

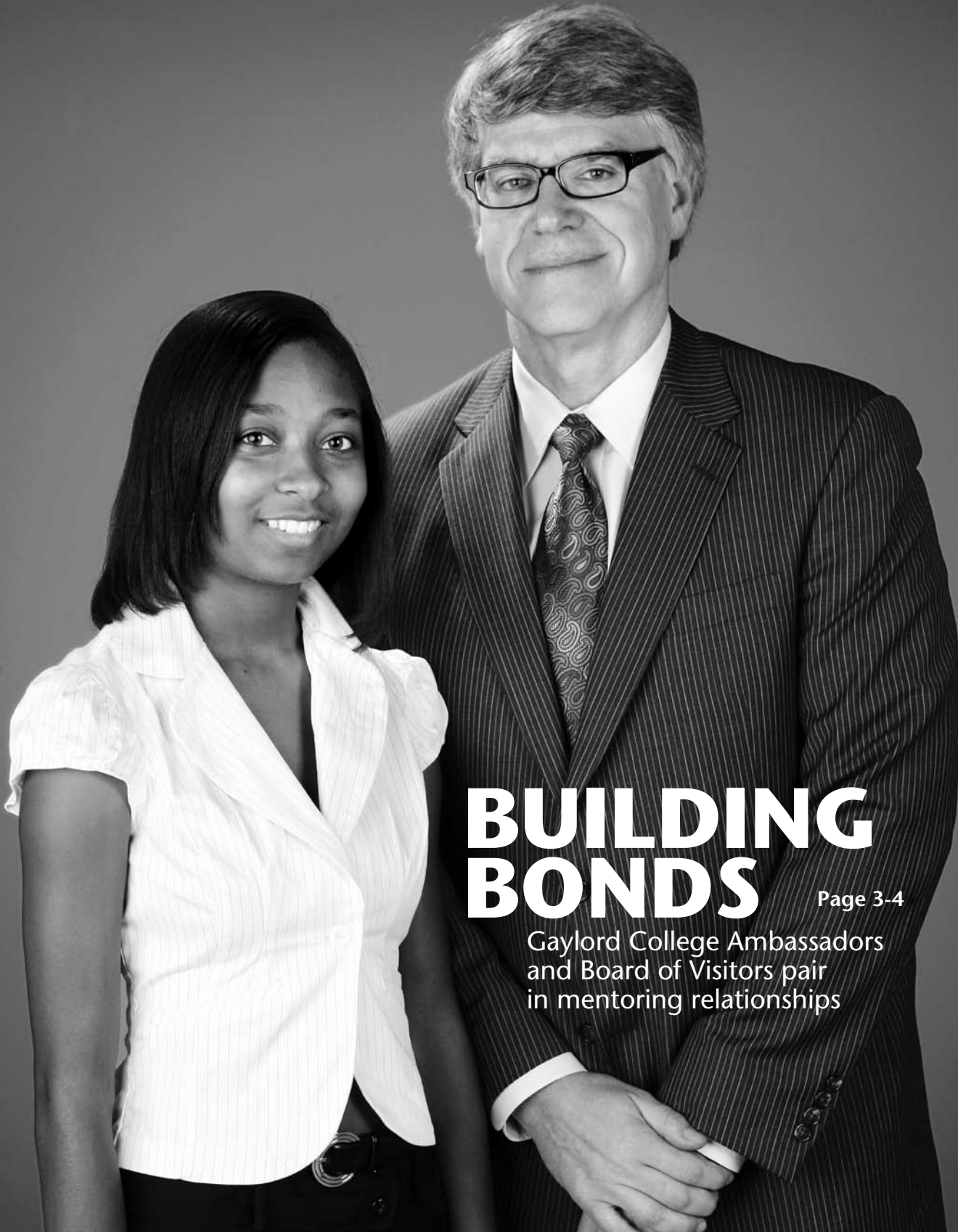
JayMac •

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2008

# pulse

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



## BUILDING BONDS

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Gaylord College Ambassadors and Board of Visitors pair in mentoring relationships

### Student Competitions

Gaylord College students are competing at the top in national-level contests in journalism, public relations and advertising.

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### International Partnerships

Six Bangladeshi women journalists visit Gaylord College to learn media management and leadership from Gaylord professors and Oklahoma media professionals.

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Photo by Celia Perkins

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Photo by Angela Felty

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### COVER PHOTOS

Ed Kelley, editor of The Oklahoman serves as mentor to Gaylord Ambassador Crystal Mason (photo by Jim Beckely).and Celia Perkins

## Immediate Past President

# It's Been A Great Year

**O**ur 25<sup>th</sup> Annual Distinguished Alumni Banquet in the fall was an enjoyable evening because of our remarkable award recipients, Dean Joe Foote, the Gaylord College staff and students, emcee senior Robert Gonzales, the alumni who attended and our JayMac board members.

Videotaped comments and career highlights of our award recipients — Oklahoma Lt. Gov. Jari Askins; historian, author and attorney Bob Burke; national sports broadcaster Spencer Tillman; and co-producer of Fox Networks "24" TV show Paul Gadd — were a great addition, allowing time after the program for students to network and alumni to catch up.

JayMac members in attendance approved new officers: Sean Simpson, president; Heather Cook, vice president; and Jolly Brown Pugh, secretary/treasurer. We also gave a thumbs-up to much-needed revisions to our association's constitution,



SANDRA LONGCRIER

adding the immediate past president post to maintain greater continuity on JayMac initiatives from year to year.

Thanks to all of you who responded to the JayMac survey this spring. The board is working with college staff to implement your ideas and add more value to your membership.

I encourage you to visit the Gaylord College Web site periodically to see what's happening on campus. The site has a new look and a new address. The new site can be found at [www.ou.edu/gaylord](http://www.ou.edu/gaylord).

