to "ramp things up."

"My job is to create the atmosphere and the opportunities to help students succeed in the field of broadcasting," Fischer says.

One of the ways he is helping create opportunities is the National Broadcasting Society, an organization that promotes preparing students for success in electronic media careers. Fischer is supervising the campus chapter, including providing contact information for possible guest speakers. He says the new beginning helps students in many ways.

"I think it's going to open up a lot of networking possibilities for students," Fischer says. "It will get them in touch with people who work in the industry and allow them to have an opportunity to work with people within the school who have the same interests."

Fischer also supervises the production crew of "OU Nightly," the live student newscast.

Brodie Downs, "OU Nightly" producer, says Fischer has brought skills and a professional approach that

are vital to the show's success for those working behind the scenes.

"It's impossible for an editorial staff to get information to the viewer without a killer technical staff," Downs says. "Ken understands that."

Downs, also a student in Fischer's Television News class, says the professor helps students succeed by being patient with them as they learn and by sharing his diverse experience as a newsman and photographer.

Fischer earned his bachelor's degree in theater arts from California State University in 1978. He earned his master's degree in 1982 from Brigham Young University, where he worked in the news department of KBYU-TV, first as a graduate assistant and then as the assistant news director. During his last year at BYU, he became manager of the local cable channel, where he was responsible for production, programming, promotion, news and sales. When he graduated, he set his sights on a position in a large media market that would allow him to work in a variety of skill areas.

"I was afraid I would get pigeonholed as a photographer or editor or producer and just do one thing," he says.

To avoid that fate, he worked in a variety of PBS stations. These stations, often affiliated with universities, allowed him not only to participate in multiple areas of production, but also

to instruct and supervise production. This gave him the opportunity to create new television projects and courses at different universities.

Fischer became the production supervisor of KRWG-TV at New Mexico State University in 1988. He was assistant news director at the University of Florida from 1994 to 1996 and news director at Ohio University from 1996 to 2000, where he coordinated award contests for broadcast students. Fischer also taught at Southern Illinois University, where he developed new television courses, and the University of Central Florida before moving to Oklahoma.

At OU, Fischer's courses include Survey of Electronic Media and Television Reporting. However, he says, classes are not enough to teach students everything they need to know, another reason he is passionate about using his experience to expand opportunities outside of the classroom.

"He adds another layer of experience," says McMahon Centennial Professor Dana Rosengard, news director of "OU Nightly." "He's really only the second faculty member at Gaylord with direct television news experience."

The experiences help Fischer determine what goals to set for students and which methods to use in teaching them. Fischer, who has changed locations every few years in

his career, says he looks forward to the possibility of seeing the progress of revisions and new opportunities in the Gaylord broadcast and electronic media program go into effect.

"It's too early for me to tell, but it would be nice if Oklahoma is where I make a stand," he says.

#### JASON BALAS

Filmmaker Jason Balas, assistant professor of broadcast and electronic media, didn't enroll in his first film class until his senior year of college.

Balas graduated with a bachelor's degree in telecommunications from Eastern New Mexico University and a master's of fine arts degree in film production from Ohio University.

"I was a broadcast production major and reported news in front of the camera," Balas says. "Toward the end of college, I got more and more into shooting and editing, and then I made a documentary that gave me a lot of experience."

Balas says the 90-minute independent film he made as a student convinced him that the long-held assumption that his career would be in front of the camera must change.

"I have no regrets," Balas says. "The combination of telling stories and my interest in theater and production seemed like a clear choice for me to go to graduate film school."

Before coming to OU, Balas taught courses in scriptwriting and studio



**JASON BALAS**

and field video production in the department of radio-television at Sam Houston State University in Huntsville, Texas.

Balas has worked as promotions producer for the WB Network's affiliate in Albuquerque, N.M., and was an assistant professor of broadcasting in the department of communication and performance studies at New Mexico University.

*Continues on Page 26*

## Life in Gaylord Hall



**CRAM TIME:** Students spend the last few minutes before their finals studying diligently in the hallways of Gaylord Hall.



