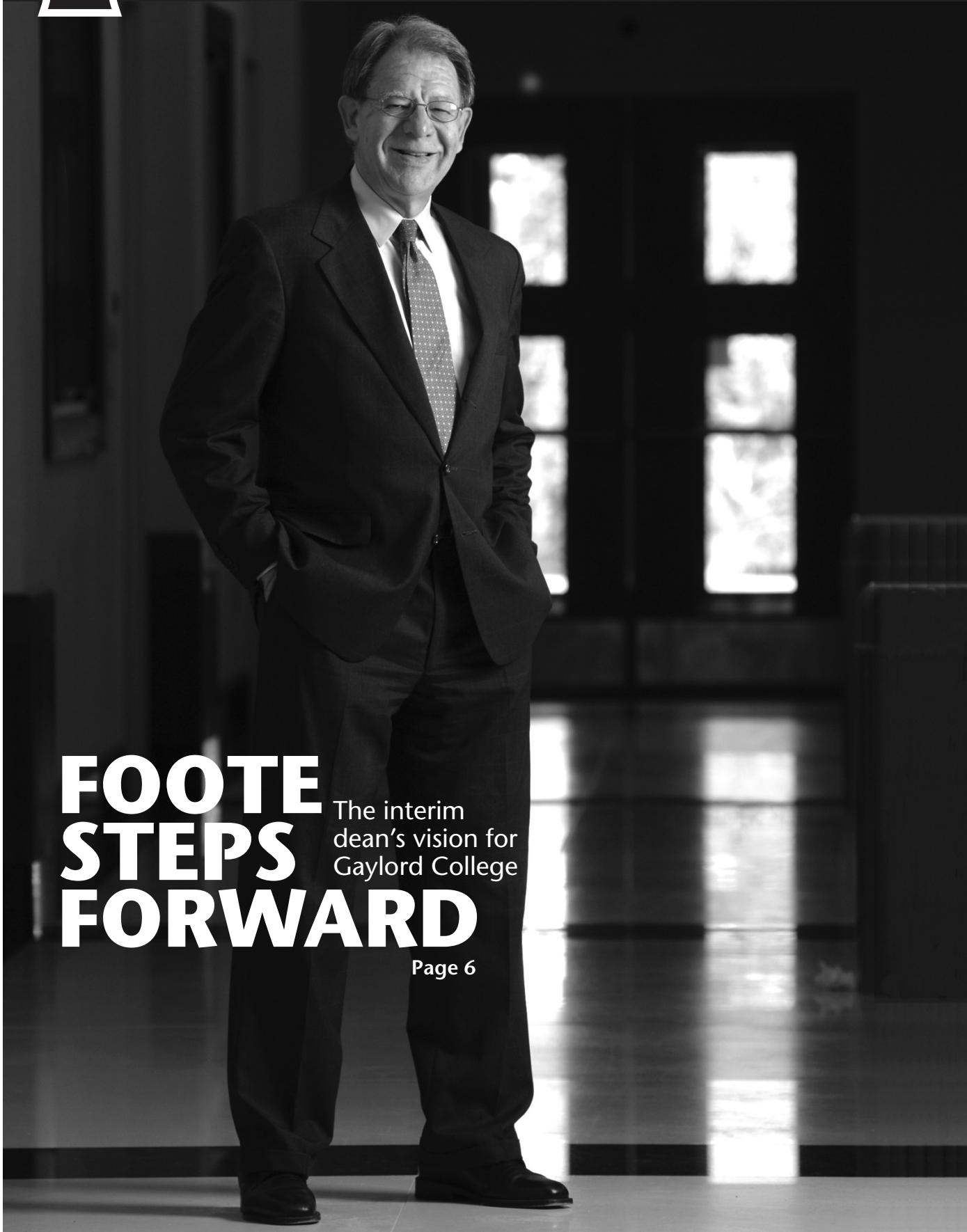


JayMac • Winter 2006

pulse

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



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Joe Washington

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Photo of Interim Dean Joe Foote by Shevaun Williams; Photo of Joe Washington provided by the OU Athletics Department; Photo of Mickey Edwards, Gracelyn Brown and David Frost by Geneva Daniel.

JAYMAC President

Encouraging Our Alums

Serving as president of the Gaylord College of Journalism and Mass Communication alumni association, JayMac, certainly has its rewards. Perhaps the greatest one is having the opportunity to meet some of today's students.

During the annual banquet this fall, students sat at tables with alumni and, for the first time, a student served as emcee for the event. It was great to see the enthusiasm and eagerness these young people have to go out and make a difference in the real world. I also believe these interactions remind us of the possibilities for the future, no matter our age.

I remember being excited and scared about starting my first job. Fear of the unknown and change can make all of us a bit uneasy. For college graduates, a big part of a smooth transition can be the alumni of the college. From sharing knowledge as guest speakers in classes to serving on mock interview



DIANA HARTLEY

panels to joining the alumni association, everyone can make a connection to the students of today.

At the December convocation, guest speaker Bill Hancock, executive direc-

tor of the Bowl Championship Series and a 1972 graduate, gave some sound advice to graduates. What has stuck with me the most from his comments was Bill's encouragement to be kind to everyone you meet. I remember so many of my professors and staff from the old J-School who treated me with kindness and, because of that, I continue to care about my alma mater and the students who are there today.

As professionals who use words as our primary tools of the trade, we all should remember the words of Mother Teresa, who said, "Kind words can be short and easy to speak, but their echoes are truly endless."

Thank you for the opportunity to serve as president, and I look forward to the remainder of 2006.

Gaylord College Interim Dean

Carrying On The Tradition

Iwant to introduce myself. I am a Durant native and a 1971 grad who returned to OU in August 2004 as an Edward L. Gaylord Chair. After founding Dean Charles Self decided to step down last summer, President David Boren asked me to serve as interim dean. Having been dean or director at two other institutions — Arizona State and Southern Illinois — I realized that it would be important to have someone become interim who had a good grasp of what was required. While I had come to OU to try something different from the administrator's jobs I had held for 17 years, I am more than happy to serve my alma mater in this way.

I especially am excited to be back at OU and to work with David Boren. As you well know, Boren has transformed this university during the past decade. The progress is undeniable. We in journalism and mass communication particularly are fortunate that Boren takes a special interest in our college and is determined to make it the best it can be.

I was pleased to return to OU at a time of great excitement and expectation. The Gaylord family gift has given us an incredible opportunity to compete at a national level. Our beau-



JOE FOOTE

tiful new building is the envy of all in journalism education. Self moved the new college in precisely the right direction. Our enrollment has surged 500 percent during the past decade. We are the fastest-growing college at both the undergraduate and graduate level and now are OU's fourth largest academic college. We are attracting the highest ranked students academically in our history, with an average ACT score of 25.7. Clearly, the word is out that great

things are happening in our program. Students from all over the country want to be a part of it.

This year, we have hired five new faculty members to help lead us into the future. Next year, we will begin Oklahoma's only doctoral program in journalism and mass communication. Boren is working to extend our new building to include more laboratory facilities, space for our graduate program and a special center dedicated exclusively to public relations and advertising. Our faculty is working on exciting changes in our curriculum.

One of my biggest rewards has been to reconnect with alumni whom I knew as a student and to meet other grads. I know that you must be as proud as I am of all that has happened here during the past few years. I had watched it from a distance with pride. I am fortunate now to be a part of this march toward excellence. During the next couple of years, I hope that we can involve you as well in our quest to be one of our nation's finest programs.

Faculty Focus



RESEARCH: Peter Gade spends some of his research time exploring the “deprofessionalization of journalism.”

Gade Named to New Post

Associate professor selected as Gaylord Family Endowed Professor, plans to expand research on modern journalism

By JOANNA E. RUS

Although a steady stream of undergraduates and graduates came and went from his office, associate professor Peter Gade, Gaylord Family Endowed Professor, sat at his desk calmly.

Fingers interlaced and arms draped casually across his chest, he displayed a composure that contradicted the stacks of papers waiting for him on his desk and the need to stop working to talk with students.

That work, for which the Gaylord College awarded Gade the endowed professorship in August, focuses on what he calls the “deprofessionalization of journalism.” By that, he writes in his proposal for the professorship,

he means that changes in society and newsrooms are having a powerful impact on the practice of journalism.

“At the macro-level, changes are having profound effects on how the U.S. society conceives journalism and its role, and the public clearly is a more active and influential participant in journalism,” he wrote. “These macro-level changes impact journalism at micro levels, including how journalists work at the organizational level (in newsrooms) and how, as individuals, they conceive and define their ‘professional’ values.”

Gade came to OU in fall 1998, after teaching at universities in New York, Pennsylvania and Missouri. He earned his doctorate at the University of Missouri, where his dissertation also dealt

with change in journalism: “Turbulent Times: A Study of Organizational Change in the Newspaper Industry.”

“I would be doing this if I was a professor or not,” Gade says. “The professorship provides me with more resources to do my actual research.”

Gade says his research suggests that the roots of journalistic values run deep.

“The journalism values of much of the second half of the 20th century are rooted and traceable to 17th and 18th century philosophical constructs regarding freedom, responsibility, democracy and the role of media in governance,” he wrote in his proposal. “Thus, an argument can be made that to abandon the values and norms that supported journalism in the second half of the 20th century is akin to

abandoning the Enlightenment and Utilitarian constructs that have supported and defined journalism since the creation of the United States.”

Gade says that truth telling, objectivity and providing diversity of viewpoints are just a few of the journalism values worth preserving.

“Some of these values are being threatened in current media environments,” Gade says. “Journalists are skeptical of forces that threaten their values. Editors lack the training to know how to protect these values that are vital to journalism.”

The current business reality for media companies also is shaping the way journalists do their jobs.

“As more media are competing in the marketplace, they have had to become more conscious of marketing and audiences,” Gade says. “New technology also gives the audience more control in choosing what media they want; therefore, media companies are much more competitive.”

The Gaylord Professorship is a project-based program in which a committee selects the recipients. That committee comprises the three holders of Gaylord Endowed Chairs — Interim Dean Joe Foote, Peter Gross and Charles Self — a faculty member from another discipline and an alumnus.

“Professor Gade’s proposal showed great strength in the areas of research and suggested the significant impact he has made in this field,” Foote says. “He has most definitely earned this five-year professorship.”

Aaron Lovell, a graduate assistant who works with Gade, says that Gade demands perfection and works hard at achieving it himself.

“Dr. Gade is one of the best professors I’ve ever had, and this is the third university I’ve attended,” Lovell says. “He is hands down the best journalism professor I know at OU. He uses his professional experience as a tool to help students prepare for their future.”

Gross says that Gade’s contributions to the college go beyond his important research.

“Everyone expects great things from him because he is such a terrific colleague,” Gross says. “I read his proposal from beginning to end, and I greatly admire what he does. This project is something that will certainly get him and the journalism college noticed.”

Gross says that Gade’s proposal is for a project that will provide a detailed and informative exploration of an important subject.

“He’s a very competent researcher and is very well-deserving of this award,” Gross says. “It will propel him to the next step of his career.”

“You couldn’t get a better person for this professorship.”

Alumni Applause



EASYGOING: Joe Washington, '76 public relations graduate, toured Gaylord Hall during his visit to OU in August. The OU Athletics Department recognized Washington during an OU football game for his outstanding achievements and his induction into the College Football Hall of Fame.

Sooner Legend Enters Hall of Fame

1976 PR alumnus Joe Washington
20th Sooner in college football shrine

By LAURIE DERNICK

Twenty years have passed since Joe Washington heard the roar of adoring fans in a packed stadium, but acclaim for his football powers has not died with the silencing of the crowd. Washington, a 1976 public relations graduate, became the 20th Sooner to enter the College Football Hall of Fame when he was inducted Dec. 6 at the Waldorf-Astoria in New York City.

The Hall of Fame in South Bend, Ind., will enshrine him formally in August 2006 with the unveiling of his bust.

Whether making plays on the field during his 10-year career or negotiating deals off the field in his 20 years of marketing and advertising, Wash-

ington says he always has been a team player. He says he embraces the professional ideals of sportsmanship in all areas of his life: as a volunteer for numerous charities, as an advertising and marketing professional and, now, as a stockbroker.

"I'm a team type of guy with a team type of consciousness," Washington says. "I think in those particular terms, 'Hey, if we can all work together, we can accomplish quite a few things.' We don't all have to love one another and go out to dinner, but we just need to be respectful of what each wants to accomplish. People who are pretty successful in business, for the most part, come from a team concept. You don't have to like each other, but you have to be mindful and respectful of other folks' ideas and personalities."

As a team player, Washington acknowledges that without the linebackers to make the blocks and open the holes for him to run, he never would have performed as he did or received the accolades. Washington says his induction celebrates not only him, but also his teammates.

"The induction means just as much to them as it does to me," Washington says. "It shows I played with a great group of guys and a great group of coaches who appreciate you."

Billy Sims, 1978 Heisman Trophy winner and OU running back from 1975 to 1979, says it was Washington's quickness on the field and humility off the field that attracted him to OU. Washington was one of the players who escorted Sims when he visited OU on a recruitment trip.

"He was definitely the reason I came to Oklahoma," Sims says. "Without a doubt he was it. He was and still is one of the best. Joe and I are still good friends today, 20 years later. You can't find a nicer guy."

Sims says Washington never hesitated to help him learn off the field as well as on.

"I was very fortunate to back him up my freshman year when I played behind him," Sims says. "I really picked up a lot from him, like his work habits, his determination, his love for the game and his love for the Sooner family."

The San Diego Chargers selected Washington fourth in the first round of the 1976 NFL draft, after which he played for the Baltimore Colts, Washington Redskins and, finally, Atlanta Falcons. His age, 30, helped him decide to move on, he says. Washington left athletics for the corporate world in 1985, after 10 years in the NFL.

"There is nothing more real than understanding your age and your mortality by being a professional athlete," Washington says. "There is nothing more direct to understand than Father Time. I think you are able to realize and understand that more so being in athletics because you are so different

from the first day you came and on the day you leave."

Because he never expected to play in the NFL, let alone last 10 years, Washington says he always had his sights set on life after football.

"I come from a family of educators," Washington says. "I was expected to go to school and get an education. I played football, yes, but I was there to get an education. That was always first on my mind."

Washington originally was a pre-dental student, but he changed majors because he did not want to graduate, play in the NFL, then go to dental school. He says he was eager to start a career, and he did not want to have to go back to school before he could do that.

He then thought about becoming a physical therapist, but because those classes took place on Saturdays, OU football game day, he could not pursue the major. He chose public relations instead.

"I thought I could do something where I would be in the public, be able to tell a story, be a reporter or something along those lines," Washington says. "I thought it would be something I could actually apply and that I could get a degree in."

It was through public appearances, speaking engagements and a connection to professional sports that Washington opened Washington Consultants, a marketing and advertising firm, in 1986. Through his private company, Washington's goal was to promote and introduce products to professional sports.

He realized his goal in several ways, from marketing pharmaceuticals that heal athletes' ligaments to promoting all-weather sportswear.

Washington introduced Gore-Tex®, a breathable and waterproof fabric used in apparel, into the NFL in 1987. He worked with Pepsi to promote products and giveaways in the Baltimore area. His company was responsible for landing the Pepsi account at Baltimore's Memorial Stadium, home of the Baltimore Orioles and Baltimore Ravens.

Through his work for Pepsi, Washington was introduced to NASCAR. When Pepsi asked Washington to create a promotional product that could easily reach a large audience, Washington looked to the NASCAR audience, on a friend's advice.

"I had never even seen it before," Washington says. "I went down with a few associates to check it out, and, lo and behold, it was like a Super Bowl every week."

Washington's company marketed collapsible cardboard binoculars marked with the Pepsi logo for NASCAR spectators. As he came to understand the sport, Washington became involved. He and All-Star basketball player Julius



REFLECTIVE: Taking in the view from the Edith Kinney Gaylord Library, Washington says he likes where things are headed at OU – in football and in journalism.



CHAMPION: Washington led OU to a national championship in 1974 before entering professional football for a 10-year NFL career.

Erving now own a NASCAR Busch series racing team, making them two of very few African-Americans in the sport.

The team raced from 1998 to 2001 in the NASCAR Busch Series. Of the 140 racing teams, the Washington-Erving

team finished 21st in the Busch Series in 2001. The team's rookie year had a Top 10 finish and placed 37th overall in the series. The Washington-Erving team is not racing now because it is looking for a new sponsor. Washington says his

team will be back on the track soon.

In 2001, Washington became a stockbroker and opened Washington Financial Consulting Group of Wachovia Securities.

Although he no longer has a private marketing and advertising firm, Washington says he uses his marketing skills to raise money for and promote causes important to him. He currently is raising money for the Boy Scouts of America, an organization dear to him.

"I was a Scout as a kid and felt that it was one of the good things kids can be involved in," he says. "I always felt that if a kid wanted to be a scout, he should. He shouldn't have that taken away from him just because he doesn't have the money for the dues, the uniforms and the other gear he would need."