My thanks to the board — James Tyree, Shayla Austin, Rod Lott, Sean Simpson, Jolly Brown Pugh, Heather Cook and Kari Watkins — for your ideas and effort in 2007.

Thank you to all alumni for your continued commitment to Gaylord College and for representing OU so well. Good luck to Sean Simpson, your president for 2008. Please support him in his efforts for you.

Boomer Sooner!

## Gaylord College Dean

# International Powerhouse

**D**uring the past seven years that we have been a college-level program, there have been some remarkable changes in the journalism and mass communication program — the Gaylord gift, the establishment of an independent college, the opening of Gaylord Hall, a 500 percent growth in students, a new Ph.D. program and the construction of Phase II of Gaylord Hall to name just a few.

With all of this change, it would be easy to overlook the transformation of the Gaylord College into an international powerhouse. More than half of our tenure track faculty now have significant experience working or teaching in other countries. The college and its faculty are currently involved in projects spanning six continents. During the past year, OU faculty have taught or conducted training workshops in Jordan, Egypt, Saudi Arabia, the United Arab Emirates, Macedonia, Russia, Singapore, Bangladesh, Korea, France, Germany and the United Kingdom.

Earlier this year, OU faculty had a dominating presence at the first meeting ever of all of the journalism education associations in the world. I served as co-chair of the World Journalism Education Congress, Charles Self is conducting the first



JOE FOOTE

global census in the field under the sponsorship of the Knight Foundation and Scott Hodgson is making a video of this historic meeting involving 28 journalism education associations and 450 delegates from 44 countries.

OU faculty also have just completed a three-year project to train women for positions of leadership in Bangladesh. Six Gaylord faculty have done leadership training in Bangladesh and nearly two dozen Bangladeshis have come to Norman. During the next three years, the State Department

project will expand to Nepal and Pakistan as well. That project will also provide training to broadcast professionals in all three countries.

OU was one of the first seven universities chosen to host foreign journalists from the Edward R. Murrow program sponsored by the State Department. For the past two years, some of the leading journalists from 12 Latin American countries have come to Norman for a week to discuss journalism in their countries and learn more about the U.S. system.

Through these and other programs, Gaylord students are receiving a rich exposure to other cultures. This fall in a Presidential Dream Course, Professor Jim Avery invited advertising experts from New Delhi, London, Singapore, Paris and Chicago to meet with OU students. It was wonderful for students to get this rolling exposure to experts from five different countries talking about the same issues.

Four Gaylord alumni have stepped forward to provide scholarships for students wanting to study abroad. American Airlines is providing round-trip airfare to these students as well. We hope graduates will create more exciting, stimulating opportunities for our students to explore other countries and cultures.

## Cover Story



**COMMON INTERESTS:** Crystal Mason is paired with Ed Kelley, editor of *The Oklahoman*, as her mentor. Ambassadors are encouraged to contact their mentors any time they have questions about potential career paths or issues relating to the mentor's area of expertise. Ambassadors also spend time shadowing their mentors.

# Students and Mentors Build Bonds

## Gaylord Student Ambassadors are paired with Board of Visitors professionals

by diane lee

**T**he idea of connecting members of the Gaylord Board of Visitors with students serving as Gaylord Ambassadors first came up in discussion during a meeting of the organization.

"Why don't members of the

board become mentors to the Ambassadors?" asked then-journalism senior Megan Davis, spring 2007 ambassador chairwoman.

The idea had been casually discussed during an informal meeting with previous ambassadors, but this time the idea was made a reality. When Gaylord College Dean Joe Foote presented the idea to members of the Board of Visitors at their fall 2006 meeting, they all responded with enthusiasm.

"I loved the idea," says Pattye Moore, author, speaker, consultant and Board of Visitors chairwoman. "I was thinking that I wish I had had a mentor and that we had had the Ambassadors when I was in school."

The program kicked off in spring 2007, one of several initiatives aimed at realizing Foote's vision of connecting alumni with students in a meaningful, lasting way.

The goal of the ambassador/mentor

program is to provide ambassadors with career advice and guidance and a chance to network with professionals.

"I think this is the first college on the OU campus to have such a program, and it is a great idea to provide students with professional help to get started on a successful career path," Foote says.

The college matched each of the 19 ambassadors to a mentor, basing the match as closely as possible on the potential for shared interest given the ambassadors' major and the mentor's position.

"I think that this was a really good idea," then-journalism senior Lisa Janssen says. "I am excited to see what different fields the mentor works in and how they coincide with each of the ambassador's specific career goals."

Ambassadors and mentors agreed to communicate a minimum of two hours each week to start the program.

"Having someone to look up to

who is successful is good," says Robert Gonzales, advertising senior and third-year ambassador. "I will do whatever it takes to be prepared in the professional field. It is also great to know that if I have any concerns, I can shoot him or her an e-mail and not seem awkward about it."

Moore says the program offers a great opportunity for the ambassadors to build networks that will eventually lead to job opportunities.

"There are so many questions that students should be asking about their profession and working," Moore says. "These are questions that don't get answered in school. Having a mentor gives students someone to ask those questions to and also create a network."

Moore says the beginning stage of the program has focused on ensuring regular contact to develop each relationship individually.

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## Spring Convocation 2007



**PRIDE:** Outstanding Senior Katie den Daas proudly displays the College banner. Den Daas was student speaker at the May 2007 Gaylord College convocation.



**POMP AND CIRCUMSTANCE:** Gaylord College graduates prepare to file into the field house before the convocation ceremony.



**WISE WORDS:** About to join officially the ranks of alumni, Gaylord College graduates listen as Roger Frizzell, vice president, corporate communications and advertising for American Airlines, delivers convocation speech.

*Continued From Page 3*

Davis says the ambassadors were given their assigned mentor's e-mail and told to initiate the contact. Each mentor received his or her ambassador's profile and résumé.