**VISUALS:** Students in Public Relations Campaigns offer insight to their clients and to judges during their final project presentations.



**PRESENTATION PREP:** Advertising students make last minute preparations before showing their campaigns to their clients during finals week 2007.

For Gaylord College, Balas teaches a variety of courses that allow him to share with students his technical skill and knowledge of filmmaking and video production. Gaylord College Dean Joe Foote says that Balas provides students with a filmmaking mentor.

"Jason is part of an effort to take the broadcasting and electronic major to a whole new level," Foote says.

Balas says one of his goals is to help students realize they have the ability to make great work if they can learn to collaborate.

"It's a hard lesson to learn," Balas says. "The most successful people I've seen are the people able to trust others. I see talented students who suffer from the trust issue sometimes, and then I see some students that are really great about collaborating and trusting others. It's a talent all its own."

Balas says it took him a long time to learn that almost anyone can master the technical aspects of production but that those who are successful are the ones who learn to work well in a team.

Ralph Beliveau, assistant professor of broadcast and electronic media, says that he agrees with Balas that students must learn this important lesson if they want producers to hire them.

"Production is a very group-oriented process," Beliveau says. "You have to be able to function in a machine but also have an enormous amount of creativity."

Beliveau says Balas' ideal balance of individual creativity and desire to collaborate makes him easy to work with.

"When it comes to production, he is not very programmatic. He doesn't have a set of locked ideas," Beliveau says. "He is very excited about participating in the program and getting things accomplished. He understands production from both the practical side and the conceptual side. He understands some of the more sophisticated things you can do with production."

Foote says that the Beliveau-Balas combination will improve the sequence's focus on documentary films.

"Ralph Beliveau has knowledge of documentaries that is extensive – almost encyclopedic – and Jason brings that down to the production end," Foote says.

Balas says he is glad to be a part of this program and have the opportunity to continue his own work while helping students enter the world of filmmaking.

"I want to finish some documentaries I am currently working on and, within a few years, put together an independent feature film that's at least 90 minutes long. That's a

huge goal," Balas says. "And, of course, I want to teach my classes to the best of my ability."

### SHARI VEIL

Strategic communication encompasses the two related but different areas of advertising and public relations. Shari Veil, assistant professor of public relations, serves as a bridge between these two areas.

Veil brought with her to the strategic communication sequence not just a doctorate in communication from North Dakota State University, but also experience working in public relations firms. She has worked as director of marketing services for Park Co. Realtors, marketing coordinator for Medcenter One Health Systems and director of marketing and sales for Bismarck Bobcats Junior A Hockey Team, all in North Dakota. She says her work experience allows her to better teach and mentor her students.

"By the time I left Park Co., I had a staff and I did the entire budget, the strategic planning for all the advertising, marketing and public relations for the company," Veil says. "I could easily see the impact and the change when I went from sending



**SHARI VEIL**

a press release or designing an ad to developing a strategy determining how many dollars were going from one segment to another."

While she was director, the company went from having 50 to 112 agents. In all her positions she has focused on helping companies realize the importance of honest relationships with all external publics and within their own ranks, she says.

"Even big companies can be toppled by the most simple ethical responsibilities, which is tell the truth," Veil says. "I want students to boil everything down to simple ethics of telling the truth, being honest and caring about the community in which you work."

Katerina Tsetsura, assistant professor of public relations, says that Veil sees the bigger strategic communication picture and helps faculty and students in public relations and advertising.

Veil's goal is to help her students become more involved in workplace reality by having them work with real clients and on real projects so they can start building their portfolios during their years in the public relations sequence.

In addition to a commitment to teaching, Veil has a strong passion for research, primarily in risk and crisis communication.

She currently serves as a research fellow with the Risk and Crisis Communication Project, investigating agricultural security concerns for the U.S. Department of Agriculture and the National Center for Food Protection and Defense. Her research has been published in the "Journal of Business Ethics, Communication Research Reports" and "Public Relations Quarterly." She also contributed to "Terrorism: Communication and Rhetorical Perspectives," a piece about terrorism as chaos and a model for managing random acts of terror. She says Gaylord College is a place that encompasses the kind of scholarly work she wants to do.