Through benefit dinners, mentoring programs and other events, Washington raises money for the Baltimore School for the Arts, Boys and Girls Club of America, Leukemia Society, Baltimore Literacy Foundation, Pumpkin Theater, MUCS Children's Hospital, Maryland Special Olympics, the Oklahoma Society to Prevent Blindness, Wednesday's Child – an organization dedicated to orphaned children in Oklahoma City – and the Sports Council of the National Foundation of Ileitis and Colitis.

Washington lives in Lutherville, Md., with his wife, Meadow Lark. His daughter, Brandy Lardan, graduated in 2005 from the University of Pennsylvania with a degree in international relations.

Foote Sets Goals, Makes Big Plans

SOONER BORN:
Durant native Joe Foote always had a special place in his heart for OU. His pride for his college shows when he walks through Gaylord Hall.



Gaylord College interim dean shares his vision for the college

By **D. RHETT BRACKEEN**

Gaylord College Interim Dean Joe Foote is a Durant native who envisioned a specific career path in 2004 when he returned to OU to serve as Gaylord Family Endowed Chair and professor of broadcast. Life doesn't always go as planned, however.

Foote earned his bachelor's degree in journalism and his master's in communication at OU.

Foote says he returned to OU to teach and conduct research. He says his time as an administrator had run its course.

"There were other things I wanted to do," Foote says. "I wanted to expand the international work I was doing. I wanted to be a good teacher, and I had not gotten to teach in 20 years. I wanted to be with students and explore new opportunities and try to develop myself in the classroom."

After Foote had taught for one year, OU President David L. Boren asked him to serve as interim dean. Gaylord founding Dean Charles Self had resigned to return to the classroom and focus on research.

Foote served as the first dean of the Southern Illinois University, Carbondale, College of Mass Communication and Media Arts from 1993 to 1999. Foote then served as director of the Walter Cronkite School of Journalism at Arizona State University from 2000 to 2003.

Foote says he hadn't planned on taking another administrative post but accepted feeling it was his duty to help.

One semester into the job, however, Foote has embraced the challenges and opportunities of the dean's office. He says he has a laundry list of goals and is not treating the position as that of an interim dean; he goes about the job as if he were permanent dean no matter how long he fills the position.

As a mass media practitioner, Foote has served as press secretary to the late Carl Albert, worked for radio stations, authored two books and worked on mass communication projects in Asia, the Middle East, Europe and Africa. Foote also has received Fulbright



BUILDING RELATIONSHIPS: Dean Foote meets OU regent and journalism alumnus Larry Wade and his wife, Mary Jane, during the JayMac alumni reception in October.

grants for work in Germany and Bangladesh. He currently is administering a U.S. State Department grant for workshops to elevate women to media leadership positions in Bangladesh.

Foote says his goals for the college start with getting the students more involved with activities. One of Foote's first initiatives was the Gaylord Ambassadors Program, based on a similar program he started at Southern Illinois. The program selects 12 to 15 Gaylord College students, based on an application process, to serve as hosts to college guests as well as to help recruit students. The students assist in special events and facilitate communication between students and faculty.

"Ambassadors are the first step to get a group of very talented and dedicated students that will reach out to other constituencies on campus and outside of campus," Foote says.

Self says he shares Foote's interest in the Gaylord Ambassadors Program because the partnerships with other areas of the university and community will improve both entities.

"To really reach our full potential, we have to be engaged with other people, and we have to show them what

we can contribute to the university and what we can accomplish working with other people on campus," Self says.

Foote says another goal is to help the faculty revise the college curriculum in all three disciplines: journalism, strategic communication and media arts. He says students need more opportunities to specialize in their fields.

"We lack an upper level tier of skills courses in each of these areas that really gives a competitive edge to our very best students," Foote says. "I'm talking about an in-depth reporting class in print, an advanced broadcast class, an advanced PR class beyond campaigns, an advertising class that really explores the upper levels of that field."

Foote says he also wants students to develop knowledge in academic areas outside the college.

"I hope every student would seriously think about a subject area while they're a student here," Foote says. "A double major would be the best; if that's not practical, then a very substantive minor."

Helping students develop knowledge of international media also remains a top goal on Foote's agenda. He

says professor-sponsored international trips not only give students a valuable learning experience, but also give professors a chance to be more involved with students.

"We've made huge progress internationally," Foote says. "A year ago, only one program left the United States in the Gaylord College. Now, we have one in England and France, one in Puerto Rico in travel writing and another going to Korea and Hong Kong."

Meta Carstarphen, associate dean for academic affairs, agrees with Foote on the importance of student involvement and faculty participation. Both she and Foote developed study abroad classes that put faculty and students in close quarters. Carstarphen and assistant professor Kathryn Jenson White taught a travel writing class in Puerto Rico during May 2005 Intersession. Foote and assistant professor Ralph Beliveau took a class to study British and French journalism at the same time.

"A travel course really offers a unique opportunity for the professor to engage with students whom you don't normally have in a semester-long, standard classroom setting," Carstarphen says. "You're not only

studying things together, but you're also living together."

Carstarphen says travel courses allow faculty to connect with students at a deeper level.

"You have an opportunity to share those teaching moments that can occur outside of the classroom," Carstarphen says. "It's a way of sharing experiences and encouraging students and listening to their hopes and dreams and being there as a mentor."

Along with work on the curriculum and getting more involved with students, Foote says the college has filled five faculty positions for 2006-2007: Two in strategic communication, two in media arts and one in journalism.

"Given our 500 percent growth during the past 10 years, we need far more faculty than that to meet demand," Foote says. "The situation in strategic communication especially is challenging because that is where the largest growth has occurred. We will need new faculty positions for several years to come to reach the faculty strength we need for a program of our size."

Foote says the college also has hired a staff member to help students with career services.

"We've hired someone who specifically will be working to establish a career fair in the spring, résumé writing workshops and mock interviews," Foote says.

Finally, Foote says he is picking up Self's vision in the next phase of Gaylord Hall, seeking funding and talking with faculty and architects to develop the concept of the second phase of the building.

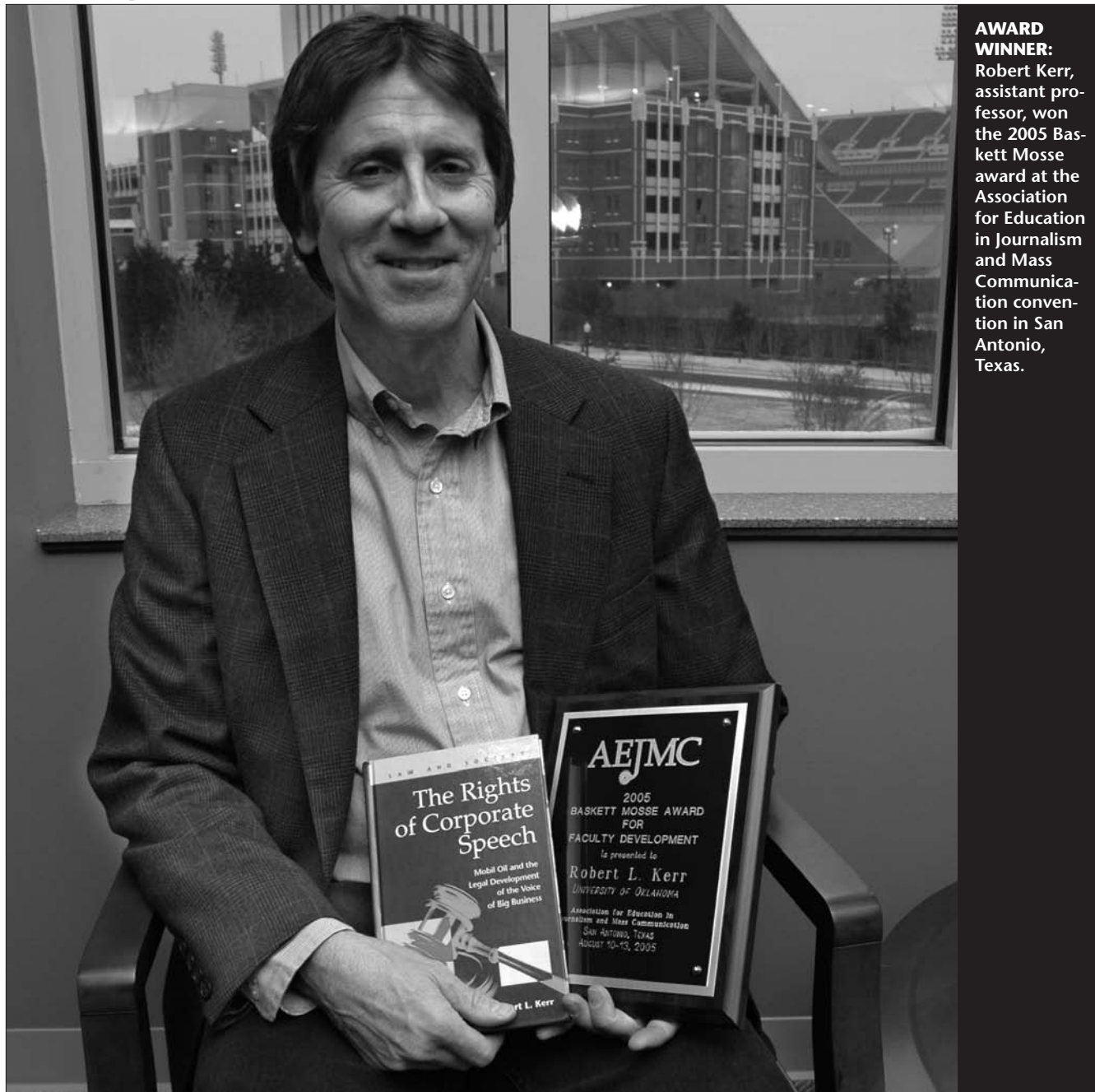
"We have aspirations of extending the building as soon as possible to provide a strategic communication center, space for our doctoral program that will begin in 2007, additional laboratory and classroom space and an open computer lab for students to complete projects," Foote says. "Fortunately, President Boren has been exceptionally helpful in trying to find donors for this extension."

Although Foote's focus on teaching and research has been delayed, he says serving as dean has been made easier by Boren and Provost Nancy Mergler.

"I haven't given up on that goal of trying to be closer to students and to teach, but I must say that it has been one of the best experiences that I've ever had, being dean here," Foote says.

Self says Foote is the kind of dean who could benefit the college in a permanent position. "I think it's important for us to get long-term leadership. He would be an excellent choice in long-term leadership," Self says. "He's a good administrator, and I know the president has indicated that he would like to see him take a longer-term role."

Faculty Focus



AWARD WINNER: Robert Kerr, assistant professor, won the 2005 Baskett Mosse award at the Association for Education in Journalism and Mass Communication convention in San Antonio, Texas.

Kerr Wins AEJMC Award

Associate professor selected as best young faculty member

By JOANNA E. RUS

Associate Professor Robert Kerr received the Association for Education in Journalism and Mass Communication's Baskett Mosse Award for Faculty Development at the association's annual conference in August.

Kerr, who joined the Gaylord faculty in fall 2003, will use the stipend to support research for his next book, which has the working title "Right-sizing the Corporate Voice in the Marketplace of Ideas: Development of

a Unified Theory for More Equitably Applying First Amendment Jurisprudence to Corporations."

AEJMC gives the Baskett Mosse Award to support the work of an outstanding young or mid-career faculty member in journalism and mass communication.

The association rewards superior work that promises even more outstanding work in the future, says Charles Self, Gaylord Endowed Chair and vice president of AEJMC.

A national committee of five persons, three appointed by the AEJMC

president and two by the Accrediting Council for Education in Journalism and Mass Communication, votes on the highly competitive award, Self says. Kerr was the first faculty member from an Oklahoma university to receive the honor.

Kerr, who earned his doctorate at the University of North Carolina, Chapel Hill, in 2002, says he views the award as being designed to encourage and support not only his research, but also his teaching and service.

Kerr's First Amendment research focuses on legal and public-policy issues

involved in maintaining a truly free marketplace of ideas for citizens in an age when corporate and government voices have grown more powerful than ever, according to his faculty Web site entry.

His first book, 2005's "The Rights of Corporate Speech: Mobil Oil and the Legal Development of the Voice of Big Business," analyzes the way Mobil Oil Co. made The New York Times op-ed page the focus of its 1970s advocacy strategy to advance an ideology of corporate citizenship in public opinion and in law.

"The debate is not about whether the corporation has a right to speak, but whether it has a right to spend its stockholders' profits to influence political processes and democratic outcomes," Kerr says. "That is the question on which all the Supreme Court's First Amendment cases on the subject have focused.

"Corporate domination is significantly greater than it was 40 years ago. The corporation – rather than the people – is shaping democracy."

Self, who nominated Kerr for the AEJMC award, says Kerr received the award for a relatively new career already graced with many awards and honors. Among those was the 2004 Gaylord College Teaching Award.

"In my nomination letter, I pointed out that he is an outstanding teacher and a dedicated scholar who already has received the college's top teaching award and seven research awards," Self says. "He has shown an excellent ability to integrate his academic and legal research into the classroom to enliven and enrich his teaching in an area — communication law — that students often find difficult."

Self says Kerr's research has the potential to change fundamental understandings of corporate speech and its relationship to the First Amendment. Generally, the First Amendment has been considered an individual right. Recently, that right has been extended to speech by corporations.

"Dr. Kerr has carefully examined this trend and examined how it expands corporate power and even privileges corporate speech over individual speech," Self says. "It is an extremely important area of research for both corporations and for individuals."

Peter Gross, Gaylord Endowed Chair, says that Kerr's work so far is only the opening act of a career that will include many more important scholarly works.

"Dr. Kerr is a great colleague and just marvelous to be around," Gross says. "He is extremely well versed on the subject of American law in the media, and his publications are consistently first-class works rightfully recognized around the country."

Alumni Updates



EDITORS THROUGH THE YEARS: Twelve former editors of The Oklahoma Daily returned for the 2005 JayMac banquet. They are (from left) Franklin Talley, Carol Burr, Jarita Askins, Larry Wade, Andy Rieger, Linda Johnson, Hannah Allam, Sarah Jennings, Lori Brooks, Jennifer Johnson, Barbara Sessions and David Frost.

HANNAH ALLAM, B.A. '99, won Knight Ridder's top award for excellence, the John S. Knight Gold Medal. Knight Ridder Chairman and CEO Tony Ridder said, "Hannah Allam, all of 28 years old, is a genuine prodigy – a journalist of outstanding accomplishment and a leader who, by her courage, compassion, commitment and talent, is an inspiration to the many others working with her."

MARK CAESAR, B.A. '79, works as program director for Emmis Austin Radio in Austin. Caesar also is a morning-show host for KLBJ-AM 590. Emmis owns six radio stations in Texas.

CHRISTINE MEYER, B.A. '88, serves as deputy director of external affairs for the Babe Ruth Birthplace and Museum in Baltimore.

RONALD KEENER, M.A. '67, has joined Church Executive magazine as managing editor. Church Executive goes to 18,000 pastors, executive pastors and business administrators at America's mega-churches.

RAY WADDLE, B.A. '78, wrote the book "Against the Grain: Unconven-

tional Wisdom from Ecclesiastes," published by Upper Room Books in fall 2005.

DEANNA (DUGAN) BAKER, B.A. '82, works as a music teacher for Putnam City Schools in Oklahoma City.

IRV TRACHTENBERG, B.A. '50, returned to campus to visit Gaylord Hall during his 55th class reunion in 2005. Trachtenberg says, "It's quite a change from the 'old journalism building' of my day."

JILL SIMPSON, B.A. '82, returned to Oklahoma in 2004 after spending 18 years in Los Angeles working in the television and film industries. She now serves as director of the Oklahoma Film and Music Office.

SONDRA PATRICK, B.A. '76, serves as director of Loudoun Operation and associate professor of Higher Education at George Mason University in Virginia.

KRISTIN WARTERFIELD, B.A. '03, works as associate director of public relations for Feed the Children in Oklahoma City.

GREG JONES, B.A. '94, works as an assistant vice president at Chubb & Son insurance company in Tulsa.

PAUL RENFROW, B.A. '79, was promoted to vice president of public affairs at OG+E Corp. in June. He has worked at OG+E since 1992 and became director of public affairs in 2001.

JOHN MCBREEN, B.A. '71, serves as news director for Millenium Media of Gallup, N.M. The group recently won its 10th consecutive Mark Twain Award for outstanding cooperation with the Associated Press in Albuquerque.

NIGEL SELLARS, B.A. '80, earned tenure and promotion to associate professor of history at Christopher Newport University in Newport News, Va.

LEW FERGUSON, B.A. '56 and M.A. '64, wrote an article, "On the Other Side," about the days after his retirement from a 39-year career with Associated Press. The article appeared on the Web site for AP retirees in June.