Michael Limón, business editor of The Salt Lake Tribune and Board of Visitor member, says he is humbled and honored to be working as one of the college's first batch of mentors.

"The first year will be critical to its success or lack of it," Limón says. "I envision nothing but the best, helping set the tone for growth and more depth in years to come."

The results of the pairings are sometimes not what was expected, but they reflect the reality of the profession and of individual choice.

Roger Frizzell, vice president of corporate communications and advertising at American Airlines, started with big plans for his assigned ambassador, Amy Draper (PR, '07).

He spoke eagerly about bringing Draper to his workplace at American Airlines Headquarters in Fort Worth, Texas, and introducing her to his colleagues. His plans changed a bit when Draper accepted a teaching position rather than one in public relations.

"I think she is very bright and will do great in whatever she chooses to do," says Frizzell, who, in a nice twist, minored in education. "It may change the dynamics of our relationship a bit at first. In education, she may find that our conversations do not pertain as much to her career field, so we'll have to see how it goes."

Frizzell says he will continue to serve as a mentor to Draper and assist her if she plans to return to the profession and seek a position in mass media.

Davis says she knows she will benefit from her relationship with her mentor, Steve Trolinger, president and CEO of Community Publishers Inc., and gain a better understanding of the working world.

"He can give me good advice about what he has learned from his career through his journalistic experience and maybe also advise me on my résumé," Davis says.

While the program is designed primarily to help the ambassadors achieve a better launch into the working world, Board of Visitor members say they will also benefit from the relationships formed. They know that the younger men and women with whom they will work can keep them in touch with what new, young employees are capable of and interested in.

The ambassadors are eager to provide alumni mentors with those insights and with information about Gaylord College life.

"It's not only about the ambassadors forming a close relationship but also for the alumni to reconnect," Janssen

says. "I think they can offer us an insight to the real world and also maintain a two-way interaction. They are not here only for our interest. We can show them what's happening at Gaylord and how they can be part of it. They are going to help us, and we are going to help them."

The program's success will be measured not only through network connections and professional exchanges but through a more complex relationship that, participants hope, will develop over time.

Although Janssen is interested in the steps her mentor took to climb up the career ladder, she says she wants the relationship to go beyond just the realm of exchanging professional tips and guidance.

"I would like to know what OU was like when they were here and how it has changed," Janssen says. "I'm sure that some of our conversations will be about OU football. It won't be all about business. I also think it will be really fun. I've always been very interested in people who do things that complement my interest."

Frizzell, a former OU wrestler, says he has been a mentor for many athletes and public relations professionals and has found the relationships to be meaningful and rewarding. He says he wants the ambassador/mentor relationship with Draper to last. With e-mail and cell phones, that goal is certainly attainable.

The ambassadors participating in the program appreciate that the busy, successful members of the Board of Visitors are willing to give them a helping hand.

"I think it's great that members of the Board of Visitors are willing to sacrifice their time as it shows that they care about us and our future," Gonzales says. "I look forward to realizing the potential of this program."

Limón says much of his success can be credited to lessons learned from his informal mentors at the University of Oklahoma. His experiences as a student, he says, have led him to look for ways to give back to what is now Gaylord College.

"My experiences at OU have helped shape my life in so many wonderful ways," he says. "The opportunities to remain connected to the journalism school and offer my professional advice on issues such as curriculum and to be a mentor have been, and always will be, my goals."

## Faculty Good-bye

# Jack Willis Moves On

“There just comes a time in your life when you think: ‘It’s time to do something new,’” Willis says.

by whitney coleman

**D**uring one of her almost hourly visits to Jack Willis’ office, Sara Ganus, 2006 editor of The Oklahoma Daily, asked Willis whether he was going to retire at 65.

“How old do you think I am?” Willis responded.

Sara really didn’t know.

He grinned as he told her: “66.”

Fast forward a few months, and Willis is saying that while he had always planned to retire at 70, a diagnosis of breast cancer in fall 2004 made four years seem too long to wait. After 14 years as a Gaylord College journalism lecturer and adviser to The Daily, Willis retired in May 2007.

Before he left, he talked at length about the life change he was heading into. Although he said he would cherish spending more time with his wife, Becky, in retirement, Willis said he would never forget his students.

“I already miss them, and I’m not even gone,” Willis said. “They keep you young, so I wonder if I’ll get old when I retire.”

Then-Student Media Director Twila Smith said the long search process for Willis’ replacement — the search took almost a full school year — showed just how much he had shaped the position called “editorial adviser to The Daily.”

“We had many qualified candidates,” Smith said. “However, we needed a very specific set of qualities and qualifications to build upon the foundation Jack built.”

Smith said Willis’ impact is obvious in that for more than a decade when students in JMC 3013, News Gathering, referred to the class only Willis taught from his arrival on campus, they called it, simply, “Jack’s class.”

Hundreds of journalism students dreaded and anticipated the class that was, for many, the most



**A GUIDING FORCE:** For more than a decade, Willis guided students like Tiffany Stockton (journalism, '09) in the foundations of good journalism. He was instrumental in transforming The Daily from a print-only newspaper to a print and online publication.

challenging and growth-inducing they would encounter at OU.

“Jack’s class was tough. I struggled to get my grade, but I learned so much,” says Heather Caliendo, then-journalism senior. Caliendo continued to work at The Daily after getting her feet wet in Willis’ class, in which all students were required to write a news story a week for The Daily.

Students who have taken Willis’ class still tremble at the phrase “fact error,” which resulted in an automatic “F” on the story.

They learned quickly to write, rewrite and proofread efficiently because their grades depended on that process being flawless.

Gaylord College Dean Joe Foote says Willis was a jewel in the college’s crown.

“Jack’s class was one of the most distinctive and positive influences on journalism education anywhere in the country,” Foote says. “His ability to connect with every student in the class and move them forward to become better reporters was impressive.”