"The college has an environment that encourages research," Veil says. "The six new faculty members this year are going to make significant contributions in that area."

#### SCOTT HODGSON

Gold-toned trophies and wooden plaques proclaiming "First" and "Best" adorn Scott Hodgson's office shelves. The awards represent a career in broadcast defined by achievements of many sorts. Overshadowing all the professional accomplishments for him, however, are the personal ones: Pictures of his family and his children's crayon drawings of lopsided stick figures and misshapen animals hold equal pride of place with his professional honors.

Hodgson joined the Gaylord College faculty as associate professor of broadcast and electronic media. Before coming to Norman, he taught at Southern Illinois University in Carbondale for 18 years. He also had worked as a producer/director in Illinois, New York, Pennsylvania and Washington, D.C., for several full-service video production houses, in-house corporate video facilities and CNN's Washington bureau. His profession also has taken him to Egypt, Ethiopia, Nepal and Bangladesh. In 2001, Producer magazine named Hodgson one of the top 100 producers in the nation.

He started his career at OU on a

high note, learning in October that he had won a 2006 Mid-America Regional Emmy for Best Service Program for his work on "Suddenly ... on an Average Day," a series that explains what steps to take for safety in an earthquake. Two program segments have aired in the "Suddenly ... on an Average Day" series. A third is in postproduction. Each is two to five minutes long.

Hodgson says the 2004 tsunami in Asia made him begin thinking about a potential major earthquake-producing fault line in southern Illinois. The last major quake in the area happened in 1895, but some predict that another could happen within this generation.

The series also won the Broadcast Educators Association Best of Festival



SCOTT HODGSON

Award for Television Production in the Broadcast Education Festival, the top competition nationally for broadcast educators. He won Best of Festival, Best of Competition and Special Technical Merit, all for the same documentary.

Hodgson produced, directed and co-wrote the series while teaching as assistant professor in the department of radio-television at Southern Illinois. Hodgson formed a class of 18 students called Client Based Productions to focus on the creation and production of the earthquake video project.

Gaylord College Dean Joe Foote first met Hodgson in Nepal in 1988. He says he was so impressed with Hodgson that he recruited him to teach at SIU, where Foote was then dean of the college of mass communications and media arts.

"I first met Dean Foote in Katmandu, Nepal, working on a State Department grant to help train Nepal Television staff for a new public affairs program," Hodgson says. "One day Foote was out with me while I was training new producers. He asked if I had ever considered going into

*Continues on Page 28*

## Board of Visitors and Ambassadors



**MENTOR MATCHES:** At the spring meeting of the college's Board of Visitors, BOV members and Gaylord Ambassadors spent time in one-on-one mentoring sessions. Renzi Stone, president of Saxum Public Relations in Oklahoma City, and PR senior Houda Elyzagi discuss job prospects.



**INTERN OPTIONS:** Okahoman editor Ed Kelley and journalism junior Crystal Mason discuss internship opportunities over the summer.



**WHAT'S NEXT:** Professional writing senior Lauren Kula and Synergy Marketing Associates founder, Pam Carter, chat about career opportunities for students with professional writing degrees.



**READY FOR ACTION:** Ken Fischer (left), visiting assistant professor of broadcast and electronic media; Natalie Tindall, assistant professor of public relations; and Keith Greenwood, assistant professor of journalism, use the resources in Gaylord Hall to develop creative programs for students.

teaching full time."

Hodgson says he said "No" at first but was intrigued with Foote's offer to come to SIU as a visiting lecturer for one semester. Hodgson accepted the position in January 1988.

"That decision totally changed my future," Hodgson says.

Having seen Hodgson's talent and dedication at SIU, Foote encouraged Hodgson to apply for an open position at the Gaylord College.

"He is at the top of his game and the top of the pack nationally as a video producer," Foote says.