ROLF OLSEN, B.A. '76 and M.A. '98, has been named director of com-

munication for Hogan Assessment Systems, a consulting firm in Tulsa that specializes in employee selection and development. Previously, Olsen worked for 15 years in the Office of University Relations at The University of Tulsa and for 10 years as a journalist in Oklahoma and Puerto Rico.

SHARON ERVIN, B.A. '63, published her fourth and fifth novels – "Weekend Wife" and "Chik-Lit for Foxy Hens" – both in November.

ERIN CASE, B.A. '02, works as resident director of Walker Center, University of Oklahoma Housing and Food Services, and is pursuing a master's degree in Adult and Higher Education Administration.

EDITOR'S NOTE: In November 2005, several alumni updates for this issue were lost because of a computer problem. If you submitted information in an e-mail and do not see it in this issue, please send it to us again. We apologize for the inconvenience.



HOT TOPIC: Prominent ethics transgressions have highlighted the importance of teaching ethical behavior to all journalism students.

Ethics Training Vital for Media

Gaylord faculty, students examine pressures, demands of workplace

By **DREW INGLE**

Stephen Glass, former reporter for the New Republic, and Jayson Blair, former reporter for the New York Times, were talented writers on the road to journalistic stardom who destroyed their careers through a series of ethical transgressions that rocked the profession.

Fred Blevens, Gaylord College associate dean of student affairs, says in a high-pressure, deadline-driven profession like journalism, ethics must be at the forefront of every journalist's mind, beginning at the student level. A journalist needs to know how to handle the pressure inherent in the profession and recognize when an eth-

ical dilemma occurs. He or she must know where to go for help and how to make good decisions. Also important is learning how to deal with peers who fall prey to bad ethical choices.

Ethical issues in journalism include plagiarism; biased news choice; false interviews; made-up quotes, facts or statistics; and a host of other behaviors that undercut the credibility of the profession.

David Craig, who teaches journalism ethics, says today's journalists face pressures from many sources, including competition from the Internet and 24-hour cable networks and the splintering of audiences. Journalists must be ever aware of the need to make the right ethical choice despite the challenges they face, he says.

"There's a lot of pressure to do things that might enhance their competitive edge," Craig says. "That can tie into the pressure to entertain people and not necessarily give them what may be the most important news."

Craig says a recent example of coverage bordering on the sensational was the Natalee Holloway story. The 18-year-old woman has been missing since May 30, 2005. She was on a high school trip on the island of Aruba when she disappeared.

"Stories like that, which contain a lot of lurid content and lend themselves to sensational attention, may get covered out of proportion to news that's more significant," he says.

Craig says that another ethical issue in the news recently is hidden-camera investigations. On Nov. 6, Dateline NBC aired a piece on a sting operation in which concessionaires served too much alcohol at stadiums. The operation grew from an incident in which a departing drunken fan had wrecked

his car and killed a child. Dateline NBC also aired an investigation and capture of an Internet sex offender on Nov. 10. Craig says while these stories may be important, journalists pay a price in terms of credibility when they use deceptive means to get stories.

Blevens says some ethical problems have arisen because of what may be well-intentioned journalists. In the wake of Hurricane Rita, for example, a staff member gave an editor for a Beaumont, Texas, paper a proposal that was ethically questionable.

"The proposal called for the newspaper to become actively involved in the recovery efforts in the town, and it would have placed the employees in a situation where they had to help in the reconstruction process," Blevens says. "The trouble with that is because of the newspaper's watchdog role, the reporters might need to be critical of some of the aspects of the reconstruction process as time goes along."

Blevens says the Judith Miller case

also is filled with ethical issues. The former New York Times reporter was jailed for withholding the name of a source from a grand jury investigating the leak to the media of CIA agent Valerie Plame's name. At first, Miller seemed a champion in the fight to protect anonymous sources. Subsequently, the Times declared that she had not been entirely forthcoming in explaining her relationship with one of those sources, Vice President Dick Cheney's chief of staff, I. Lewis Libby, now indicted for disclosing confidential information. The New York Times since has negotiated Miller's departure from the paper.

Jack Willis, editorial adviser at The Oklahoma Daily, OU's student paper, says plagiarism has become a major issue, given the availability of information on the Internet. At The Daily, Willis says, journalists soon realize that ethical violations are taken seriously. The paper has fired those found to have behaved unethically.

"I think we've had three instances of plagiarism in the last five years where that was an issue," Willis says. "In two of those cases, the person was fired. In the other case, I think that person didn't re-apply but wouldn't have been re-hired."

Willis says many ethical violations surface from professional laziness rather than malicious intent. He says journalism students need to learn to check and double check every name, title, date and other fact in all the stories they write.

Blevens says student journalists are obviously more vulnerable to ethical mistakes simply because they are not yet as experienced or skilled as most professionals.

"First of all, I think students have a difficult time because they don't know they are going into a wrong area," he says. "I think generally they are more innocent than a professional who should or does know better."

Blevens says both students and professionals need to learn to talk to someone when they have any inkling that a decision to write or not write, behave or not behave in a certain way might have ethical implications.

"Most ethical lapses are one conversation away from being avoided," Blevens says.

Craig says students in his ethics class learn ways of thinking through ethical issues to make more thoughtful decisions. They also learn that formal discussions in a newsroom meeting or ethics seminar or informal talks with a colleague can be valuable.

"We all tend to have some blind spots about ethics, and getting other people's perspectives can be really helpful," Craig says.

Students aren't required to take an

ethics class in the current JMC curriculum, but Willis says that professors in the journalism sequence are considering making the course a requirement. Almost all courses in the college have ethics infused in them through textbook chapters, case studies or class discussions on current events, Blevens says.

Blevens says most journalists don't struggle with the kinds of issues that Glass and Blair had. While journalism educators can teach ethics in a class or have a discussion on ethics, in the end they can't change the type of person somebody is, he says.

"In most people there is something that tells them 'Maybe I shouldn't be doing this,' and that's guilt or conscience," Blevens says. "And if some people don't have that, I guess it's possible for people to make these mistakes."

He says most journalists have these "guilt switches" that the men and women recently serving as poster children for bad journalism seem never to have developed.

"The field of journalism is not full of bad, wicked, evil people," Blevens says. "It probably has a larger percentage of good people than others. Most people get into journalism not with a profit motive, but with a motive that says, 'I can do some good.' It's not purely that people like to have their name on the front of a page."

Craig says journalists can find ethical guidelines and training at the Poynter Institute for Media Studies Web site, poynter.org.

The site has postings that explore the personal roots of professional ethics. Those roots develop from a combination of upbringing and education, Craig says. Those factors play a major role in shaping a person, but training can make him or her more sensitive to ethical issues.

Blevens says to help reduce ethical lapses, journalism organizations need to show no tolerance for lying or fabrication of any kind. He says Miller's editors had found ethical lapses many times but didn't stop her. She kept getting another chance until she went too far, he says.

If Miller, Glass and Blair had thought through the implications of their behaviors and talked with others about them, perhaps they could still be part of a profession charged with giving voice to the people, for the people. Or, as Blevens suggests, perhaps character flaws doomed them from the start. No matter what the cause of the most publicized current lapses in professional ethics, most journalism educators and professionals say that education, training programs and ongoing discussions are essential to ethical behavior in the profession.

Homecoming à la Gaylord College



FUTURE MEDIA MINDS: Journalism students Scooby Axton (right), Keaton Fuchs and Stephen Degraffenreid share a meal at the alumni/student tailgate.



SHADY PICNIC: Gaylord College faculty and alumni discuss the way journalism was and how much it has changed.



SCHOOL SPIRIT: Homecoming event attendees had the first alumni opportunity to purchase T-shirts celebrating all the college's disciplines.



LEARNING OPPORTUNITIES: Stan Ketterer, an OSU assistant professor of journalism, conducts a seminar on news writing during the 2005 OIDJ newspaper workshop.

Dow Jones Workshop Teaches Kids

OIDJ sponsors second annual minority newspaper workshop

By **ALLISON MEIER**

Almost three-quarters of the 200 largest American newspapers now employ fewer non-white workers than they did at some point between 1990 and 2004, according to a 2005 study by the Knight Foundation. Of these 200 newspapers, 37 percent report having an all-white newsroom. According to the 2005 American Society of Newspaper Editors annual newsroom census, women represented only 37 percent of employees and minority women only 17 percent.

The Oklahoma Institute for Diversity in Journalism summer workshops for high school students are part of an effort to help newsrooms more accurately reflect the diversity of their

readers.

"The idea of the Dow Jones Newspaper Fund program is to try to attract high school-age minority students to journalism and to try to diversify not only college enrollment, but also professional ranks," says Fred Blevens, associate dean of student affairs. "Although newspapers have made more progress in diversifying than many other industries, newsrooms still are not a reflection of the communities they cover."

Blevens created the program, which provides a strong foundation in reporting and news writing and encourages participants to pursue careers in journalism. Blevens says because he started a diversity program at San Antonio College in 1985, founding Dean Charles Self asked him to start one at

OU in 2004. The Summer 2005 workshop marked the 19th time Blevens has taught at one of these programs.

The 14 students who participated in the 2004 two-week workshop each wrote at least one article for a publication titled the Red Dirt Journal. The OIDJ faculty of journalism professors and media professionals helped students interview sources, write and edit, take photographs and work on layout and design.

"Some of them come in with a pretty high skill level, and some come in with no skill level at all, but they all seem to be very bright and many also are good writers," Blevens says. "We put them through drills and a couple of days of really intense instruction in both reporting and photography. They spend 10 to 12 hours a day learning and working, so they're pretty good by the time they finish."

Gaylord College, The Dow Jones Newspaper Fund, the Ethics and Excellence in Journalism Foundation, The Oklahoman and The Tulsa

World sponsor the workshop. Full-time workshop faculty included Blevens; Kathryn Jenson White, OU assistant professor of journalism; Bill Elsen of Presstime magazine; Sue Hinton, Oklahoma City Community College journalism and English professor; Irene Abrego and Tricia Buchhorn of San Antonio College and Earnest Perry of the University of Missouri.

Many Gaylord College graduates worked with the students for part of the two weeks. Joni Alexander of USA Today and Chris Krug, then a reporter at The Oklahoman, designed the publication, and Amy McFall Prince of The Columbian and Seth Prince of The Oregonian came in to mentor.

The Oklahoman, The Tulsa World, the Oklahoma Gazette and the Norman Transcript all sent editors or reporters as mentors.

The students represent a wide variety of minorities from around the state.

"We have students who are African American, who are American Indian,

who have a Latino or Hispanic background; we have Asians with various roots," Hinton says. "We have students from urban areas and rural areas, and we even have students from outside Oklahoma, although most of the students are from Oklahoma high schools.

"Because we know that certain ethnic and religious groups are underrepresented in the profession of journalism, our goal is to have a wide variety of people from different backgrounds. Diversity is not just color: it's origin, it's geographic, it's religious."

Besides promoting a diverse workforce for journalism, OIDJ faculty members want to instill in students the importance of reflecting the multiplicity of their population of readers in all the stories they write.

"I think there's a conscious effort to reflect what the community is all about and what journalism should be like in the future with different people of different backgrounds," says Joe Hight, managing editor of *The Oklahoman*.

Barbara Allen, adviser and editor for the Satellite section of the *Tulsa World*, sent two students to the 2005 workshop. The Satellite is a section *Tulsa-area* high school students write. She says she sent the students to show them the importance of minorities in journalism.

"I wanted them to have an opportunity to seriously explore journalism as a career," Allen says. "I knew OIDJ would provide them that opportunity, while also demonstrating to them the importance of diversity within the newsroom. Not only do I think they may in fact end up in journalism, I think they will be leaders in the field. They need to understand at an early age the importance of the inclusion of minorities in the newsroom and the issues of minority coverage."

Journalism sophomore Crystal Mason attended the first OIDJ in 2004 and returned as a counselor in 2005. She says that the experience helped her decide to major in journalism.

"There were about 17 of us, and we came together and wrote news articles," Mason says. "Mine was on interracial dating. The first day we brainstormed ideas, and then we went to workshops on all types of different aspects of journalism. We worked like we were real journalists and had 8-to-10-hour days."

As a counselor in her second year, she helped students develop skills and techniques and encouraged them throughout the same writing process she had gone through.

"We helped them to write their stories and to ask questions in their interviews," she says. "Each counselor was assigned to a team of four or six students. It was exciting to experience both sides."

Journalism sophomore Breanca



NOT ALL WORK: OIDJ workshop attendees take time to relax at a pool party hosted by workshop director Fred Blevens.

Thomas also participated in 2004. She won one of eight national awards from Dow Jones for her article on the effects of depression on teens and young adults. Each participating workshop from around the country can nominate two students for the competition. Thomas competed with about 40 students for the award.

"When I did it, it was the first year of the program," Thomas says. "I applied, and I'd never had any previous experience, so I thought it might be a good way to get started. It's a really great way to get your foot in the door in terms of hands-on journalism experience. The best thing about it was I got to meet a lot of students going into the same field."

2005 participant Baxter Holmes, journalism freshman, won the same scholarship for his story on the Choctaw World Series of Stickball in Philadelphia, Miss., giving Oklahoma's workshop a perfect two-for-two in the national competition.

Holmes now writes for *The Oklahoma Daily* and says that his experience helped prepare him to work on a publication.

"Attending OIDJ really opened my eyes to journalism," Holmes says. "I had already planned to go into the field, but I gained a better perspective on what journalists actually do. It's a tough job, but it is very exciting. I would have to say that the overall experience broad-

ened my views and helped me prepare for being a journalist."

Blake Hoss, 2005 OIDJ participant and OU letters freshman, says that his time writing an article about student poker-playing provided a different view on journalism than he had received while writing for his high school newspaper.

"Before I began writing my article on gambling, my newspaper and journalism experience had been limited to little more than writing for a heavily censored high school newspaper, so it was a very new experience," Hoss says. "With OIDJ's help, I was able to dig a lot deeper than I normally would have as a high school student. I was able to speak to doctors and interview students who, if I had only been writing the story for a high school paper, might otherwise have simply ignored me."

In addition to writing articles, the students worked with journalists from local and regional publications.

"I try to recruit instructors from all over the country," Blevens says. "It's my feeling that the more diverse your faculty is, the more exposure you can get."

The professionals provided the students with an insider's view on publishing and reporting, Hight says. He hosted the students at *The Oklahoman* and also served as a mentor.

"They shadowed people here at *The Oklahoman*," Hight says. "They experienced what it was like to go out on the

beat or what it was like to be an editor or a designer or a photographer. It takes them to an atmosphere where they can see what's happening at a newspaper."

Hight invited the students to a newspaper budget meeting to show them other aspects of the daily work on the newspaper.

He says OIDJ provides an opportunity for these students to experience journalism in a setting as close as possible to the professional world.

"I think that the institute really gives them a good portrayal of what it's like when they go into journalism, not only the rigors of it and the intensity of it, but also the joy when you see your story or your photo in a newspaper, and one of high quality as well," Hight says. "I've been impressed with the quality of the publication and also with the talent of the students who work for it."

Hight says that the students coming through the OIDJ workshops are the kind of journalists he would hope to hire.

"The outreach to high school students is important not only to journalism schools but also is important to the future of the media," he says. "Newspapers like my own want students like that working for our publications, those who have been given some background even before they go into college so that they can fulfill their dreams of being involved in their chosen aspect of journalism."

Distinguished Alumni



DISTINGUISHED ALUMNI: Interim Dean Joe Foote stands alongside Distinguished Alumni inductees (from left) Mickey Edwards, Gracelyn Brown and David Frost. The three were honored at the JayMac banquet in October.

JayMac Honors Three Alumni

Edwards, Brown and Frost named as college's distinguished alumni

By LAURIE DERNICK

Among the nearly 7,000 living graduates of what is now the Gaylord College of Journalism and Mass Communication, three were recognized October 21, 2005, as distinguished alumni. From three different career paths, the honorees agree on one thing: A background in any area of journalism breeds a lifelong quest for knowledge.

The 2005 distinguished alumni are Gracelyn Brown, director of programming at Los Angeles television station KTLA-TV and 1975 radio and television graduate; Mickey Edwards, lecturer in public and international affairs at Princeton and 1958 journalism graduate; and David Frost, retired book editor and 1958 journalism graduate.

"For alumni, there's no higher honor than to be honored by those who taught them the basics of their trade," says Interim Dean Joe Foote. "To be asked back by those whom you revered and to be told by them that you have succeeded and that you are so special that we are holding you up for everyone to see is an extraordinary honor. The three people this year certainly merit recognition and should be an inspiration to our students, past and present."

Gracelyn Brown

Brown sees her education as never ending and her friends, family and mistakes as her teachers, she says. Her formal education may have ceased the day she graduated from OU, but her informal one continues each day.

"Learning is everywhere," Brown says. "It's in the people that you meet. It's in an art museum. It's everywhere. You just have to be open to it. I think as we get older, we close ourselves off sometimes."