After surviving the one-story-per-week class challenge, many students graduated to staff positions on The Daily.

As adviser, Willis parented The Daily through its stages of multimedia life: from purely print to online publication.

Smith said Willis’ forward thinking about the profession has helped shape Student Media.

“Jack was as solid a newspaper

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journalist as they make, yet his understanding of online was phenomenal," Smith said. "He encouraged students to think now about the future of print journalism."

Willis, whose colleagues have been known to call him the Yoda of Student Media because of his quiet wisdom, said he loved watching students understand what their journalism professors are talking about as they applied their skills in the newsroom.

"I thought I just wanted to be a professor," he said. "But when I got here, I realized that where students really learned was at The Daily."

Though Willis encouraged his students to make and learn from their mistakes in The Daily newsroom, he never allowed them to accept that they were working for a "mere"

student paper. He held The Daily to a professional standard with his scrutinizing daily mark-ups and verbal critiques. Under his advising, The Daily won four Pacemakers, seven Gold Crowns, two Silver Crowns and more than a dozen Best in Shows from the major national collegiate journalism associations.

"You think student journalists can't do it, but they rise to the occasion," Willis said. "They have all that talent and they just need experience, and they get that at The Daily."

The talents and passions that Willis fostered in his students have, for many alumni, blossomed into exciting journalism careers.

Hannah Allam, 1996 editor of The Daily, is Middle East bureau chief for McClatchy News Service and

one of Willis' most distinguished graduates. Allam views Willis as the single most influential figure in her career development.

"His students have internships at the best and biggest papers in America," Allam said. "He would accept no less."

She said Willis was and is her voice of reason and a formative presence when she is making major decisions.

"I wish he could have a hotline, so I could call him and say, 'Jack, I'm here with Hezbollah rebels. What should I do?'" Allam said.

But most of Willis' students know exactly how he would respond: "What do you think you should do?" Seth Prince, copy chief in 2000 and now assistant sports editor at The Oregonian, said Willis would treat his questions almost as rhetorical, patiently guiding Seth toward his own decisions.

"He knew the answer, and he could just tell us the answer, but if he nudged us to think through the problem, we wound up learning so much more," Prince said. "We would have muddled through it so much less successfully without his narrative guidance."

Prince said Willis' non-answers taught him more than any detailed dictate ever could have.

For many students and colleagues, Willis' lessons extended far beyond journalism and into life.

Michelle Sutherlin, who served as editor of both The Oklahoma Daily and "Sooner" yearbook before graduating in 1997, said she cherishes Willis as adviser and friend.

"As a journalist, he taught me to have courage," she said. "As Michelle, he taught me about life."

Most students recall sharing laughter and shedding tears in Willis' office, as he listened, rejoiced and comforted as necessary. All said they saw him as

much more than a professor or adviser.

Amy Prince, 2001 editor of The Daily and wife of Seth Prince, said she enjoyed Willis' company so much that she was sad when he wasn't in the newsroom.

"He was the kind of person who I would want to tell things to. I'd tell him anything," she said.

Smith said she also treasures Willis as a confidant and will miss stopping by his office to discuss life, family and other things beyond journalism.

"He was the one I could have a conversation with and re-center. He has that impact on so many of us," Smith said.

Willis left an editorship at the Muskogee Daily Phoenix in 1993 to come to OU with excitement about new possibilities. He is eager now to enjoy the possibilities of this latest transition.

"There just comes a time in your life when you think 'It's time to do something new,'" he said.

Willis turned to writing books before his retirement and intends to continue working on being an author. His first book was "Saving Jack," the story of his experience as a man with breast cancer. As he turned in his keys to The Daily newsroom, he was finishing a novel and starting another book-length nonfiction project.

While Willis is at his heart a journalist and a teacher of journalists, he has no doubts about his choice to retire.

"You have to know how to enjoy life," he says. "And it's more than journalism."

Editor's Note: In fall 2007, Brian Ringer became director of Student Media and Judy Gibbs Robinson became editorial adviser for The Daily.

## Professional Development Year



**SANJA BURG:** A Serbian journalist received her certificate of completion for participation in a joint program with the OU Institute for Research and Training (IRT) and the U.S. State Department's Voice of America.



**TATYANA GEORGIEVA:** Georgieva is a Bulgarian journalist who completed the IRT/State Department program in 2007. Each academic year, the IRT hosts two visiting journalists for a year of research and study of the United States.

## Do you know Jack?

Anyone who passed through either the Gaylord College or the H. H. Herbert School or worked for The Daily from 1993 to 2007 knew Jack Willis. Everyone has his or her stories about Jack. It has been almost a year since his retirement and his final group of students at The Daily posted their personal "Jack Stories" on the OU Student Media site at [studentmedia.ou.edu](http://studentmedia.ou.edu). Students also created a Facebook page to share their memories and stories. If you have a story or anecdote to contribute, you can add it at [facebook.com/group.php?gid=2326127163](http://facebook.com/group.php?gid=2326127163).

## Visitors to Gaylord Hall



**THE BIG GUNS:** Visiting Professor Al Eisele (at podium), founding editor of The Hill newspaper in Washington, D.C., brought many high-profile speakers to campus during the fall 2007 semester, including Gen. George Casey, pictured here in the front row with his wife and President David L. Boren at a speech in Gaylord Hall.

**AL EISELE**, founding editor of The Hill newspaper in Washington, D.C., served as distinguished visiting professor at Gaylord Hall. Eisele taught the Public Affairs Reporting and the Media and Politics courses to undergraduate journalism students for the fall 2007 semester. Eisele has reported from every state and more than 75 countries, covered 10 presidential campaigns and been nominated for the Pulitzer Prize three times.