Hodgson says that it was hard to leave SIU after so many years of investment in the program but, he says, seeing all the new possibilities and opportunities at Gaylord College led him to apply.

"I have come to realize there are three things that are essential to a successful working environment in education: good colleagues to work with, a good boss to work for and motivated students to teach," Hodgson says. "This was the winning combination I found at OU."

Ralph Beliveau, assistant professor of broadcast and electronic media, says Hodgson's extensive experience is impressive but that his work ethic is even more so.

"Those are wonderful accomplishments, but the production work is really the grind," Beliveau says. "It's the day-to-day that makes

all the difference. It's the production process itself. It's actually seeing your work turn out like you wanted it to that's really the central reward, working with a large group of people to develop some really cool images and really nice sound."

Broadcasting is different from other media areas because it cannot happen without a team effort, Foote says. It requires a well-coordinated group of people pulling in the same direction.

"Scott understands this at his core; it is never far away from his talk and his actions," Foote says.

Foote says Hodgson has two main strengths: He leads by example and he is a visionary. Both qualities, Foote says, will inspire Hodgson's students and colleagues at OU. Hodgson says that the Gaylord College is poised to achieve great things.

"The faculty and staff know that the electronic media program is about to take off like wildfire, and they're working hard to make it happen," Hodgson says. "They have moved faster to make changes in the curriculum than I have ever seen a faculty move. I think by next semester students will begin to see some real changes in the program."

Hodgson says the broadcast and electronic media faculty have just finished revising the sequence's curriculum to give Gaylord students a broader and deeper educational experience in broadcast.

The faculty has revised old courses and created ones to allow students better to apply behind the camera what they have learned in class.

Hodgson says that Gaylord College students should be known on a national level.

"The students here are top-notch," Hodgson says. "My goal is to help students be creative and then give them the tools to turn their ideas into reality. The hope is to help open opportunities that will allow students to compete nationally with their peers."

Hodgson's colleagues say he has strong abilities in relating to students and in urging them to excel.

"There are some students here who have some big abilities, and they don't even realize that," Beliveau says. "I think he is going to be able to push them to develop those ideas and to learn the discipline that is involved."

Hodgson says his start in broadcasting was not inspirational.

"My very first field shoot as a student was an interview with the mayor," Hodgson says. "I used three 1,000-watt lights and made the scene look great. Halfway through the interview, we smelled something burning, and realized the extension cord my lights were plugged into had overheated and burned an 8-foot-long line in the mayor's oriental rug. I figured I could only go up from there."

## On The Web @ [jmc.ou.edu/pulse](http://jmc.ou.edu/pulse)



### Advertising work

Students competed in the National Student Advertising Competition. See videos they produced as a part of their campaign for Coke.



### Scholarships given

Students earned more than \$150,000 in scholarships at a luncheon in April. See photos of the recipients.



### Broadcast production

Professional productions are a part of life for students at the Gaylord College. See clips of their work.



### New ambassadors

The college has selected its Gaylord Ambassadors for 2007-2008. See their biographies and photos.

## Student Journalists



**POLISHING HUB CAPS:** The Hub news team — James Keathley (left), professional writing; Logan Layden, journalism junior; and Genevieve Rice, professional writing junior — produces content for the student-run Web portal. The Hub has replaced The Daily online and the Student Information Network as a source of campus news and entertainment.

# The Daily Launches Student Portal

The Hub provides students new media experience, expertise

By RAYA-GABRIELLE RAMSEY

**A** click or two and you can watch University of Oklahoma students pretend to be Oklahoma State students for a laugh. Or, if function rather than fun is what you're after, you can trade books, roommates and test files or check out campus events. When the need to connect to the larger world strikes, you can check out movie times, CD reviews and even the weather. You can do all of this from your desk at home or your laptop on the go without changing Web sites.

The Hub, OU's official student portal since it launched in August, provides students a one-stop information opportunity. Until the Hub, members of the OU community seeking information could go to the Sooner Information Network site, known as SIN, and The Oklahoma Daily site. In the Hub, sin.ou.edu and oudaily.com have merged. Hub Editor Stacy

Swan says Information Technology and Student Media discussed the idea of joining forces online many months before the Hub came to pass.