Brown has served as the director of programming since 1999 at KTLA, where she acquires and schedules syndicated programs. She has produced and created award-winning nationally syndicated specials, including "Live From the Academy Awards" and "The Hollywood Christmas Parade."

She and a colleague, Linda Kane, worked on the station's redesign, including creating the station logo, remodeling the news sets and redoing news graphics and package elements. Brown says the difficult and challenging project is the one of which she is most proud.

"We won a ton of awards for it, but the best part was that it just looked great," Brown says. "It was a major reposition for the station at the time. It was aesthetically and financially suc-

cessful. That's what I loved about it."

The redesign, Brown says, was her most memorable career achievement to date, one that won her the Broadcast Designers' Association News Graphics award in 1997.

KGOU Development Director Jolly Brown Pugh, 1985 OU journalism graduate and Gracelyn's younger sister, nominated Brown.

"I think the reason I nominated Gracelyn for the honor, besides the fact that she is my older sister and I look up to her, is because I believe she is very accomplished," Brown Pugh says. "She began at a time when women were just beginning to make their way in the industry. She was able to rise through the ranks to become a member of top management in the No. 2 market in the country. She has won awards for her work."

Some of Brown's awards include the Promax Muse Award for movie promotion in 2000, the Kellogg's Award for Kid's Programming in 1993, an Emmy in 1993, an Indie Award for special

promotion in 1987, an Indie Award for radio promotion in 1987 and a Broadcast Promotion and Marketing Executives Gold Medallion in 1987.

Foote says Brown proves studies in journalism are gateways to expressing creativity.

"She proves that your ideas are powerful, and those ideas can manifest themselves in all kinds of products that make people laugh and cry," Foote says. "She has thrived in the most competitive media market in the country. That she is seen as one of the top people in her field at such a young age is really remarkable."

Brown has returned to formal education to work on her master's degree in strategic communication at the Annenberg School of Communication at the University of Southern California, Los Angeles.

Mickey Edwards

Given that he is a professor who teaches politics and a former congressman, Mickey Edwards often surprises people when he says he considers himself a journalist.

"Whenever I am asked what I do for a living, I respond, 'I am a journalist,'" he says. "Even though my job at the moment might not be in journalism, I am always a journalist first. What I get most excited about is writing. If I'm not writing, I really feel like something is missing."

By teaching college students about America's democratic structure, Edwards says, he continues to learn about and better understand the society in which he lives and the impact of journalism on it. He says the foundation of his understanding was laid at OU.

"I have carried with me for years the lessons I have learned from the journalism faculty," Edwards says. "I learned what is required in this most noble of all professions, what it means to be the guardian of public information, what it means in a democracy where the people are free to make choices and be responsible to see to it they have the information to make wise and educated decisions."

At a time when the click of a mouse brings endless information, journalists must fight to retain their role as guardians of accuracy and fairness, he says.

"It's the journalist's job to represent the First Amendment," Edwards says. "Who keeps the misinformation from taking over? It's the journalists. It's their duty to keep an informed and educated public. Journalists must keep the misinformation from spreading."

Edwards shows that a background in journalism is a pathway to being a world-class citizen and serving the public in the most vital systems of a democratic society, Foote says.



BANQUET CHAT: Distinguished Alumni inductees Mickey Edwards and Gracelyn Brown visit at the JayMac banquet. The banquet honored those named Distinguished Alumni and many former editors of the Sooner yearbook and The Oklahoma Daily.

"It is both in the academic world and the political world that Mickey Edwards has shown himself to be a shining success," Foote says.

In addition to a 17-year stint in Congress and lecturing in college classrooms, Edwards has written columns and articles for most of the nation's major newspapers, including The New York Times, The Wall Street Journal, the Chicago Tribune, the Washington Post and the Los Angeles Times.

In Congress, Edwards served as the deputy Republican whip and as chairman of the House Republican Policy Committee, which he calls an "awesome responsibility."

Edwards taught at Harvard from 1993 to 2004, where he received the 1997 Outstanding Teaching Award in the Kennedy School of Government for his courses on politics and government. He now is teaching the same subjects at Princeton.

Edwards says he always will have OU in his heart, but he also carries it in his hands. Every day he proudly drinks his morning coffee from an OU mug.

David Frost

David Frost, former production editor at Simon & Schuster and chief copy editor at MacMillan Publishers, says the lessons he learned and editing

skills he developed working at The Oklahoma Daily sparked his ongoing need to understand the world.

"I'm sort of a news junkie," Frost says. "My training as a reporter to seek out the facts and verify the facts all came to fruition in my book manuscripts. My experience as editor at The Daily taught me to go deeper into always checking sources and verifying the facts. Certainly my major encouraged reading and encouraged reading of newspapers and magazines. It reinforced my habit of lifelong reading. I was always encouraged to investigate topics and avenues that I wouldn't have thought of on my own just by meeting different people and people with different interests."

Frost retired from editing in 2002. Before beginning his professional journey, Frost served as editor of The Oklahoma Daily in 1958. He worked as regional wire editor at the Associated Press in New York, 1963 to 1965; chief copy editor at Grosset and Dunlap, 1974 to 1981; and chief copy editor at MacMillan Publishers, 1982 to 1996. He spent his final professional years as the production editor at Simon & Schuster, from 1996 to 2002.

Frost says his most memorable book editing experience was on the best-selling "RN: The Memoirs of Richard Nixon" at Grosset & Dunlap. Frost says

editing the manuscript was the opportunity of a lifetime for him because he got to work closely with Nixon, his administration and his family.

Two of Frost's favorite books to work on were Barbara Tuchman's "Notes From China" at MacMillan and Larry McMurtry's "Walter Benjamin at the Dairy Queen: Reflections at Sixty and Beyond" at Simon & Schuster.

Foote says Frost built an impressive career upon a journalism foundation.

"He clearly used the editorial skills he learned here to thrive in a very competitive business and become thought of as one of the best in the field," Foote says. "That shows that journalism study is a pathway to people, events and opportunities."

Students learn what it takes to have a fulfilling career by meeting distinguished alumni, Foote says.

"It's important to make that connection between students who are here now and students who've gone before," Foote says. "When we bring alumni back to campus, I think it builds a confidence in students that 'there is a path for me, and there have been people before me who have been very successful. I have a connection to them.'

"We had a strong assortment of honorees; I know our students were inspired by their presence."



Blogging? News or Views

Internet blogs give a voice to anyone with the inclination and the time

By ALLISON MEIER

Spoilt Victorian Child, Jinky Art, An Unsealed Room, Chocolate and Zucchini: these are not the latest indie rock groups. They are, instead, the titles of a digital media format that is growing dramatically in number and impact: blogs.

On a blog, short for Web log, a person or a group of people makes frequent entries, or posts, on which visitors can comment, starting an interactive chain of communication in what becomes a digital community.

Blogs are both personal and professional. Professional news blogs, like CNN correspondent Kristie Lu Stout's about the state of technology in China or MSNBC anchor Brian Williams' personal account of covering Hurricane Katrina, give readers insight

into the way media work. Others like Daily Kos and Free Republic provide commentary on the way mainstream media handle their jobs. Still others, like Wanabehuman and Now Public, have reporting by citizen journalists who get the story themselves rather than waiting for professional journalists to report it.

Blogs not associated with established news organizations comment on the way traditional media cover stories. Media Matters for America, for example, watches the media to track how information has been introduced, reproduced and distributed. This includes pointing out false information in major publications and inaccurate statements from reporters and politicians.

Some professional journalists use blogs not associated with news

organizations to critique journalism. PressThink, NYU journalism professor Jay Rosen's blog, discusses media and their impact on the world. Photojournalism, run by Dallas Morning News photojournalist Mark Hancock, focuses on photography techniques as well as the trials of taking photos for a major publication.

According to a comScore Networks survey, nearly 50 million Americans, or about 30 percent of the online population, visited blogs during the first quarter of 2005. Technorati.com, a blog search engine, tracks 19.3 million of the sites. The site's statistics show the blogosphere, the Internet world of blogs, is nearly doubling every five months. While blogs are still developing into a mainstream medium, some journalism students and faculty are jumping on the blog wagon.

Assistant professor of broadcasting Ralph Beliveau required the 450 students in his fall Introduction to Mass Communication class to post once a week to group blogs consisting

of 20 students. The 60 students in his Documentary Film class contributed to one blog.

The students in the introduction class usually posted their personal perspective on a news event. Some commented on specific ideas addressed in class.

"It's giving students an opportunity to complete what's thought of as the whole critical media literacy cycle," Beliveau says. "That usually involves taking your media experiences and trying to make some sense out of the patterns in them. In a normal class, that's writing papers, but in a class that big it's a little harder to do that."

"Also, writing papers doesn't really serve the same purpose as blogs do. Blogs give people an opportunity, once they kind of get the hang of it, to concentrate their thought into a fairly small forum that's participating in a conversation. That's how the blog world works; it's essentially different conversations that are going on about a particular topic."

In the documentary class, students used the group blog to continue class discussions. Advertising senior Kassie Smith says that blogs contribute to the learning process.

"I think blogs are a good idea for the simple fact that you get to discuss issues that you might not have time to get to in class," Smith says. "Blogs are a good way to keep the class involved in discussion rather than just listening. It also forces the students to actually develop an opinion on a subject and explain it to the best of their ability."

After viewing a documentary on Bob Dylan, students posted about how the nonlinear format and lack of narrative made it difficult to watch. One student made a post to expand comments on ethics he was unable to finish in class.

"Sometimes the assignments are about a specific idea in class that we talked about," Beliveau says. "Other times I'm just interested in seeing them write about other media experiences, but to try to write about it in the form of an argument. I'm trying to discourage them from reacting in terms of 'liking' or 'not liking' or finding things 'good' or 'bad,' but rather to think more critically about what media experience is and to try to create arguments about what sense they make out of the media experiences they go through."

Although blogs help discussion, Smith says that she does not think they are always reliable sources of news. Like many Internet sources, they can present faulty information.

"I do think they are a useful medium to use; however, I don't think they are as important as newspapers or broadcast because they don't reach

as many people and are filled with opinions of people who might not be experts on the subject," Smith says. "What people say on blogs doesn't have to be 100 percent accurate."

Few students have experience with blogs, either reading or writing them. Beliveau says only two of his students contributed to traditional blogs before taking his class. However, many students used personal journal sites such as MySpace, Livejournal, or Xanga.

"A lot of the development of blogs is grounded in the way journalism operates," Beliveau says. "If you have students who aren't plugged into some sort of news information site, it won't mean much to them."

Beliveau says that journalism students need to be familiar with blogs to be in touch with the modern direction of news reporting and criticism. Many newspapers and news networks have adopted blogs as a way to continue their interaction with their readers.

News networks now use blogs to expand their audiences. MSNBC anchors Keith Olbermann, Chris Matthews, Dan Abrams and Joe Scarborough have blogs as part of the network's site. Newsweek publishes a weekly Blog-Watch, and The New York Times has a listing of popular blogs. Fox News, The Chicago Tribune, Time and CBS give a portion of their Web site to columnists or reporters to write on current issues in blogs.

"A lot of newspapers have begun to see that there's additional potential for interacting with their customer base through blogs," Beliveau says. "So wise newspapers are beginning to do things like getting their columnists and their reporters involved in blogging. I think blogs become sort of a corollary to how people collect information about the world."

While some blogs are commentaries on current events, others have different goals. Look@OKC, a section of the newsok.com site, hosts a collection of community members' blogs.

These writers "will detail their adventures in the metro-area" according to the Web site. "They will write about whatever they want to write about, and they will share it with you."

Michelle Sutherlin, a 1976 print journalism grad and former writer for The Oklahoman, has had a blog on Look@OKC since July 2005 chronicling her experiences as a stay-at-home mom. Recent entries include "Under 60 Soccer," in which she writes about how her love of playing soccer was complicated by having children and growing older. In "The Trip to Baton Rouge" she writes about delivering donated goods to those affected by Hurricane Katrina.

"Basically, I write about whatever I want," Sutherlin says. "I write about my family a lot and my friends. It's

mostly funny."

Although her writing is personal and humorous, she approaches her blog like she did writing stories as a reporter.

"I write the same way I would write a news article, and I try to provide information that would be interesting to a reader," Sutherlin says.

Sutherlin says the more she writes, the better she develops her personal voice and improves her writing.

"We're never great," Sutherlin says. "We're always working to make it better. I think the more you write, the better you become. I wish they would have had blogs while I was in college. It's amazing to me that people think that what I write is meaningful or interesting."

Sutherlin says she has received online responses not only from her family and friends, but also from complete strangers who relate to her experiences raising children.

"The best is when somebody whom I have no idea who they are comments, even if they disagree with me," Sutherlin says.

Beliveau says blogs give non-professionals an opportunity to participate in news commentary and gathering. An Internet user needs only an e-mail address and a username to set up a free blog.

"If you don't have access to media in a culture like ours where media is very powerful, it can put you in a disempowered position," Beliveau says. "The Internet in general, blogs specifically, give you the ability to participate."

Journalism junior Keaton Fuchs has updated his blog, player58.com, almost daily for several years. He says that blogging plays a significant part in the development of news reporting.

"I think blogging is important to journalism because it spurs on creative thought," Fuchs says. "Many outlets are now using 'citizen journalists' blogs, which allow a new type of journalism where the reader gets the 'man on the street' view and a first-hand account of what's going on. Of course, one must be careful with such a blog because of the potential for unchecked bias or inaccurate information. Blogs are terrific for students because they allow them to learn to write more freely and to find a style of writing that works for them without inhibitions."

Although blogs are still a developing source of media criticism, knowledge of how to use them and create them seems a necessity for journalism students. With blogging becoming a part of introductory coursework, students will have a head start on a media format that is quickly becoming a significant factor in the way news is created and communicated and a new way to create virtual communities.

Sooner Saturday Fall 2005



T-SHIRT SALE: Staff members Kathy Sawyer (right) and Judy Murphy and sophomore Jennifer Garcia offer T-shirts to prospective students.



ALL TOURED OUT: Parents and prospective students rest in the student common area after a tour of Gaylord Hall during Sooner Saturday.



ADVERTISING ANYONE?: Advertising professor David Tarpenning shows prospective students award-winning ads displayed in Gaylord Hall.



BIRD'S EYE VIEW IN PUERTO RICO: Gaylord students take a break from their travel-writing class to see the city of Ponce during their study abroad trip to Puerto Rico.

College Expands Study Abroad

Gaylord College students travel to Europe, Puerto Rico and the Far East

By **ANDREA LEITCH**

Most people travel for pleasure, but students in the Gaylord College of Journalism and Mass Communication now have several opportunities to travel not only to have a good time, but to learn. In the rainforests of Puerto Rico, on the busy streets of New York City and from the double-decker buses of London, Gaylord College students are experiencing journalism in other cultures.

During 2005, nearly 100 Gaylord college students studied abroad and afield in the United States in classes and on field trips. Students had the option of studying broadcast media in London, travel writing in Puerto Rico, advertising in New York City or

advertising in Singapore, Budapest and Paris.

Meta Carstarphen, associate dean for academic affairs, and Kathryn Jenson White, assistant professor of journalism, took 29 students to Puerto Rico in May for a new course called Communicating Culture: Travel Writing in Puerto Rico, the first travel writing course offered in the college.

"This program came from a desire I had to provide an immersion experience for students interested in learning a new culture," Carstarphen says. "I also wanted to create a different type of subject for students to write about in a controlled environment."

She says she chose to teach the course in Puerto Rico because the country provided a racially diverse mix, an eclectic culture, a territory run

by the U.S. government, a familiar language for students who hadn't traveled and travel not requiring a passport.

"Students take away an intangible, once-in-a-lifetime experience to broaden horizons that is impossible to duplicate in a classroom in Norman," Carstarphen says. "For instance, you're hiking through the rainforest when it's raining, and the challenge is to translate this to readers who've never been. It's painting a picture in words."

Mave McKinney, professional writing senior, says she preferred study abroad through her college to general university travel opportunities because the experience had more direct professional relevance.

"This way, it was tailored to my program and also personalized because it was through my school, done by my administrators and taught by my teachers," McKinney says.

Erin Kistler, second-year professional writing graduate student, says she enrolled in the Puerto Rico-based class because she is interested in travel

writing.

"I learned a lot about my writing style and what kind of writing I enjoy," she says.

Gaylord College Interim Dean Joe Foote and assistant professor Ralph Beliveau took students to London in May to learn about British media. Foote says he has traveled with students to London for 17 years, although this was his first trip with OU students.

"Students really get a chance to learn about American media from another system," he says.

Those who enrolled in the British media study abroad program earned six credit hours, three from Foote's British News Media Systems course and three from Beliveau's British Media Studies course.

Students met leading British journalists, including Sir David Nicholas, founder of "News at Ten," and John Owen, executive producer of NewsX-change. Students also visited such media sites as British Broadcasting Center News, Associated Press Television News



IN LOVE WITH THE LOUVRE : Journalism students Rachael Kahne, Anna Simpson and Eileen Nunley visited the Louvre and other sites during the London study abroad program.

and the British Film Institute.