Throughout a career spanning more than 40 years, Eisele has been involved in journalism, government, academia and business. Eisele was a Washington correspondent for the St. Paul Dispatch and Pioneer Press and Knight-Ridder before becoming press secretary to Vice President Walter F. Mondale and, in 1982, fellow of the Institute of Politics at the John F. Kennedy School at Harvard. In 2005 at age 68, Eisele retired from The Hill and spent two weeks with Gen. George Casey as an embedded journalist reporting on the war in Iraq.

During the course of the semester, Eisele invited several high-profile speakers and previous colleagues from his career to share their experiences with his students. Former Sen. David Durenberger (R-Minn.) spoke to

students about health care reform, public policy and the need for strong leaders. Clark Hoyt, public editor and ombudsman for The New York Times, was a virtual guest speaking to students through a conference call. He spoke about the need for accuracy in reporting. Hoyt also gave the students one sage piece of advice: "If it scares you, do it!" John Callahan, author and literary executor to Ralph Ellison, spoke about his work with Ellison, including completing Ellison's last novel, "Juneteenth" and writing his own political novel, "A Man You Could Love."

**GEN. GEORGE CASEY**, Army chief of staff and former commander of the multinational forces in Iraq from 2004 to 2007, spoke to students, faculty, staff and ROTC cadets twice. Casey spoke about the nature of modern warfare and the role the media can play in helping citizens understand the situation. Gina Cavallaro, a reporter for the Army Times, spoke about the brutal reality and total unpredictability of combat during her six reporting trips to Iraq.

Other speakers during the semester included Jennifer Senior of New York Magazine (via teleconference); Fran McMahon, publisher of The Hill; and Werner Peters, German author and

political scientist. In November and December speakers included Rep. Gary Banz (R-Okla.) and Sen. Byron Dorgan (D-N.D.). Dorgan is chairman of the Indian Affairs Committee. Political analyst Charlie Cook also spoke.

**IMAD MOUSTAPHA**, Syrian ambassador to the United States, participated in a panel discussion in October titled "U.S.-Syrian Relations: Cooperation or Conflict." The panel was jointly sponsored by the OU's Center for Peace Studies, International Programs Center and the Gaylord College. Moustapha has been the Syrian ambassador to the United States since March 2004. Before his appointment, he served as dean of the faculty at the University of Damascus and the secretary general of the Arab School on Science and Technology.

**JON EPSTEIN**, First Amendment lawyer, and **JOEY SENAT**, Freedom of Information Oklahoma president, presented a look at the current state of the reporter's privilege to protect anonymous sources to Gaylord students.

Gaylord College's Career Services team hosted a JMC Jumpstart program featuring a panel of speakers who spoke about opportunities in the Oklahoma City area for working in new media. The

speakers were **RENZI STONE**, Saxum Strategic Communications; **ALAN HERZBERGER**, Newsok.com; and **KYLE MILLAR**, Branded News, Inc.

Gaylord College hosted a JMC Week for the first time in several years. The theme for the week was "The Digital Initiative" with speakers from a variety of advertising, public relations, interactive and new media companies speaking to students throughout the week. Speakers included: **JIM CREWS**, CEO of Progressive Interactive, New York City; **MIKE BOHN**, vice president of advertising for Yahoo, New York City; **TOM TAFUTO**, executive creative director for Tribal DDB, Dallas; **LINDSAY BURNES**, account executive for Tribal; **BEAU MITCHELL** (Gaylord grad), associate creative director at Tribal DDB, Dallas; **DEBBIE YOUNT**, CEO of Publicis/Dialog, New York City; Reggie Murphy, director of research services, Gannett News Organization; **MIKE KREMPASKY**, vice president of Edelman Public Relations; **JACQUE LAMBIASE**, faculty member at North Texas State University, and **JILL AGOSTINO**, news editor at NewYorkTimes.com.

## Faculty Focus



**INSPIRING CREATIVE MINDS:** David Tarpenning, visiting assistant professor of advertising, brings more than 20 years of experience in the Oklahoma City advertising business to the classroom. Tarpenning coordinates the students competing in the National Student Advertising Competition and the Oklahoma City Addy Awards each year.

# Ad Professor Inspires Creative Thinkers

David Tarpenning teaches advertising students never to quit learning

by gina harkins

If learning through example is the key to success, then advertising students have someone who can help them unlock the door.

With a philosophy never to quit learning, David Tarpenning, visiting professor of advertising, is working toward his master's degree while simultaneously teaching four courses each semester in the advertising sequence, co-advising AdClub and sponsoring the Gaylord team in the National Student Advertising Competition. His goal, he says, is to help and inspire students to achieve at the highest standards.

Teaching at OU brings Tarpenning back to his roots; he graduated from the university with a bachelor's degree in advertising in 1956. After a four-year stint in the military, Tarpenning began to focus on his true passion. He began his career in advertising at the Oklahoma Press Association in 1961 before moving to Jordan Advertising four years later.

After working at Jordan for a year, he was hired by Beals Cunningham, an Oklahoma City advertising agency, as a creative director. Tarpenning says his love for advertising started with an interest in journalism.

"I wrote several articles for the school newspaper during my college career," Tarpenning says. "The adviser, Dr. Louise Beard Moore, was a mentor to me and encouraged me tremendously. I decided that I preferred advertising because of its sense of order, balance and the message it brings to the consumer."

In 21 years he has never found the work less exciting or challenging, he says. Starting his own advertising firm, first named Tarpenning and Bennett and later Advertising and Market Resources, upped the challenge because he

and partner David Bennett began playing on a whole new idea level.

"We were one of the first in the U.S. to learn how to market electronic banking," Tarpenning says.

He says that people were wary of using ATMs when they first appeared. Because 13 of the firm's clients were Oklahoma banks, Tarpenning and Bennett researched what happens behind the scene in ATMs so they could create advertising to make users more comfortable with the concept.

"Our concept was the 'pocket people,' with the motto being that having an ATM card was like having the bank in your pocket," Tarpenning says. He says the idea was to help people understand that an ATM was a safe method for making transactions

*Continues on Page 9*

without going to the bank.