"SIN had some really great services, but their staff was really small and they didn't have constantly updated content," Swan says. "Oudaily.com didn't have a whole lot of services for students, but it did have constantly updated content."

She says the goal is to provide students with one online location that offers them access to all their information and entertainment needs: games, humorous video clips and surveys, campus news and features, the campus calendar, message boards, etc. Student Media Director Twila Smith says joint effort has many benefits.

"It is easier for students," Smith says. "We could provide students, as consumers, with a much stronger site if we could merge the strengths of both of them, instead of students going to two different places."

Andrea Heister, a graduate assistant who works for the Hub, says the site provides not only old elements of SIN and The Daily's Web site, but also new components such as Expound, an online magazine for features and short stories. It offers a place for art and photography as well. It also plays host to Student Media's annual Holiday Gift Guide and other publications.

"We've had an influx of new students that probably wouldn't have applied here before, but now they see an avenue for the kind of work they're interested in," Smith says.

Heister says that the variety of information is great.

"When you log on to the front page, you know right then and there your top stories of the day, where you can get your movie times," she says. "If you want to watch last night's newscast, you can; if you need to check your e-mail, it's already there. Everything you could possibly need dealing with this campus is on one

page right in front of your face."

Smith says from the perspective of student staff members, the site provides new opportunities for work on projects that cover a wide range. The Hub gives students the chance to work on multimedia presentations, which she says are as important as media take more of their content online and explore delivery vehicles other than standard print and broadcast products.

"We have a number of students who will go to work for news organizations and be expected to write print stories and create multimedia presentations as well," Smith says. "Here, they're learning how to do that. We have photographers who are learning to pick out the one or two photos that are the best to run in a print publication and then being able to pull together a slide show for online."

Heister says the Hub offers the possibility for students to gain experience in almost all current journalism job descriptions.

*Continues on Page 30*

## Homecoming Tailgate 2006



**HOMECOMING DELIGHTS:** Students, alumni and their families enjoyed pizza, chicken tenders and other treats as a part of the Gaylord College's 2006 Student/Alumni Tailgate party.



**SOONER SPIRIT:** Face painting was part of the entertainment as fans prepared for a Homecoming victory on the gridiron.



**LIVE BROADCAST:** Broadcasting students had little time to enjoy the day because they were working. "The Sports Package" broadcasts a live pre-game television show atop the east end of Gaylord Hall.

"If you want to be a photographer, videographer, writer, editor or designer, you can do it all here and maybe even get paid," Heister says.

Swan says the Hub has only about 15 paid positions but that it offers many unpaid student positions to total almost 100 contributors. Opportunities for students to get their work published are important, she says, given how employers expect well-developed portfolios from applicants. She says the Web site provides unlimited space and, as a result, more potential for publication. She points out that being a journalism student isn't a requirement.

"There is a place for everybody at OU," Swan says. "If you're a political science major, you can write opinion columns. If you're a professional writing or English major, you can write short stories for Expound. If you're into film and video studies, you can produce videos for news, sports or the Umbrella, if you want to do funny stuff."

Swan, a journalism senior, says she has an open-door policy concerning applicants.

"If you apply, you're in, as long as this is what you want to do," she says. "I love the coordination among students and giving people the chance to get that real-world experience."

The Hub's student staff is responsible for all its content. Jack Willis, also editorial adviser for The Oklahoma Daily, provides guidance and support as needed. Heister says students make all of the decisions.

"One of the things that is particularly impressive about the students that are working on this is not just that they've walked into a program and are managing the news desk or multimedia desk. It's that they're doing it in a system that they helped develop," Smith says. "They created the structure that is making the Hub work."

Swan says all students from SIN and The Daily's Web site were offered jobs at the Hub and most of them made the transition. Smith, who supervised the project, made sure students had the equipment, facilities and finances necessary. She says she is impressed with what students were able to accomplish in the short time from June, when the merger took place, to August, when the site launched. Students held brainstorming sessions to come up with the name, marketing strategies, the development of the content and the staff structure.