Cory Lynn, broadcast and electronic media junior, says the London program gave her an opportunity to experience journalism from a global perspective.

"The trip provided a more concentrated journalistic approach to learning that other study abroad programs at OU could not," she says. "I also have a much better sense of how the global community views American journalists, both good and bad."

Foote says program participants prepare for the trip by reading and analyzing U.K. publications and electronic media.

"Studying abroad is different than school because it's all intensely focused on media," Foote says. "We get two-month's activity into three weeks. It gives a robust experience abroad."

While Foote examines the structure of British media in his course, Beliveau explores the effect media have upon the culture of England and the United States.

Beliveau says preparation for his course includes a cultural analysis of British media.

"We discuss the similarities and differences between British and American culture through the readings, lectures and discussions," he says.

Beliveau says studying abroad gives students an idea of how big and complex the world is and how America has an enormous impact on media.

"It's a life-changing experience that gives students an understanding which



ADVERTISING AROUND THE GLOBE: Students in Jim Avery's International Advertising class pause for a photo at multinational advertising giant Publicis in Budapest.

they couldn't get in a classroom in Norman," he says.

Although the journalistic learning experience is important, forming relationships also is part of the study abroad experience, those who offer the courses say.

"When we're on a two-and-a-half week trip with students on an informal basis, students and professors forge relationships that last," Foote says.

Jim Avery, professor of advertising, taught the first study abroad program through the Gaylord College during December 2001 intersession.

Students have traveled with him to Singapore, Hong Kong and other Asian and Eastern European countries to study advertising.

"The class is called International Advertising," Avery says. "Students learn about culture and advertising other

than their own."

Advertising senior Preston Claborn says he traveled to Singapore with Avery because he wanted to receive college credit while understanding cultural differences.

"I learned about the different cultures and their ad agencies," Claborn says. "It was interesting to see how each agency was different, and it was really great to see how subtle differences in advertising can make or break a campaign."

Another advertising program takes place in New York City. In the fall, visiting assistant professor David Tarpenning takes students for an immersion in advertising agency operations.

"Not only do students get to see the agencies in operation, they get to meet people in almost every department within the agency," Tarpenning says.

"These people are not only helpful and informative on the spot, but hand out cards so that if students want information or networking contacts, they're happy to help."

The 25 students who took the advertising tour in fall 2005 visited advertising agencies, including Foote, Cone and Belding, Weiden+Kennedy, and Ogilvy.

During their stay, students listened to presentations given by advertising agents who advised them on career options and read their portfolios.

"It was a great experience and I learned so much that could not be taught in a classroom," Lynn says. "I would do it again in a heartbeat."

Carstarphen's New Role

Gaylord Family Endowed Professor becomes college's associate dean

By DREW INGLE

Despite now facing the demands of overseeing three computer labs in Copeland Hall, three state-of-the-art computer classrooms in Gaylord Hall, and a multimedia and laptop lab, Gaylord College's new dean of academic affairs, Meta Carstarphen, still focuses as much time and energy as possible on her first love, teaching.

Carstarphen, a Gaylord Family Endowed Professor, took her administrative position in August.

She joins Interim Dean Joe Foote and Fred Blevens, associate dean of student affairs, in the administrative structure that supports the growing Gaylord College.

Along with the college's technology, Carstarphen handles undergraduate and graduate curriculum, faculty affairs and the building.

Foote says Carstarphen will spend a significant amount of her time dealing with technology because it is such a central aspect of a college of journalism and mass communication.

Buddy Wiedemann, college computer network administrator, says it is important to have an administrator whose focus is the technological complexities of the college.

"Now I can talk to Dean Carstarphen every day, a couple of times if I need to," Wiedemann says. "If I have a need, I can e-mail her, and she can respond quickly to all concerns."

That Carstarphen is a professor is also advantageous, Wiedemann says.

"She is actually teaching in this building, teaching with the technology, which gives her more insight into the issue," Wiedemann says. "I think that makes her very sensitive to the needs of other professors and the students."

Carstarphen also is working with Blevens, who served as the only associate dean from August 2002 until Foote appointed Carstarphen, to create a more efficient administrative structure.

Blevens oversees student affairs, including the internship program, academic integrity cases, student code violations, recruitment, retention and graduation.



JUMPING INTO ADMINISTRATION: Meta Carstarphen fills a critical role for the Gaylord College, overseeing faculty, building and technology issues.

"The college has grown to the level where we can't run it like a department or a school," Foote says. "It needs to be run like a college. An intermediary step was to try to decentralize a lot of the responsibility and cut down on the direct reports to the dean."

The college must also increase its faculty numbers to serve students effectively, Foote says. Carstarphen will play a central role in achieving that.

"We did five searches this year for new faculty, and she oversaw those," he says.

Currently, Carstarphen leads the college's 25 full-time faculty members, 15 of whom are tenured or tenure

track.

Carstarphen is essential in helping Gaylord College define itself as a full-fledged college, Blevens says.

"We are in a transition period of just absolute, remarkable growth," Blevens says. "We have the highest growth rate on campus, and for eight consecutive semesters we had double digit growth. In fall 2005, that slowed to a 5.6 percent increase, still the highest on campus. In the last five years, we basically have doubled our enrollment from around 750 to about 1,500 – one of only two colleges in the university to show growth this fall. While we have been doing that, we have been building and maintaining one of the

highest retention rates at around 83 percent."

Foote says Carstarphen helps not only by sharing the work load but by bringing a new perspective to the dean's office.

"Dean Carstarphen, in the short time she's been in this job, already has influenced my thinking and that of several of the people on the faculty in a positive way," he says. "We're very compatible, and yet she is different in the way she approaches issues. She is forceful in expressing her opinion, and it is helpful to me to have compatible points of views and alternative points of view."

Carstarphen says the most important of her roles is supporting the dean so he can focus on his many responsibilities.

"I really see this as service and leadership," she says. "It's leadership in that if I am doing my job right, I am making it easier for my colleagues to do what they're here to do – and that's my goal. It's service in freeing the dean for other concerns."

Blevens says Carstarphen is an excellent fit for the growing administration.

"She brings a tremendous amount of energy, thought, counsel and rational thinking," he says.

Carstarphen says she is thankful for the strong foundation that the college has been built upon and looks to be instrumental in its continued growth, not only as an administrator but also as a teacher.

Carstarphen taught Public Relations Campaigns in the fall and is teaching Race, Gender and the Media, which OU President David L. Boren named as one of his 2005-2006 Dream Courses, in the spring.

For the 2004-2005 school year, Boren launched a project to provide specific funds to enhance existing undergraduate courses. A Dream Course designation provides up to \$20,000 to bring experts in various fields across the nation to speak to and interact with students.

A few of this year's distinguished guests for Race, Gender, and the Media are Harlan McKosato, former host of Native American Calling; David Mura, poet, creative nonfiction writer, critic, playwright and performance artist; and John Carstarphen Jr., an award-winning independent filmmaker and Carstarphen's brother.

Carstarphen says she is thrilled about the course and considers herself lucky to continue to teach at least one class each semester, even with her new complex of administrative duties.

"When I got into this profession it was because of my love for the classroom, and I don't ever want to give that up," she says.



PICKING THE RIGHT SHOT: Adjunct Steve Sisney assists Fine Arts senior Simon Omowale in getting the right angle for a photograph in the college's photo-journalism course.

Adjuncts Aid in Education

Adjuncts bring professional experience to the classroom

By **SUSANNE TEMPLE**

On the night of the 2004 Republican National Convention in New York City, Steve Sisney, assistant photo editor and photographer for *The Oklahoman* and an adjunct instructor of photography for the Gaylord College, arrived nine hours before President George W. Bush was scheduled to speak. Sisney wanted to find a good spot because space was limited, and photographers were crammed in like sardines.

Sisney found himself in an area big enough for four people with only two in it. Perfect, he thought, enough room to maneuver and take pictures without having to climb over others. Suddenly, barricades began to go up and the crowd began to shift as law enforcement officers moved into the crowd in advance of the president's arrival.

Sisney's work space quickly shrank to half its original size and became the wheelchair aisle. Sandwiched between a police officer and a wheelchair, he found himself sitting on the wheelchair and apologizing profusely to the governor who already was sitting in it.

Sisney is one of 19 to 30 adjuncts each semester who bring professional

insight to students and give them more than just a textbook education.

"They are able to bring real-world experience into the classroom and advise students on career choices," Interim Dean Joe Foote says. "Most students are very pleased to have this industry contact. For the adjunct professors, the benefit is to work with an enthusiastic, talented group of students and to know you are providing them with some of the skills and perspectives they will need in their professional careers."

Sisney, first-time adjunct in fall 2005, has been a professional photographer since 1970 and has been with *The Oklahoman* since 1987. He says he enjoys identifying and encouraging talent in the 13 students in his Basic News Photography class.

"I've always been impressed by coaches who would recruit," Sisney says. "I would like the profession to become like professional sports, where the best players and the ones with the best ability get the top jobs and show up every day and produce pictures that are touchdowns."

Sisney says he teaches a mix of technique, style, editing, ethics, law and the physics of photography.

"Taking good pictures is not as

much an art as a technical skill," Sisney says. "If you have the desire to do it, you just have to learn how to develop the abilities and correctly use the techniques."

Advertising senior Richard Boadu says he has been interested in photography since he was 10. He's taking Sisney's photography course to learn how professionals capture their powerful and moving images.

"I have a deep fascination with pictures, and I'm getting great outside experience from this class," he says.

The number of adjuncts varies each semester, depending on enrollment and faculty numbers. In fall 2005, the college had 22 full-time faculty and 19 adjuncts. In spring 2006, the number of adjuncts increased to 32.

"Our student numbers have doubled during the past five years, and adjuncts have made a major difference in our ability to deliver instruction with our full-time faculty," Foote says.

Adjuncts traditionally have taught classes such as Typography and Design, Public Relations Writing and the labs for Writing for Mass Media. Because enrollment has increased, however, they now teach News Photography, Writing for Broadcast, Ad Copy and Layout, Radio and TV Sales,

Public Relations Campaigns, Sports Public Relations, Audio Production and Video Production.

Fred Blevens, associate dean for Student Affairs, describes the adjunct teaching experience as getting as much back from the students as he or she gives.

"I've been an adjunct, and it's naturally rejuvenating in mind and spirit to be in a group of students who are young and curious," Blevens says. "Being around young people all the time forces you to think about things you wouldn't think about otherwise."

In fall 2005, 15 of the 19 adjuncts were graduates of the college. Kent Graham, who taught two of the Writing for Mass Media labs, graduated in 2005 with a master's in journalism with an emphasis in professional writing.

"My main reason for teaching is to help people who are just getting started in the world of communicating to learn to do it right," Graham says. "What we do is storytelling, and if people don't understand, then we have failed as storytellers. It doesn't matter how good our words are, how precise our language is, how crisp our diction is. If people don't get it, if people aren't entertained and aren't informed, then we haven't told the story."

Vickie Monks was, like Sisney, another first-time adjunct in fall 2005. She taught 26 students in two sections of Writing for Broadcast.

Monks graduated from the Gaylord College in 1974 with a bachelor's degree in journalism. She has worked more than 30 years as a television and radio correspondent, a documentary producer and a magazine writer.

Monks says she teaches because of her love of and commitment to journalism.

"I strongly believe that good journalism is what keeps the society free; it's essential to a working democracy," Monks says. "I've felt for a long time that if I can help train some young people who are just starting in the business to do really good writing, reporting and communicating, then my influence could go a lot farther."

Monks says that although balancing a full-time job and teaching is difficult, seeing her students improve is satisfying. Students of adjuncts have the satisfaction of knowing what they are learning represents the current reality in the adjunct's area of expertise.

"All of my teaching techniques come directly out of what I've spent my whole career doing," Monks says.

While any university area needs a consistent core of experienced faculty, a professional degree area like journalism benefits from having professionals like Sisney and Monks who bring up-to-the-minute knowledge of the field into the classroom.

Tuning Up for Public Relations Jobs

Tsetsura teaches PR students how to network and secure interviews

By **SUSANNE TEMPLE**

Imagine yourself in an interview for your dream job in public relations. You could impress your potential employer with your professional résumé, knowledge and skills, or you could be so nervous and unprepared that the employer sends you walking. To make it more likely your dream job becomes your professional reality, you might enroll in Special Topics in P.R. – Careers in Public Relations and Strategic Communications.

Katerina Tsetsura, assistant professor of public relations, offered the course for the first time in May 2005 intersession to 15 students.

The course places students in simulated professional situations to teach them how to prepare for success in the real world, Tsetsura says.

The students' final project was to land a job. Worth 20 percent of their grade, the project required students to submit a polished résumé and cover letter to Tsetsura; she decided who qualified for an interview.

Lance Thomas, public information officer for Gaylord College, interviewed students with Tsetsura. If they offered the student a job, he or she earned an A on the final project. If they offered only an internship, the student earned a B. If they decided they didn't want the student working for them, he or she earned a C.

Tsetsura says the class provides guidance in the job-hunting preparation process that students must undertake to find good jobs.

"It takes much more than a résumé and cover letter," she says. "It takes background research on the company, interview preparation, your networking abilities, your portfolio and many other things."

Public relations senior Kyla Rapt says she learned that interviewing requires practice.

"Dr. Tsetsura did a really good job of being professional, and she really demanded professionalism from us," Campbell says. "She didn't appear to be as much of a professor as an employer. In the interview, you saw her as a future employer, and it was really neat seeing her asking tough questions



HELPING PREPARE FOR CAREERS: Assistant professor Katerina Tsetsura helps seniors prepare for the workplace in her Careers in Public Relations class.

that demand good answers and expecting you to give those good answers."

Tsetsura invited four guest speakers to the class to discuss topics related to finding a public relations job.

Joanna Bowzer, an OU alumna working for Lazar Partners LTD, a public relations firm in New York, spoke to the class about entertainment public relations and working for a public relations agency. Kevin Foreman of Saunders Ad and Marketing discussed ways to break into the industry by being creative and realizing personal potential. Sam Sims of 20 Hats Public Relations in Oklahoma City talked about the importance of networking

and writing strong résumés. Thomas presented tips on writing cover letters.

Tsetsura says she designed the class to help students master all the steps in getting a job.

Students, she says, can feel intimidated when they have no experience in the professional world. She says that instead of thinking about what they have not done professionally, students need to focus on highlighting what they have done, including internships and working with organizations.

Kori McCaskill, public relations senior, says the class taught her to highlight her qualifications.

"I discovered abilities that I already

had and how to emphasize them in the workplace," she says. "Confidence was a big part of this class, and you walk away with a lot more than what you came in with."

Campbell says that Tsetsura strongly emphasized the importance of showing achievements on their résumés.

"Employers are only interested in hearing about the results of my efforts," she says. "It is hard as a college student to find the concrete results if you don't know how to look for them. Dr. Tsetsura really focused on helping us find and build results for our résumés."

Campbell says she feels ahead of the game because she took the course.

"Job searching is much harder than it might appear," she says. "With this class, you know what to avoid, saving you time while getting your dream job. I feel this class should be required."

McCaskill says that the interview preparation was beneficial.

"Now I know what to expect and how to respond," she says. "I feel more poised going into an interview. I will take the information learned in this class with me into my career."

Tsetsura says students need to understand what the employer is asking for in the job description and how to tailor their applications accordingly.

"This class is about self-training and setting your mind on what it is that you have to offer to this organization," she says. "It's not a generic process; it's very personal, and students have to realize that. Also, they can't underestimate personal contacts and networking. Most good jobs in public relations are acquired through personal networking."

Campbell says her résumé is now polished and complete, and she has learned how to focus her employment-seeking documents to fit the needs of specific companies.

"We searched for the job we wanted online," she says. "We found job descriptions we actually wanted to apply for, then wrote a list of characteristics the job was looking for and tailored our résumé and cover letter toward that."

Tsetsura stresses to her students that they need to find an organization that suits them. She says finding a job isn't enough. The goal is to find a job that makes them happy.

"This class is something you want to take as seriously as you can," Tsetsura says. "This is your only time to practice what not to do; you won't have a second chance."

Gaylord Gazette Faculty

PETER GADE, JOE FOOTE and a group of graduate students presented a report on the Voice of America news coverage to the presidential-appointed Broadcasting Board of Governors by teleconference in December.

DOYLE YOON co-authored two journal articles published this fall, including "Internet Motives of Users in the U.S., UK, Australia and Korea: A Cross-Cultural Replication," in the Journal of Interactive Advertising and "Crime and Violence in Charlotte, N.C.: The Impact of a Civic Journalism Project on the Populace," in the Special English Edition of Journal of Korea Broadcasting Studies.

JIM AVERY gave a seminar on strategic planning during a recent trip to Ljubljana, Slovenia. He also presented to Delo, the largest newspaper in Slovenia.