Tarpenning and Bennett's campaign for Oklahoma banks attracted interest from national institutions, so many in fact, that the two men were forced to turn clients away. Tarpenning says he knows their efforts helped create today's "checkless society."

Tarpenning's return to OU resulted from his friendship with advertising professor Fred Beard, who invited him to serve as a judge for advertising semester projects about 10 years ago. Tarpenning also began guest lecturing in Beard's media class on occasion.

"At the time, he was still running his own ad agency in Oklahoma City," Beard says. "He was always very enthusiastic about participating in the students' educational experiences and happy to be back at his alma mater. That goes a long way toward explaining why he migrated to OU and the academic life after leaving the advertising business."

Tarpenning says he enjoyed his visits to the media class and sought an adjunct assistant professorship in 1998. When the college administration asked him to teach full time, he accepted.

"We have many talented and dedicated professors in the Gaylord College, but I believe that Professor Tarpenning is, without a doubt, the hardest-working and most enthusiastic member of the faculty," Beard says. "I can't think of anyone who devotes more time, energy and effort to enhancing the quality of the educational experience our students receive."

His students, and he works with as many as 300 some semesters in beginning and advanced classes, agree.

"He cares so much about his students," says advertising senior Cara Carr, who is AdClub treasurer.

"I was a PR major when I took Intro to Advertising. I found it very interesting, so I changed my major. I would attribute that mainly to Professor Tarpenning because he enjoys and loves it so much."

Tarpenning spends some of his free time helping advertising students network with ad professionals, taking around 25 students to New York City each year to visit major ad agencies. He also helps put together a three-day advertising workshop called Advertising Works!, which brings professionals to campus to review student portfolios and prepare them for life after graduation. The 2006-2007 workshop brought in 86 students seeking career advice.

Advertising senior Laura Abigail, social chair of AdClub, says Tarpenning inspires her because he is so passionate about advertising.

"He builds relationships with his students and knows a lot about the subject," she says. "When we visited New York with him last fall semester, we were able to learn a lot about different companies and experience a work environment because of his help."

The AdClub takes trips to enable students to see where and what they will be doing after graduation. Tarpenning says they also keep students up to date on what's going on in the advertising world.

"We get to meet up with alums from OU and see where they are now," Tarpenning says. "The students really come away energized and excited."

Tarpenning's students know he enjoys interacting with them and helping them as much as possible. He makes sure they enjoy themselves while learning.

"When we were in New York, he arranged for us to go to a restaurant

with the Alumni Club from OU to watch the A&M vs. OU football game," Abigail says. She says the students enjoyed seeing their professor in a non-professional environment and appreciate that he cares enough to have put the function together.

Tarpenning has shown a similar commitment while working with the Gaylord College's National Student Advertising Competition teams. The first team — which competed in spring 2007 — consisted of, he says, 16 dedicated advertising students who met at least six hours a week to make a professional-level campaign.

"Every team had to make a campaign and book for Coca-Cola, aiming for consumers ages 13-24," Tarpenning says. The book is a narrative presentation of the research the NSAC students did, along with an explanation of all their strategies. It includes an executive summary with examples of print and TV materials.

"We tried to make the project as true to life as possible, and with that age group in mind it truly was a difficult task," Tarpenning says. The team placed seventh out of 17.

Advertising senior April Collins worked with Tarpenning on the NSAC team, and she says she is grateful to have such a helpful mentor.

"Tarpenning is the most dedicated professor I've ever had," Collins says. "When we met for NSAC and he knew it was going to be a long class, he usually even bought us dinner."

In his downtime, which is limited these days, Tarpenning likes to pursue his first love of journalism by writing historical non-fiction.

"I actually had some articles published in Wild West Magazine," Tarpenning says. "It's a way to just get isolated in my own little world."

Working with Beard, Tarpenning

has also published scholarly articles on the topic of advertising humor. Beard says he and his colleague were talking about how often students in creative classes tried to use humor in their ads that isn't funny, when they came up with the idea of trying to teach them to be amusing.

"So much of what they were coming up with was simple lewd humor," Tarpenning says. "We wanted to take them to a new level, with actual intelligent humor in their ads."

Beard says the research he and Tarpenning gathered resulted in significant findings.

"After reviewing the literature on humor in advertising, we wound up developing several theories based on achieving humorous ads," he says. "We won a top paper award at a regional conference for that paper."

Beard says after he used the model formulated with Tarpenning for before-instruction and after-instruction testing of student-created ads, he could conclude that students were funnier after instruction based on the Beard/Tarpenning model than they were before.

Tarpenning says he intends to continue learning as well as teaching.

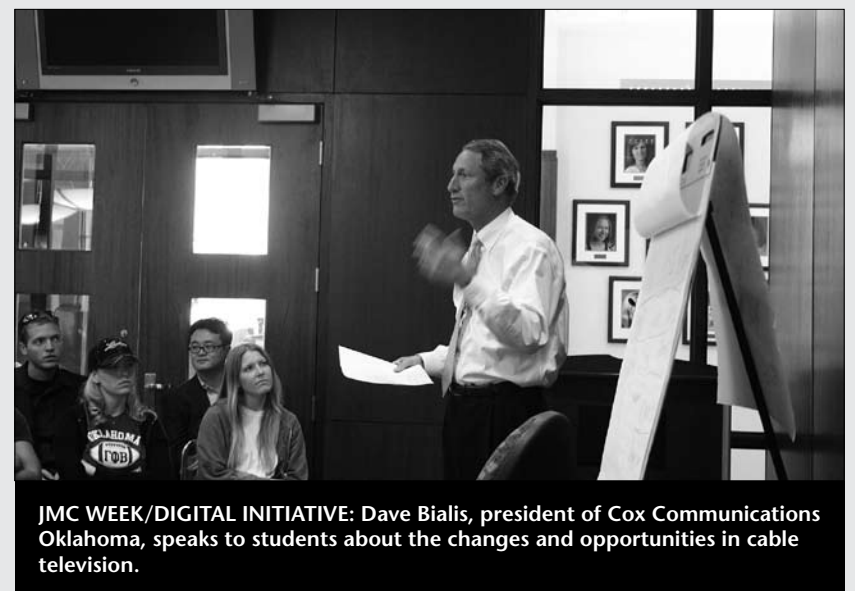
"To succeed in advertising, you must have a sense of adventure and a knowledge of people," Tarpenning says. "You need a little bit of a lot of things to be well rounded, and critical thinking skills are essential."