Heister says the success of the launch results from the long hours students put into the project. She says designers worked around the clock and editors gathered enough information in two weeks to provide a month of coverage. Smith says IT is also key to the site's success, providing knowledge

and resources Student Media does not possess. Though complicated technology issues have led to occasional miscommunication, Smith says the problems have been relatively few. When the merger took place, she says everyone was aware that the transition could be difficult with so many ideas at one table.

"It was important to make sure that different viewpoints were represented and carefully considered," she says. "Students did a really good job of listening to the different needs."

Swan says students' initial reaction to the Hub was mixed. Loyal SIN readers expressed concerns.

"The people on the message boards got the sense that The Daily was taking over and Student Media was gobbling up SIN," Swan says. "It really didn't turn out to be that way at all."

Heister says students quickly realized the significant increase in resources created the merger. Students jumped in early. When the site launched at 4 a.m. Aug. 1, approximately 300 people logged in and began to fill the message boards.

Message boards are just one way the Hub allows for interactive communication. Heister says the Hub is one of only a few portals on college campuses, but she expects to see more like it to come.

"That's where news is going," Heister says. "AOL News and MSNBC and even The New York Times have started putting multimedia pieces on. Even The Wall Street Journal is getting that way. We just took the leap in three months."

Swan says increasing multimedia content is a specific goal. Finding volunteer videographers is particularly difficult when they have options paying money. To change this, Swan plans to improve coordination between The Daily's print news desk and the Hub's news desk to share more content and, perhaps, add more paid positions. Other goals include the long-term possibility of creating the site's own videos instead of using links to YouTube and a shorter-term plan to change the site's look.

"We want it to look more like a news site than a laundry list of stories," Swan says.

Smith says the Hub must combine high journalistic standards and goals with ever-changing media realities.

"I've often said that the essence of what we do in Student Media hasn't changed since our first publication in 1897," Smith says. "It's about communicating with a community and telling the stories of a community. But the means by which we do that change every day. It's important that we keep up with that."

With the Hub, OU is not just keeping up but leading the way into the 21st century of mass media.

## Visitors to Gaylord Hall



**INVESTIGATIVE JOURNALISTS ON CAMPUS:** Warren Vieth, visiting assistant professor of journalism and a veteran Washington, D.C., newsmen, brought in nine journalists to speak about their investigative reporting experiences during the fall semester. The journalists' visits were funded as a part of the Joseph Rumsey Distinguished Speaker Series and additional support was provided by the Institute for Research and Training.

### By PULSE STAFF

Visiting assistant professor Warren Vieth made an immediate impact upon his returned to Oklahoma after an 18-year career with the Los Angeles Times covering the White House.

In his investigative journalism class this past fall, Vieth – who worked in the Times' Washington Bureau, as a national economics correspondent, assistant national editor, assignment editor, project editor and night news editor – brought in a number of guest speakers as a part of the Joseph Rumsey Distinguished Speaker Series.

The series included the local and national investigative journalists below.

**FROSTY TROY**, editor of the Oklahoma Observer. Before he launched his award-winning journal of political commentary, Troy achieved distinction for investigative reporting he undertook as a correspondent in the Tulsa Tribune's State Capitol Bureau. Troy visited all of Oklahoma's poorly funded mental hospitals and

wrote a series of stories describing the wretched conditions he found inside. Troy was nominated for a Pulitzer for his reports, which led to the closure of one institution and policy changes and improvements at others.

**ALAN C. MILLER**, an investigative reporter and 19-year veteran of the Los Angeles Times who shared the Pulitzer Prize for National Reporting in 2003 for his series documenting the history of the Marine Corps' Harrier attack jet. His 1997 "Money From Asia" exposé of campaign finance abuses received a George Polk Award and Goldsmith Prize for Investigative Reporting.