ROBERT KERR gave an interview to the German arts/entertainment magazine JUSTmag on escalating entertainment-industry efforts to control reporting on movies, music, concerts, etc. An English translation is online at justmag.de/artikel_the_price_of_surviving.html

J. MADISON DAVIS's eighth novel, "The Van Gogh Conspiracy," was published in November. The novel had already been released as an e-book in July and was the No. 10 best-selling e-book at Ereader.com. The novel is scheduled for publication in Spain, Russia and Turkey.

JOE FOOTE attended the Accrediting Council for Education in Journalism and Mass Communication meeting in Chicago in October and learned that the council is poised to place a new emphasis on ethics instruction. The council is expected to survey the amount and scope of ethics instruction in collegiate self-studies and focus on this area more closely in subsequent years.

FRED BEARD & LINDA MORTON wrote an article titled "Faculty Productivity and Carnegie Institutional Characteristics within AEJMC Programs" for the summer issue of Journalism and Mass Communication Educator.

KATERINA TSETSURA wrote a peer-reviewed research report about media bribery in Poland for the Institute for Public Relations. This free report is available at the IPR Web site: instituteforpr.org/international.phtml

KATHRYN JENSON WHITE's article in



FACULTY AWARD: JayMac banquet student emcee Rachael Kahne presents Harry Hix, Engleman/Livermore Professor of Community Journalism, with the JayMac Teaching Award. Students select one professor each year for this award.

Oklahoma Today, "Rebel With a Cause: Toby Keith," won a silver medal at the International Regional Magazine Association's conference in September. The IRMA was founded in 1960 and is the leading association for state and regional titles in North America.

VICKI MONK, adjunct instructor, won first place for a story she produced for NPR's Living On Earth, titled "Carbon Black," at this year's Society of Environmental Journalists National Reporting Awards for Outstanding Radio Reporting, large market (over 1 million audience).

CHARLES C. SELF made a presentation and led a panel discussion on "Journalism Education at a Crossroads" in September at the grand opening ceremonies for the newly completed Adler Journalism Building at the University of Iowa, Iowa City. The panel featured three AEJMC presidents and an associate provost discussing the challenges facing journalism education.

FRED BLEVENS became first vice president of the American Journalism Historians Association at the group's annual conference in San Antonio in October. Blevens, a life member of AJHA, was co-host of this year's

convention and previously served as a member of the board of directors, research chair and newsletter editor.

PETER GROSS published an article, "The State of Eastern European Press Freedom," in the fall edition of Journalism Studies.

JOE FOOTE attended the board meeting of the Council for the International Exchange of Scholars in Washington D.C., in October.

CHARLES SELF made a presentation, "A Must Read: Academic Journals for Professionals," in October at the Southern Region Annual Conference of the International Association of Business Communicators in College Station, Texas. He also presented a plaque to University of Bucharest Rector Ion Panzaru to commemorate the signing of a collaborative agreement between the Romanian university and the University of Oklahoma. The agreement calls for student and faculty exchanges and collaborative research on a wide array of topics.

PETER GROSS received the Doctor Honoris Causa (honorary doctorate degree) from the University of Bucharest, Romania, for his contributions to

Eastern European media studies.

KATERINA TSETSURA presented her research "Who is Responsible for Media Bribery? Ethical Considerations in Media Relations" at the National Communication Association (NCA) annual convention in Boston in November.

KAREN HOLP, adjunct professor and general manager of KGOU radio, was recognized by Oklahoma Gov. Brad Henry at the 30th annual Governor's Arts Awards in December at the state capitol. Holp received a Community Service Award for her significant contributions to the arts in specific Oklahoma communities in the areas of leadership and volunteerism and donating free radio time to the arts.

FRED BEARD wrote several articles, including "Sponsored Research Activities in Journalism and Mass Communication Programs," for Journalism and Mass Communication Educator, "One Hundred Years of Humor in American Advertising," for the Journal of Macromarketing and "Successful Humorous Advertising Campaigns: A Case Study," for the Southwestern Mass Communication Journal.

FRED BEARD & DAVID TARPENNING published, "Humorous Advertising Concepts and Premises: Generation, Execution and Evaluation," in the Journal of Advertising Education.

FRED BEARD presented "Advertising and Audience Offense: The Effects of Media Type and Potentially Offensive Products, Services and Themes," at the Association for Education in Journalism and Mass Communication conference in San Antonio.

DEBORAH CHESTER's latest fantasy novel, "The King Imperiled," arrived in bookstores in October. It is the seventh book in Chester's fantasy series.

Students

STUDENTS IN JIM AVERY'S INTERNATIONAL ADVERTISING CLASS visited six advertising agencies in Paris, Budapest and Vienna in December.

GAYLORD COLLEGE'S STUDENT CHAPTER OF THE NATIONAL ASSOCIATION OF BLACK JOURNALISTS collected toiletries and school supplies to help journalism and mass communication students displaced by Hurricane Katrina.

DAVID TARPENNING'S ADVANCED COPYWRITING CLASS just finished creating logo designs for OU Nightly, the newscast on TV4OU.

Gaylord Gazette (continued)



HOMECOMING CRUISE: Gaylord College students and members of OU Student Media toss candy to attendees of the 2005 Homecoming Parade in October.

TWENTY-FIVE STUDENTS IN THE OU ADCLUB visited advertising agencies in New York City in October. The group visited Weiden+Kennedy, Lowe Worldwide, Foote Cone & Belding and Ogilvy. The agencies were chosen because each is unique in size, philosophy and method of operation.

FOUR OU GRADUATE STUDENTS presented their paper on semiotic analysis of local broadcast news programming at the 2005 Southwest Education Council for Journalism and Mass Communication conference in Greeley, Colo. The students developed the paper during Meta Carstarphen's Qualitative Studies class. Kevin McDonald, Tiffany Monhollon and Mandy Heaps are students in the journalism graduate program; Farah Woody currently is studying in the OU education graduate program. The title of the paper is "The Blending Effect: Local Television News as a Form of Entertainment."

THE GAYLORD COLLEGE OUTSTANDING SENIOR FOR 2005-2006 IS RENATA HAYS. Hays will graduate in May with an emphasis in public relations.

THE PROFESSIONAL WRITERS ASSOCIATION has collected 140 novels to distribute to victims of Hurricane Katrina. With the assistance of the Barnes and Noble bookstore in Norman, student volunteers boxed up books and shipped them out in early October.

SEVEN STUDENTS AND THREE FACULTY MEMBERS represented OU at the annual Oklahoma Educational Television Authority student broadcast seminar in October. OU senior Rachael Kahne was named one of the two Gene Dillehay Scholarship recipients. The \$1,000 scholarships are based on academic success, internship experience, career goals and the ability to articulate each in a panel interview held during the seminar.

THE OKLAHOMA DAILY WON A 2005 NATIONAL ONLINE PACEMAKER AWARD from the Associated Collegiate Press during the ACP/CMA National Convention in Kansas City. Other OU winners were 2004 National Yearbook Pacemaker Finalist, Sooner/Crimson Traditions; Magazine Best of Show, The Sower; Advertising, Staff, 1st Place, Brochure/Rate Card; 2005 Newspaper Best of Show, 2nd Place, The Oklahoma Daily (5-2-05 edition);

2005 Newspaper Special Edition, 2nd Place, The Oklahoma Daily (The Paths You Take, 2-1-05); 2004 Yearbook Best of Show, 2nd Place, Sooner/Crimson Traditions; Advertising, Maria Real, 3rd Place, Large Display Ad; and Advertising, Maria Real, 3rd Place, House Ad.

THE WIRE (OU's student-run Web and SAP Radio) received a \$40,000 grant from the University of Oklahoma Student Association for upgrades to hardware in the Oklahoma Memorial Union studio. This award will retrofit the broadcast booth with an up-to-date console, new automation software and new servers.

TV4OU expanded OU Nightly, a nightly news production, to a half-hour show and produced three other weekly shows. Shows returning from the previous semester are "The Sports Package" and "Point of View." New shows are "The Fifth Quarter" and "On Campus." "On Campus," a person-on-the-street look at Norman and campus life, drew the attention of KOCO-TV 5 in Oklahoma City; host Cassie Clark, who was asked to lead a special pre-game OU/Texas segment for the station's game day show.

College

The college celebrated OU's first **FIRST AMENDMENT WEEK** in November. The week of activities included the following people and events:

- Doug Marlette, winner of the 1988 Pulitzer Prize for editorial cartooning, author of the Kudzu cartoon strip and novelist.
- The Free Express Film Festival, which featured controversial works that explored the history, principles and issues of free expression in the United States.
- Robert Rivard, vice president and editor of the San Antonio Express-News speaking about his book, "Trail of Feathers," a true story of the abduction and murder of Mexico City correspondent Philip True.
- The Oklahoma First Amendment Congress, "Assault on the First Amendment," a two-day conference about attacks on the First Amendment.

OKLAHOMA SCHOLASTIC MEDIA/OKLAHOMA INTERSCHOLASTIC PRESS ASSOCIATION hosted the 2005 Fall Media Monday in October. Approximately 600 public-school journalism students and their advisers attended.

The **U.S. STATE DEPARTMENT GLOBAL** chose the Gaylord College as one of seven universities to be a part of a **JOURNALISM TRAINING INITIATIVE** in December. Partner universities are University of Texas at Austin, University of Kentucky, University of Southern California, University of Minnesota, University of North Carolina and The Aspen Institute. Secretary of State Condoleezza Rice made the official announcement in Washington, D.C. Interim Dean Joe Foote attended the event at which Rice made the announcement.

During the fall semester, the **GAYLORD COLLEGE DEBUTED NEW JOURNALISM T-SHIRTS.** The shirts come in red or gray, in sizes from small to 2X and cost \$10 each. Five different shirts celebrate journalism, broadcasting, public relations, advertising and professional writing. If you are interested in purchasing a shirt, e-mail Kathy Sawyer at ksawyer@ou.edu.

Staff Standout

Gaylord Hall Architects Honor Adams

Dean's assistant went the extra mile during construction

By LAURIE DERNICK

Strong. Dependable. Longlasting. Architects at Rees Associates wanted Gaylord Hall, home of the Gaylord College of Journalism and Mass Communication, to have those qualities. During the design and construction process, one Gaylord College staff member came to embody the same qualities the architects sought to incorporate into their design.

Kathy Adams, assistant now to Interim Dean Joe Foote and during the building project to founding Dean Charles Self, earned the Rees Associates Outstanding Team Member Award for her contribution to the project from its inception in August 2001 to moving into the building in August 2004.

Adams received the award at the Rees Associates project-end dinner party in November 2004, the only person outside the firm ever to receive the award, says Patrick Bumpas, the firm's vice president and architectural project manager for Gaylord Hall.

"We got to know Kathy so well during the process that we certainly thought she was a team member," Bumpas says. "Our work requires us to work a lot of hours, and that award usually goes to someone who has been a vital member of the team and was key to making the project a success. We certainly felt that as many people as we had working in this office, it was Kathy who brought us all together."

Adams says she saw her role as someone responsible for providing calm and cohesiveness so that all those active in their various roles could function effectively and efficiently.

"I just tried to keep everybody in line," Adams says. "When you have that many people working on the project, you need somebody who keeps track of appointments. I was there to make sure the glue went the right way. I made sure everybody was keeping it together and if there needed to be a meeting, I got everyone together."

Adams could play such a crucial role in the construction of Gaylord Hall because she truly understands the needs of the university and the college, says Self, professor and Edward L. and Thelma Gaylord Chair of Journalism.

Working in first the school of journalism and now the college, Adams understands the needs of faculty, staff, students and alumni. She was well positioned to make sure Gaylord Hall represented all their interests, he says.



JOB WELL DONE: Kathy Adams shows off her Outstanding Team Member award from Rees Associates architects.

"She is a loyal Sooner who feels passionately about the university and about the Gaylord College," Self says. "She cares deeply about the people and programs in this college. She loves the college, frankly. She's very committed to getting things done."

Eager to monitor the early stages of the building's construction, Adams confronted her biggest fear: heights. With very few walls in the building and no railing on the stairs, Adams braved the unfinished stretch to

inspect its third floor. She inched her way to the third floor determined to see her future office.

"Kathy was a constant in the project," Bumpas says. "Without her, we would have been less organized and the team would have been less enthusiastic about dealing with issues that weren't on the construction's critical path."

Punch-list inspections, usually a tedious and painstaking task, were second nature for Adams. The white glove

inspection test performed near the end of a project takes weeks to complete, Bumpas says. Adams was completely committed to making sure there were no chips in walls, that every tile was laid properly and that the finished building was pristine.

The construction of a building is a complex task involving many different people and many different organizations, Self says. Self saw the building through its three-year process.

The architectural firm, the general construction contractor, OU Architectural and Engineering Services, interior designers, subcontractors, Self and the faculty of Gaylord College and President Boren all had parts to play in the building drama. Adams served as director to that complex cast of characters.

"Kathy had a major role as the liaison," Self says. "She played the crucial role of being a sort of switchboard for all of the communication that went on at the building. She kept people in touch with each other. She made sure that when somebody said something needed to happen, the right people knew it needed to happen and the communication lines were kept open."

Keeping communication lines open among everyone working on such a substantial project is difficult, Bumpas says. With Adams at the center of the project, the lines of communication never broke down.

Anxiety, tension and concern fueled by high expectations and demanding deadlines filled the construction trailer at each meeting, but Adams brought focus to all of the key players, Bumpas says. She reminded all not to sweat tiny details and to instead focus on the whole project and its end result.

"You need someone who maintains calm in a pressure situation, and she did that while being very upbeat," Bumpas says. "She would always get the team motivated and excited about the project. She was always there. It didn't matter if it was day or night, weekend or holiday. She was there. You could always count on her, and that is extremely important on a project of this magnitude."

Of all the work she has done for the journalism program, Adams says the project of which she is the most proud was the construction of Gaylord Hall.

"It was the most interesting project I have ever, ever worked on, and it will be the most interesting project I will ever work on," Adams says. "Building a building is something you only do once in a lifetime. My portion of it was to watch the thing go up and taking pride and ownership in what we, as a unit, built. It's remarkable."

Graduate Student Stories

Perry Tackles Ward Neff Internship

The internship is the only one of its kind in nation

By MEREDITH SIMONS

While most of the other 20-somethings around him are chatting about schoolwork or social lives, Perry is sitting back in his chair on the patio at a local restaurant, discussing problems facing the newspaper industry.

"Young people don't read the newspaper," Perry says. "People are saying, 'Look, the newsroom isn't profitable. It's the advertising that makes money.' But if they make cuts in the newsroom, then the news isn't as good and no one wants to buy the ads. So there just are never going to be huge profits. There's this downward spiral."

Perry is the Society of Professional Journalists' Ward Neff intern. As the intern, Perry spends about 60 hours a month working to keep journalists informed about issues and events related to the profession. He compiles the organization's Press Notes, news briefs and information, which he then e-mails to SPJ Online subscribers and posts on the organization's Web site.

Each weekday, Perry starts at 7 a.m. to comb through dozens of online articles relating to journalism. He looks for articles and posts on the media industry and media ethics. He seeks information on how journalists cover different topics. He searches blogs devoted to journalism for current issues and trends resonating in the vibrant mass media blogosphere.

"The biggest things lately have been the CIA leak, Judith Miller, and that a lot of newspapers have been having layoffs recently and the problems the newspaper industry has been having," he says.

Assistant professor of journalism Robert Kerr, Perry's faculty adviser, says the stories in Press Notes exemplify SPJ's importance in supporting a free press.

"I think they're an organization that champions an important cause," Kerr says. "The 'free press' is a cliché that students hear all the time, but I think probably more so than ever it is in danger of fading away and with it a true democracy."

Joe Skeel, SPJ's Quill editor and Perry's supervisor based in Indianapolis, echoes Kerr's thoughts.



SEARCHING THE WEB: As Ward Neff intern, Gene Perry scans the Web daily for news articles related to the journalism industry and packages them for SPJ.

"His duties for the Society of Professional Journalists are extremely important," Skeel says in an e-mail. "Gene's job is to compile a roundup of media industry news. His work helps our readers follow the profession without having to take too much time out of their already busy day. In short, his work helps keep journalists informed about journalism."

Each day, Perry chooses between 15 and 20 of the most important journalism stories in news and composes an e-mail with a synopsis of and link to every story. After Kerr edits the e-mail, Perry posts it on the Web and sends it to about 1,000 SPJ subscribers.

Perry's other Web-based SPJ duty involved keeping SPJ members across the country updated on events at SPJ's October National Conference in Las

Vegas. On each of the conference's three days, Perry compiled field reporters' notes about the various speakers and events.

Putting together conference Press Notes was an ordeal, Perry says.

"They didn't have any kind of computer for me to use to type them, so for the first day, I ended up using the computers they had sitting out in the registration area for checking e-mail," he says. "There was this growing line of irate journalists who wanted to use the computer, and I was sitting there for an hour using it."