With many ADDY awards for advertising creativity and what seems unflagging energy, Tarpenning teaches his model for success, and, more importantly, models it in his own behavior.

## JMC Week/Digital Initiative



JMC WEEK/DIGITAL INITIATIVE: Reggie Murphy, director of research services with the Gannett News Organization speaks to students about how interactive communications will affect their careers.



JMC WEEK/DIGITAL INITIATIVE: Dave Bialis, president of Cox Communications Oklahoma, speaks to students about the changes and opportunities in cable television.

## Graduate Program



**DYNAMIC TRIO:** The first group of students in the Gaylord College doctoral program, Christal Johnson, Chad Nye and Aimei Yang, are leaping to the challenge. The students are serving as graduate and research assistants for professors as well as working on their own studies and research.

# Doctoral Program Launches

## Goal is to prepare candidates with excellent research and teaching skills

by kendal tate

**W**hen the diploma says doctorate in journalism from Oklahoma, the seal on the document can say only "Civi et reipublicae." That's because the Latin version of "For the People and For the State" is the motto of the University of Oklahoma, and OU's Gaylord College is the only journalism and mass communication program in the state with a doctoral program. Its three-person 2007-2008 inaugural class includes students from China, Kansas and Oklahoma, all of whom started in August working toward the highest degree in the field.

David Craig, director of graduate studies and interim associate dean for academic affairs, says the Gaylord College graduate committee, a group of faculty members, selected the students from a pool of 17 applicants. Craig says a 3.5 GPA from master's work, strong GRE scores and well-

built research skills were the primary criteria for acceptance. The college has significant ambitions for its students.

"Overall, our goal is to prepare doctoral students to become excellent researchers and teachers who will serve as professors in programs in Oklahoma, around the country and maybe even places around the world," Craig says.

Craig says throughout the three-year program, doctoral students will serve as graduate assistants with both research and teaching duties.

Ralph Beliveau, assistant professor of broadcast and electronic media, works with Aimei Yang, who comes from China. He says this first group's experience is important to the program's goals and success.

"It is very important for us to provide all the support we can for these people to do really well in the program and start a significant tradition of good doctoral research and a good preparation for teaching," Beliveau says. "They will eventually

set the pattern for the future."

Each of the other students also has a faculty mentor. Christal Johnson works with Meta Carstarphen, Gaylord Family Endowed Professor and Chad Nye works with Dana Rosengard, McMahan Centennial Professor.

### Christal Johnson

Johnson never expected the 2001 Academy Awards to focus her career goals, but that year the award winners pointed her toward a doctoral degree.

"I was watching the Academy Awards, and it was the year Halle Berry was the first black woman to win the Oscar for a leading role and also the year Denzel Washington won the Oscar for a leading role," Johnson says. "I was looking at the wins, but I was also looking at the different roles they played in those movies, and they were generally stereotypical roles. It was a Catch 22, getting the win and also playing stereotypical roles. I was very interested at that

point in studying the images that are portrayed in motion pictures."

Johnson will focus her research on those images.

From Kansas City, Mo., Johnson earned a bachelor's degree in journalism from the University of Missouri, Columbia. Seven years ago, on a whim, she says she moved to Dallas to earn a master's degree in public relations at the University of North Texas. There she met Carstarphen.

Carstarphen, who taught graduate courses in race, gender and the media as well as arts reviewing at North Texas, considers herself one of Johnson's mentors.

"She has a good attitude, she's enthusiastic and she's not afraid to tackle new ideas," Carstarphen says. "I think she is going to definitely be very successful. Those broad qualities are going to serve her well here."

*Continues on Page 11*

**PhD** *Continued from Page 10*



**CHRISTAL JOHNSON**

**HOMETOWN:**  
Kansas City, Mo.

**BACHELOR'S:**  
University of Missouri, Columbia,  
journalism

**MASTER'S:**  
University of North Texas,  
public relations

**RESEARCH FOCUS:**  
Race and gender roles in media

**Chad Nye**

Nye is one of few people who can say he is both a Cowboy and a Sooner. Before coming to the Gaylord doctoral program, he earned his master's degree in mass communication at Oklahoma State University after earning his bachelor's degree in journalism with a broadcast news emphasis from the University of Missouri, Columbia. In addition to his academic credentials, Nye brings 12 years of television broadcast experience to his doctoral studies.

Nye's years of experience include stints in television news anchoring, reporting and producing at several stations, including Tulsa's Channel 2 KJRH-TV, an NBC affiliate; KOMU-TV, an NBC affiliate at the University of Missouri; and KVII-TV, an ABC affiliate in Amarillo, Texas.

Nye says his interest in broadcast journalism stems from a local radio station in Weatherford where he was born. KWEY, Coyote Country, presented local news and weather as he was growing up.

"One of the founders of KWEY, Dick Johnson, lived down the street

from me," he says. "I knew who he was and he was on the radio, and I thought that was cool. In the way that people turn on a television morning show and feel the familiarity with the anchors today, I had that connection with our local radio people from both seeing them in the community and hearing them on the radio."

Nye says he knew when he decided to apply to the Gaylord program that the college had invested deeply in its doctoral program.