**DEBORAH NELSON**, director of the Carnegie Seminar at the University of Maryland and a former investigative reporter and editor for the Los Angeles Times, Washington Post, Chicago Sun-Times and Seattle Times. Nelson shared the 1997 Pulitzer Prize in Investigative Reporting for Seattle Times series exposing problems in HUD's Native American housing program. As an editor, she coordinated projects that won two Pulitzers.

**JAMES RISEN**, a New York Times national security reporter whose investigative reporting, along with fellow Times reporter Eric Lichtblau, was awarded the 2006 Pulitzer Prize in National Reporting for "carefully sourced stories on domestic eavesdropping that stirred a national debate on the boundary line between fighting terrorism and protecting civil liberty."

**DAVID CAY JOHNSTON**, a New York Times financial reporter who won a Pulitzer Prize in 2001 for his enterprise coverage of federal tax code abuses. Johnston also was a Pulitzer finalist in 2001 and 2003.

**ZIVA BRANSTETTER**, projects editor for the Tulsa World who has guided the World projects team to a series of investigative journalism awards for exposing problems with nursing home care, the juvenile justice system and political corruption in Oklahoma.

**JACK NELSON**, a longtime Los Angeles Times Washington Bureau chief and PBS's "Washington Week in Review"

panelist. Nelson received a Pulitzer Prize for his reporting on conditions in Georgia mental institutions for the Atlanta Constitution.

**ROBERTA BASKIN**, a television investigative journalist and former director of the Center for Public Integrity. She is an award-winning television news reporter and producer, whose credits include Washington correspondent for PBS's "NOW with Bill Moyers," senior producer and Washington Bureau manager for ABC's "20/20" and "Primetime," and chief investigative correspondent for CBS's "48 Hours." She has received 75 journalism awards, including two George Foster Peabody awards for investigative reporting.

**DAVID WILLMAN**, a Los Angeles Times investigative reporter, who received the 2001 Pulitzer Prize in Investigative Reporting for his exposé of seven FDA-approved prescription drugs suspected of causing more than 1,000 deaths. Willman shared in a 1995 Pulitzer Prize for team coverage of the Northridge earthquake.

# TUNED IN?

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

Name \_\_\_\_\_

Class of \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ ZIP \_\_\_\_\_

E-mail \_\_\_\_\_

Employer \_\_\_\_\_

Job Title \_\_\_\_\_

Does your employer offer internships to college students? Yes \_\_\_\_\_ No \_\_\_\_\_

If so, whom should we contact? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Would you like to receive news about Gaylord College sent to you via your e-mail address? Yes \_\_\_\_\_

Comments: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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

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



**WHAT'S HAPPENING:** Remember to sign up to receive news about the Gaylord College of Journalism and Mass Communication.

**Mail To:**  
JayMac  
Gaylord College of Journalism  
and Mass Communication  
395 W. Lindsey St., Suite 3000  
Norman, OK 73019-4201

**E-mail To:**  
pulseeditor@ou.edu

**Deadline  
For Next Issue:**  
Aug. 1, 2007

# pulse

WINTER/SPRING 2007

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

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

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

### STAFF

**Crystal Mason**  
writer  
*journalism junior*

**Kathleen McKinney**  
writer  
*journalism junior*

**Meredith McNatt**  
writer  
*journalism senior*

**Kara Park**  
writer  
*journalism senior*

**Lesley Patterson**  
writer  
*journalism junior*

**Paige Perry**  
writer  
*journalism junior*

**Raya-Gabriel Ramsey**  
writer  
*journalism junior*

**Jennifer Smith**  
writer  
*journalism junior*

### CONTRIBUTORS

**John Stuart**  
photographer  
*journalism senior*

**Angela Fetty**  
photographer  
*journalism graduate student*

**Billy Adams**  
photographer  
*advertising senior*

**Will Prescott**  
writer  
*journalism graduate student*

**EDITOR**  
**Lance Thomas**  
*public information officer*

**MANAGING EDITOR**  
**Kathryn Jenson White**  
*assistant professor of journalism  
executive director  
of Oklahoma Scholastic Media/OIPA*