His experience at the conference expanded Perry's work from just compilation of others' writing.

"I actually got to report because I wrote a summary of the Judith Miller speech," Perry says.

Perry's writing reaches 20,000 people in Quill, SPJ's monthly industry magazine. He handles the News Briefs section of the magazine, which updates readers on ethics, freedom of information and other items of journalistic interest. He uses the information he's culled from the month's Press Notes to write the section, which he says is difficult but rewarding.

"With the e-mails, I'm just excerpting from the article, but with Quill and News Briefs, I'm actually writing," he says. "It's harder because you actually write it, but it's good having something in print and being able to see that."

Perry's appreciation of the exposure that comes with the Ward Neff Internship is shared by Fred Blevens, Gaylord's associate dean of student affairs.

"Nine hundred to 1,000 people get it every day with 'Gaylord College' at the very top," he says. "We're identified right under the byline. The name of the intern and the name of the faculty adviser are on there every day. It's also posted on the national Web site, so I think the exposure is tremendous."

Every two years, SPJ solicits proposals from schools that want to host the Ward Neff intern. A host school appoints an adviser and graduate students to participate in the program.

Blevens entered the Gaylord College into the competition for the internship in spring 2004.

"You have to submit a proposal on how you intend to do it, and whether you can do it with your facilities and people," Blevens explains. "You have to have a faculty member who can supervise it and then you have to have enough graduate students from whom you can select somebody who's capable of doing this."

"It's very rewarding, but it has to be done every single day. So you have to have a committed faculty member and you have to have a graduate student who's interested enough to spend his or her time on it."

Perry added the internship to an already busy schedule. Each week, he spends nine hours in class, 20 hours working as a consultant in OU's ConocoPhillips Writing Center and 15 hours compiling Press Notes. In addition, Perry spends one weekend a month writing News Briefs for Quill. He says the Ward Neff work is important.

"I'm glad that I'm doing it," Perry says. "I don't sleep very much, but I guess it comes with the territory."

Student Spotlight

Basden Dreams Of PR Life

PR senior sets sights high as he prepares for career

By ANDREA LEITCH

Public relations senior Jake Basden's love for public relations is such that he dreams about new campaigns at night, thinks about new clients during the day and works on designs for public relations materials during his spare time.

Basden came to his passion early when, as a sophomore, he found an online application for an internship at Ogilvy Public Relations Worldwide in New York City. Ogilvy is one of the five largest public relations firms in the nation, with 79 offices in 66 countries. Undeterred by his age, lack of experience or location in Oklahoma, Basden applied.

"There were 10 interns chosen out of a pool of 700 applicants, and I was fortunate to be one of the chosen," the 21-year-old says.

Elizabeth Page, an account executive, worked with Basden at Ogilvy. She says he will succeed because of his excitement about what he does and his creative, out-of-the-box thinking.

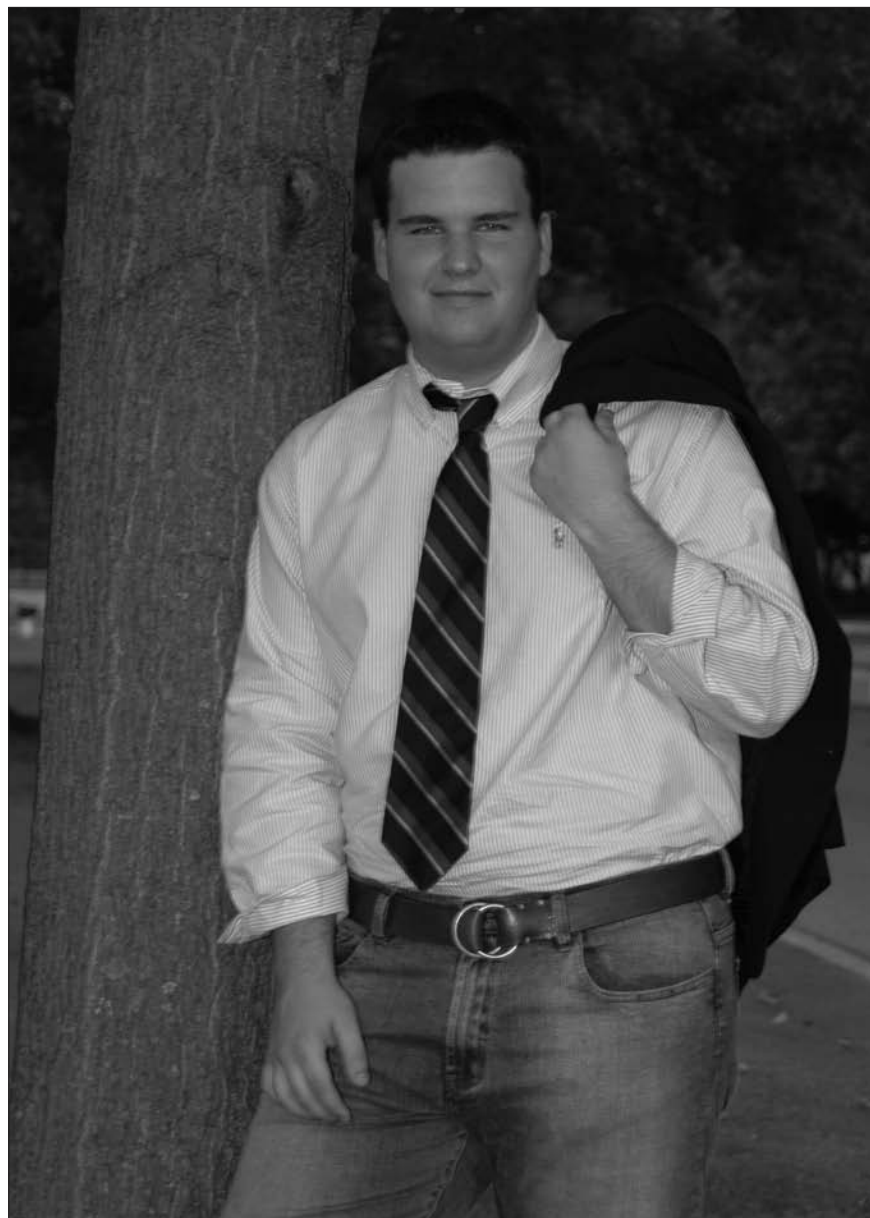
"Jake's intern application made it evident that he's passionate about PR," Page says. "The application consisted of a customized pitch letter to everyone on the team about why he wanted the spot. He also included personalized posters to show his creativity and ability to use graphic design techniques. Every detail was perfect, right down to the special tubular packing he used. His application truly made a first impression."

Basden worked for Ogilvy during the summers of 2004 and 2005. The first year, he worked with a creative team that added 10 accounts to the firm's client list, including Target and Burger King. The second year he worked in the accounting management division for consumer marketing brands.

Basden will move to New York to begin working as an associate account executive when he graduates in May.

"They sat me down Aug. 13 of this year and asked me to work for them," Basden says. "My first day of work is June 3."

Basden, who calls himself a workaholic, says he is excited about moving to the Big Apple. The city itself, however, isn't as important to him as the



READY: Public relations senior Jake Basden takes on the demands of the professional life while completing his degree. He'll go to work in New York City in June.

profession he will practice there.

"The city is a great media market and has great opportunity, but I love PR too much to care where I am," he says. "My career is my No. 1 priority, and I love what I do."

Basden grew up in Stigler, Okla., a town of 2,800 people about two hours from Tulsa. He says he remembers precisely when he decided to pursue a career in some area of journalism.

"In sixth grade I remember reading an article about how teen sex was so prevalent," he says. "I wrote a letter to the editor at People magazine in response to it. I then started learning Photoshop in seventh grade."

Basden has maintained that level of commitment through his OU career. Working 20 hours a week for OU's

Alumni Association, Basden also serves as chairman of the student alumni association organization called the Sowers Club and as president of OU's Chapter of the Public Relations Society of America.

He also manages his own public relations firm, Jake Basden Public Relations. Working from his home, he represents clients including a romance novelist, a programmer for an Internet start-up Web site and the owner of a beauty bar.

Natalie Norman, owner of Natalie's Beauty Bar, is a client.

"Not only is Jake professional and exceptional at what he does, but he also is able to relate to everyone," Norman says. "He has been an incredible asset, and with his PR skills, business

has grown a lot."

Basden says owning his own firm has only strengthened his commitment to his profession.

"There's just so much to learn, and I want to learn all of it," he says.

Although Basden works hands-on in his field, he also devotes time to study of the evolving profession.

"Jake actually reads the public relations trade magazines and keeps up with which agencies have landed new accounts," says Kenneth McMillen, assistant professor and PRSSA adviser.

Through his firm, Basden brought MTV to OU. MTV was touring top football college programs, and Basden invited the network to do a segment on OU Homecoming.

"I just contacted a producer, and they came," Basden says. "And it was so funny because when MTV was here, I was in New York City. We were both calling each other wandering around each other's towns, but they recorded great coverage, and I've seen it aired twice now."

Basden has earned honors for his PR work. The Oklahoma City Public Relations Society of America named him an emerging leader in the field. He was named Big Man on Campus, received \$5,000 from the Oklahoma Resources Board, was a President's Leadership Class student and received an advertising award from the Columbia Scholastic Press Association.

Basden says mentors have helped him. McMillen is one. Tripp Hall, vice president and director of the OU Alumni Association, is another. Basden met Hall, who graduated from OU with a public relations degree in 1986, when the student began work in the Alumni Affairs office in 2004.

"Tripp taught me relationship-building skills and then building on and maintaining those relationships, which is a big key to my early success," Basden says.

Hall says Basden represents what is best about his generation.

"He is sincere in his concern for others and uses good judgment when making decisions," Hall says. "His involvement in campus activities is at a level above most. He follows through on every detail with true professionalism, and his pride in a project is infectious."

Hall says Basden will be a person of influence in the world.

"Jake is an asset to any organization and has proven multiple times on this campus what a vital role model he can be," Hall says.

Basden says his ultimate goal is to enhance the value of public relations in the marketing mix.

"I want people to realize the importance and value of PR," Basden says. "I know what it has done for me."

Faculty DVD Picks

"THE CORPORATION"

This documentary is based on Joel Bakan's book, "The Corporation: The Pathological Pursuit of Profit and Power." It puts a remarkable spin on the notion of a corporation as a person by subjecting the idea of the corporation to a personality test, where it rates as "sociopathic." The film discusses public greed, corporate responsibility and the way these issues play out on a global scale.

— Ralph Beliveau

Assistant professor of broadcasting

"CRAZY PEOPLE"

I show this film in my Advertising Problems class to prove an ethics point. It's also entertaining. Dudley Moore is the head copywriter in an ad agency until he makes the mistake of telling the truth in his ads. The ads become highly successful, but not before the agency commits him to a mental hospital. He meets quirky characters in the hospital and begins his own little creative boutique using them and their ideas for ad campaigns.

— David Tarpinning

Visiting assistant professor of advertising

"HIS GIRL FRIDAY"

This screwball comedy is considered by critics to be one of the five greatest dialogue comedies ever made. Featuring banter delivered at Gatling-gun speed, the press-room scenes showcase hilarious ensemble acting.

"THROW MAMA FROM THE TRAIN"

A comedy about novelists and the writing process mixed up with a tribute to Alfred Hitchcock, this movie is full of pratfalls, misunderstandings and the heinous "Mama," played so delightfully by character actress Anne Ramsey.

— Deborah Chester

Professor of professional writing

"CAPOTE"

Philip Seymour Hoffman won the Best Actor Oscar for this biopic. The film explores the ethical issues surrounding narrative journalism. Truman Capote's relationship with killer Perry Smith, his manipulation of this man to get access to his story for Capote's own benefit, makes for gripping viewing.

"GOOD NIGHT, AND GOOD LUCK"

George Clooney directs and stars in this tightly focused look at the showdown between CBS News/Edward Morrow and Sen. Charles McCarthy. Shot in beautiful black and white, the film uses actual footage of McCarthy and contemporary actors in the other key roles. Well done in all areas. The story has relevance and dramatic power and the issues are as important today as they were in the '50s.

— Kathryn Jensen White

Assistant professor of journalism

Media



MOMENT OF TRUTH: Hayden Christensen and Peter Sarsgaard star in this bio-pic about Stephen Glass' fall.

A Shattered Profession

Film provides a painful but necessary ethics lesson

By **DREW INGLE**

Journalism, an occupation requiring high-performance output in a minimal amount of time, requires a special breed of writer.

Journalists deal daily with the stress of impending deadlines, pressures to make a name for themselves in their profession and the need to write accurately about complicated issue so that the readers can understand them.

Journalists without a firm grasp of ethics may find that they are in over their heads and seek alternative routes to solving problems that could cost them their jobs or more.

Stephen Glass, former assistant editor at The New Republic, was one who fell prey to those pressures. First-time director Billy Ray has dramatized his downfall in 2003's "Shattered Glass," based on a September 1998 Vanity Fair article of the same title by Buzz Bissinger.

The story begins with 24-year-old Glass, played deftly by Hayden Christensen, grinning and flattering his way into the hearts of his co-workers at the magazine. With an uncanny ability to find the most absurd, wonderful tales to the delight of those

around him, Glass becomes a much sought-after companion.

From 1995 to 1998, the golden boy of magazine journalism charmed his editor and idol Michael Kelley (Hank Azaria) and co-worker and friend Caitlin Avey (Chloe Sevigny). Avey was so caught up in Glass' spell that when the first suspicion of Glass' journalistic sins came to light, she threatened to resign if he were fired.

Adam Penenberg (Steve Zahn), a reporter for Forbes Digital Tool, stopped Glass' rise to the top when he discovered falsities in Glass' final fairy tale, "Hacker Heaven." When editor Chuck Lane (Peter Sarsgaard) discovered that Glass had made up sources, created false phone messages, written phony notes and even put up a company Web site for fictitious Jukt Micronics, he pursued the truth relentlessly and fired Glass from the paper when he discovered the writer's lies.

Lane, who serves as Glass's counterpoint, is the moral center of the film.



His confrontation with Glass with the evidence of his ethical transgressions is one of the film's most gripping, well-acted scenes.

When Glass admitted to committing journalistic fraud in 27 stories for The New Republic, the magazine went public and the editors wrote an apology to the readers of both the magazine and their Web site and produced a report on his fabrications.

"Shattered Glass," shot in a no-frills manner to focus on the gripping story, begins hauntingly with Glass speaking to a classroom of star-struck high-school students, the eager-eared future journalists of America.

As the tale winds to its dramatic end, this film makes clear that Lane's pursuit of the truth, not Glass' twisted seeking of personal glory, is the heart of the story.

Lane gets the final standing ovation.

In the current media climate, in which ethics often fall prey to sensationalism and names like Jayson Blair and Judith Miller fill the headlines, "Shattered Glass" resonates with relevance and serves as a reminder of the necessity to vaccinate journalism students with training in ethics and give booster shots to practitioners.

Media

Review of 'World Is Flat'

Friedman's book has serious implications for the media

By CHARLES C. SELF

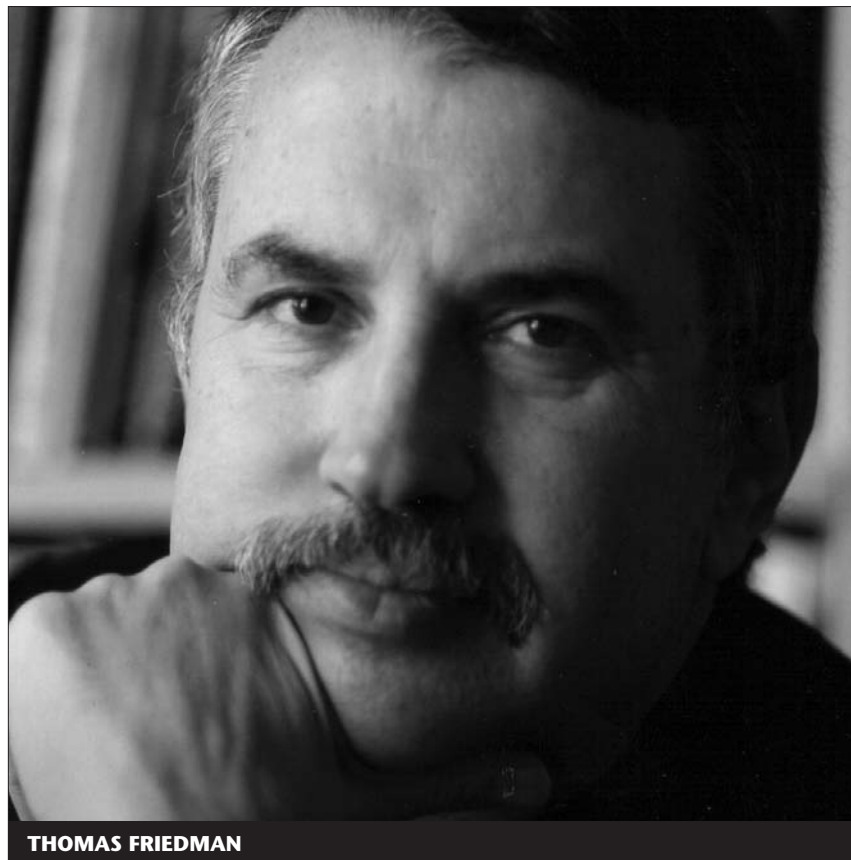
Tom Friedman's powerful new book, "The World Is Flat," will ring familiar to anyone interested in communication. It echoes familiar ideas advanced under older names – "information society," "globalization," "new world information order," "IT revolution." It argues new means of communication have changed trade, politics and social structures, opening them to world-wide competition. The book is grounded in concepts as old as the Greeks and as familiar as Marshall MacLuhan: communication shapes the way we think and the way we interact. It paints a dismal future for the United States if we don't act now to improve education, inspire ambition, and prepare more scientists and engineers for a new "flat" world of competition.

The core thesis of the book is that 10 "forces" have flattened the world, making it possible for an individual in any country – even the poorest – to compete on a level playing field with an individual in any other country – even the richest. The forces have washed away traditional barriers to competition, Friedman argues. At least seven of the forces are fundamentally digital communication innovations.

These forces have forged what Friedman calls a triple convergence "of new players, on a new playing field, developing new processes and habits for horizontal collaboration" that is reshaping economic and political competition.

This convergence has changed the foundation of world trade, Friedman says. It has created a flat world where anyone can use communication technologies to compete anywhere in the world. It opens new ways to improve trade. The triple convergence has forced what Friedman calls a "great sorting out" as the world moves from a "vertical (command and control) value-creation model to an increasingly horizontal (connect and collaborate) creation model..." that will affect how business works, how communities define themselves, and how individuals balance their identities in social and political groups.

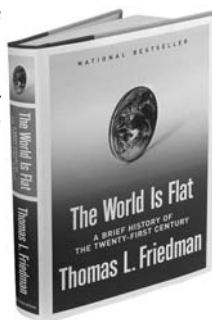
Friedman argues that this sorting out changes the way America must prepare for the future. For example, he argues that America faces a "quiet crisis." We are not educating our citizens well enough, we are falling



THOMAS FRIEDMAN

behind in science and engineering, and our young people lack ambition and embrace "entitlement." We cannot remain competitive. In a flat world, enormous advantage goes to countries and citizens with the greatest drive and the greatest skill. He argues that U.S. public policy must support "lifetime employability" not "lifetime employment." It must replace social "fat," which protects outdated skills, with social "muscles," which protect workers to move easily into the new jobs with new skills. This approach, he says, should include portable pensions and health care, worker stock options, and wage insurance, among other policies.

Friedman says he is no "historical determinist." The technological revolution will continue, he says, but he knows that economic disruption, war and politics could halt the process for millions of people around the world. But, he declares, he is a "technologi-



cal determinist." He believes that "the history of economic development teaches ... If you can do it, you must do it, otherwise your competitor will – and as this book has tried to demonstrate, there is a whole new universe of things that companies, countries and individuals can and must do to thrive in a flat world."

This is an important book for mass communication for several reasons: First, the "flattening" of the world described by Friedman is largely driven by revolutions in information and communication technologies. Second, the economic and political implications and the likely reactions to them bear directly on the future of communication industries. Third, Friedman's sweeping review of the trends, their convergence and their consequences create a powerful statement about how information and communication change societies. Whether or not you agree with him, his central theses are likely to inform discussions about information and social policy for many years.

I strongly recommend the book to anyone who cares deeply about journalism, communication, information and society.

Faculty Book Picks

"ORDINARY ADVERTISING AND HOW TO AVOID IT LIKE THE PLAGUE"

Mark Silveira's book is written from the client side, which is a different angle. The author has a long creative history working with some of the most talented people in the business. The emphasis in this book is that great advertising comes from the brain. For it to be effective, it doesn't need to be tasteless, raw and off-putting. It can be intelligent, effective and seductive at the same time.

— David Tarpenning

Visiting assistant professor of advertising

"GAG RULE: ON THE SUPPRESSION OF DISSENT AND THE STIFLING OF DEMOCRACY"

This book asserts that democracy has two great enemies: the tyranny of the majority and the poisoning of the public sphere with "official" deception. In both cases, the design of democracy is thwarted by the suppression of dissent. Lewis Lapham, editor of Harper's, details the way citizenship is threatened by the attempt to coerce dissenters and the way power is being consolidated by a group of folks who, without irony, argue(d) that government is the problem they literally have become.

"FREE CULTURE: HOW BIG MEDIA USES TECHNOLOGY AND THE LAW TO LOCK DOWN CULTURE AND CONTROL CREATIVITY"

Author Lawrence Lessig articulates the assertion that copyright law is evolving to stifle creativity rather than promote it.

"ATTACK THE MESSENGER: HOW POLITICIANS TURN YOU AGAINST THE MEDIA"

In this book, author Craig Crawford discusses politicians' increasingly favored method of shifting blame from themselves to "the media."

— Ralph Beliveau

Assistant professor of broadcasting

"THE TRUE PICTURE IN THE PR AGE"

Public relations has had a great influence on the marketplace of ideas, and author Thomas Littlewood explores that impact in this important book.

— Robert Kerr

Assistant professor of journalism

"EATS, SHOOTS & LEAVES: THE ZERO TOLERANCE APPROACH TO PUNCTUATION"

Who knew that a little book on British punctuation would turn into a runaway bestseller on both sides of the pond? By turns caustic and funny, this book makes even semicolon usage appealing.

— Deborah Chester

Professor of professional writing

Faculty Books



THE KING IMPERILED
By Deborah Chester

THE VAN GOGH CONSPIRACY
By J. Madison Davis

Authors Add to Faculty Works

Chester, Davis celebrate the publication of their books

By **SUSANNE TEMPLE**

Professional writing professors Deborah Chester and J. Madison Davis each published a book this year, not just telling but also showing their students what it takes to become successful authors.

Chester's new book, "The King Imperiled," was released Nov. 29. This fantasy novel with a medieval setting explores the theme of revenge as it plays out in a story that focuses on an ancient curse.

The book is the seventh in a series of continuing characters and Chester's 36th novel overall.

Chester says "The King Imperiled" took about five months to write.

"Generally it takes about six months to write a book since I can't always sit at the keyboard," she says. "I do a lot of thinking until I get time to sit down. I would say the actual writing took three months and the rest of that time was spent planning in my mind, editing and revising."

Chester says to write, she needs to

be focused without anything to break her concentration.

"I try to immerse myself in writing as much as real life will let me because if I'm too distracted, I'm not going to do a very good job," she says.

Chester started her career writing Regency romance novels. Now she writes in several genres: historical romance, young adult, science fiction and fantasy. Her first novel, "A Love So Wild," appeared in 1980.

Chester earned a bachelor's degree in professional writing from OU in 1978 and her master's degree in journalism in 1986.

She began teaching in what is now the Gaylord College 20 years ago. She teaches novel writing, short story writing, tutorials and professional writing.

Chester says her inspiration comes from her vivid imagination, which provides her with more ideas than she has time to develop into books.

"I've been doing it so long, it's just what I am: I'm driven," she says. "I get these ideas and these characters in my head, and I have to spend time with

them."

Davis' novel, "The Van Gogh Conspiracy," appeared in paperback Sept. 9. The novel was released online May 23, 2005.

"The Van Gogh Conspiracy" is the professor of professional writing's eighth novel and second to be available online before being printed. "Law and Order: Deadline" was available online in April 2004.

"The Van Gogh Conspiracy" tells a tale of recovery of art stolen during the Holocaust.

"There was a lot of looting that went on during the war," Davis says. "The German government did a lot of lifting of art and there was unofficial thievery, too, where soldiers would take things. So the novel is about an international task force that originates with the Treasury Department to recover stolen works of art."

Davis earned a bachelor's degree at the University of Maryland and his master's degree from Johns Hopkins University. He earned his doctorate in English at the University of Southern

Mississippi.

Davis' first novel, "The Murder of Frau Schutz," was published in 1988.

Davis is in his 14th year of teaching novel writing and screenwriting in the Gaylord College.

"I enjoy helping people with their writing and helping them find their way," he says. "Teaching and writing feed each other. If you write all day, you get kind of crazy. It's good to go out and meet people because just sitting there is like self cannibalism."

Davis says that "The Van Gogh Conspiracy" took quite some time to write because he stopped midway through to work on other projects.

Many of his ideas spring from stories he reads in newspapers or historical information he sees on television.

"I used to joke and say there's a little booth at the back of 7-11," he says. "After you write for a while, ideas just come to you and characters and plot start to develop."

Davis' next book, "Conspiracy of the Freemasons: How the Secret Society and Their Enemies Shaped the Modern World," is slated for publication in May 2006.

The book explores the influence of Freemasonry on some of the Founding Fathers and how the society became a favorite focus of conspiracy theorists.

Visitors to Gaylord Hall



PORTRAIT HANGING: (from left) OU President David Boren, Robert Ross and William Ross of the Ethics and Excellence in Journalism Foundation stand by a portrait of Edith Kinney Gaylord. The portrait hangs in Gaylord Hall's Edith Kinney Gaylord Library.

SCOTT HODGSON, Southern Illinois University broadcasting professor, presented a lighting workshop for students and faculty in September.

Texas Christian University Dean **BILL SLATER** visited OU to tour Gaylord Hall in September.

SUSANNE SHAW, Accrediting Council for Education in Journalism and Mass Communication executive director, toured Gaylord Hall during her visit to Oklahoma in October to meet with the Ethics and Excellence in Journalism Foundation.

BRUCE TOMASO, religion editor for The Dallas Morning News, met with members of OU Student Media during his visit to campus in September.

THE NATIONAL PRESS FOUNDATION hosted a three-day workshop in Gaylord Hall in October titled "Understanding Violent Weather."

BOB WOODWARD, two-time Pulitzer Prize-winning journalist and best-selling author, came to the OU campus in October as a guest of President David L. Boren. He spoke at a President's Associates dinner and participated in an informal Q&A with more than 750 journalism students.

SUELLEN TAPSALL, from Murdoch University, Perth, Western Australia, visited OU in September. Tapsall is acting dean of the School of Law and associate executive dean of the Division of Arts at Murdoch University. She is involved in the 2007 World Journalism Education Congress with Gaylord College Interim Dean Joe Foote.

PRICE HICKS, director of Educational Programs and Services, Academy of Television Arts & Sciences Foundation, came to OU in October to visit classes and discuss internship and award possibilities with the academy.

The **GAYLORD COLLEGE BOARD OF VISITORS** held its fall meeting and strategy session in October. Distinguished alumna Pattye Moore is the chairwoman of the organization.

KIM BACA, interim executive director of the Native American Journalists Association, toured Gaylord Hall in November and met with the college's diversity committee and members from the NAJA, National Association of Black Journalists, and National Association of Hispanic Journalists student chapters.

FIONA ANDERSON, a BBC producer and head of training for correspon-

dents, spoke to students in the Documentary Film class in November. Her topic, "Out of Africa: Where TV News Falls Short," addressed the media's role in ignoring a huge story like the troubles in the Darfur region of the Sudan. She gave a public lecture, "New Technology: Remaking Journalism or Undermining It?" Anderson's speech included memorable images from the coverage of the recent London and Bali bombings that came from mobile phones and consumer video recorders.

THE RICHARDS GROUP from Dallas visited Gaylord College advertising classes in October on a recruiting visit. About 70 students attended a meeting with TRG to hear about the agency and advice on applying for a job.

The Gaylord College's Institute for Research and Training hosted **MARIANA CERNICOVA-BUCA**, vice-rector of the Tibiscus University in Timisoara, Romania, in November. Cernicova-Buca, a journalism professor before assuming her responsibilities as vice-rector in 2004, came to the United States on a U.S. Agency for International Development-sponsored scholarship. She met with OU Provost Nancy Mergler, Gaylord College Interim Dean Joe Foote, the college's associate deans and other campus administrators.



MOSES



FLIPPIN-WYNN

Comings & Goings

TERESA MOSES has accepted the position as administration assistant for the Institute for Research and Training. She will work with IRT director Peter Gross, professor and Gaylord Family Endowed Chair.

MONICA FLIPPIN-WYNN has joined the staff in the dean's office to assist the college's associate deans. She is working on her doctorate in the department of communications and recently has worked for SBC Communications in Tulsa.

LINDA MORTON retired in December from the public relations faculty after 13 years with the Gaylord College.

MARY ANNE HEMPE resigned as an academic adviser for the college in December to take an advising position in the College of Atmospheric and Geographic Sciences.

DOUG MARLETTE, winner of the 1988 Pulitzer Prize for editorial cartooning, author of Kudzu cartoon strip, and novelist, joined the faculty for the spring and fall 2006 semesters to teach classes titled Editorial Cartooning and Humor Writing.

KELLY STORM, staff assistant, has returned from maternity leave after the birth of her daughter, Kinsey Ann, on Dec. 15.

BILL HANCOCK, JayMac distinguished alumus, author and administrator of the NCAA's Bowl Championship Series, spoke to 147 undergraduate students at the fall convocation ceremony. Hancock is the author of "Riding With the Blue Moth," a recounting of his experiences on a cross-country bike ride following the death of his son in a plane crash.

TUNED IN?

Pulse strives to bring 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 _____

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Employer _____

Job Title _____

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

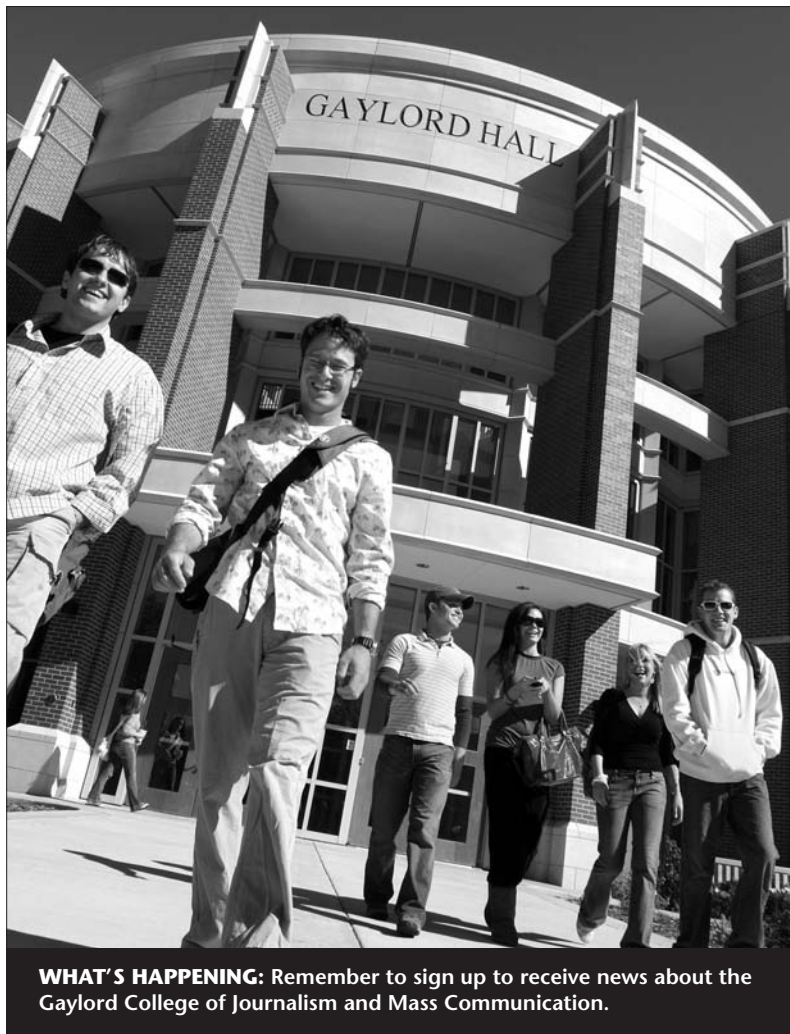
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Would you like to receive news about Gaylord College sent to you via your e-mail address? Yes _____

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

E-mail To:
Lance Thomas
lthomas@ou.edu

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Gaylord College of Journalism
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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 7,000 copies of this issue at no cost to taxpayers of the State of Oklahoma.

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

STAFF

Laurie Dernick
associate editor
journalism senior

Susanne Temple
writer
public relations senior

Andrew Ingle
writer
professional writing senior

Allison Meier
writer
professional writing/French senior

Andrea Leitch
writer
journalism junior

CONTRIBUTORS

John Stuart
photographer
journalism senior

Joanna Rus
writer
journalism junior

Meredith Simons
writer
*international and area studies
sophomore*

Rhett Brackeen
writer
*journalism/management information
systems senior*

EDITOR

Lance Thomas
public information officer

MANAGING EDITOR

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