"To be involved in the first class would be a very good opportunity to get involved in the excitement of the program," Nye says. "It is a once-in-a-lifetime opportunity to be involved at the ground floor of a new Ph.D. program. This program is getting off the ground at a much higher level than others might because of the financial resources committed to this college and through the quality of faculty here."

Nye spends 10 hours a week helping Rosengard with OU Nightly, the Monday through Friday, 30-minute Gaylord College student newscast. Nye goes over the stories with the students

and helps them prepare for broadcast.

"He relates well to the students," Rosengard says. "Every day we have a different franchise piece, which is a daily section of news that changes every day, and sometimes he will attach himself to that team of three students. He is another seasoned, professional leader in this room that will help 25 to 30 students for two hours."

Nye says his plans include becoming a professor and a researcher.

"I really enjoy working with students and teaching them the art of what we do, but I have also enjoyed the research and people I have gotten to work with," Nye says. "There are so many areas out there to do research, especially in broadcast journalism. It has been and still is a great area for research."

Rosengard says he has every intention of helping Nye realize his goals.

"He is certainly getting a huge dose of observation sitting in

I have first-hand information," she says. "I think studying media effects is very interesting. You can see the cultural differences and how media productions affect different cultures and different people."

Yang says she chose Gaylord College because of Oklahoma's rich Native American population and the diverse cultural traditions of the many tribes located here.

Yang studied at Nankai University in China, where she obtained her master's degree in mass communication. She is passionate about researching and has a love for discovering the new, she says.

Beliveau says that Yang's presence at OU gives undergraduates the opportunity to attach ideas they may have about other places in the world to a person.

Yang has interned as a reporter for a newspaper in China's Yunnan Province and as a marketing assistant at an advertising agency in the same area. She says that she wants



**AMEI YANG**

**HOMETOWN:**  
Yunnan Province, China

**BACHELOR'S:**  
Nankai University, Tianjin, China  
mass communication

**MASTER'S:**  
Nankai University,  
mass communication

**RESEARCH FOCUS:**  
Multicultural societies and  
the effects of media on culture

my classroom and newsroom," Rosengard says. "I am sure he is writing down 'Always do this' and 'Make sure you never do that.'"

**Aimei Yang**

Yang has firsthand experience in the cultural differences on which she plans to focus her research, given she is considered a minority in China.

"Most people in China belong to the Han nationality, but I belong to a biracial ethnic group," Yang says. "We make up less than one percent of the population of China. We have our own language, customs and beliefs."

Yang, from Yunnan Province, came to Gaylord to study multicultural societies and the effects media have on cultures.

"I am qualified to do research on cultural communication because

to take what she has learned in the United States back to China, where mass media are booming.

"The media practice is developing very fast, and there is a huge market audience," Yang says. "After I develop good skills and academic background, maybe I will go back to China, but I need more knowledge and experience."



**CHAD NYE**

**HOMETOWN:**  
Weatherford

**BACHELOR'S:**  
University of Missouri, Columbia,  
broadcast journalism

**MASTER'S:**  
Oklahoma State University,  
mass communication

**RESEARCH FOCUS:**  
broadcast journalism

## Staff Standout

# Assistant Dean Raises the Bar

John Hockett has high expectations for students, faculty and staff

by cassie clarke

Seven or eight students sit forward on their seats in the slightly darkened Hall of Fame Room in Gaylord Hall, looking intently at slides illustrating the most effective way to prepare a résumé and cover letter. In the sunlit multimedia lab across the hallway, a group of 10 students listen to advising on the upcoming semester, with upper-class students offering supplemental advice to incoming students just beginning their Gaylord College coursework. In the suite of offices behind the door of Student Services, a staff of three academic advisers, one internship coordinator, an assistant to the dean and several student employees buzz around from office to office conferring on strategies to work better together. Their goal? To provide the best educational experience possible to Gaylord students.

Seemingly like magic, Student Services has become a more visible and central part of the lives of journalism and mass communication students.

But it isn't magic. Anyone who looks a little deeper can trace many of the changes to when John Hockett, assistant dean for student affairs, walked into his office in fall 2006. During his almost 2 years in office, he has changed the Student Services and college culture, says Gaylord College Dean Joe Foote.

"There are so many things going on with Student Services right now, and John is like the connective tissue," Foote says.

Foote says that during an administrative redesign, he redefined Hockett's position as a staff position. It had been a faculty appointment. He wanted the new assistant dean to devote all of his efforts to Student Services.

Hockett came to Gaylord from Oklahoma City Community College, where he was dean of student development. In addition to his duties at Gaylord, Hockett also holds an adjunct appointment



**RAISING THE BAR:** Assistant Dean John Hockett spearheaded a movement within the Gaylord College to raise minimum academic requirements and to encourage students from all programs to enter national-level competitions.

in the College of Liberal Studies, where he teaches a variety of courses in the social sciences.

As soon as he arrived at Gaylord, Hockett says he had a vision to revitalize Student Services. His plans include raising college admission and retention requirements, increasing access to career-boosting programs and internship opportunities, unifying the Student Services

staff and raising awareness of academic integrity standards. He has made strides in all the areas.

"It is probably the most vigorous and hard work that I have ever done in my life, but these are labors of love," Hockett says. "We are attracting such a high caliber of student at the college."

One major change Hockett helped implement was the increase in admission and retention

requirements for Gaylord students. Beginning in the 2006-2007 school year, the minimum GPA required for admission into the college is 2.75, compared with the previous requirement of 2.5. Additionally, students at the college must maintain at least a 2.5 to stay in the college, compared with the previous 2.0.

*Continues on Page 13*

## Oklahoma College Broadcasters Conference



**LUNCH WITH THE DEAN:** Gaylord students take time out for lunch with Gaylord College Dean Joe Foote (at left) during a conference hosted by the Oklahoma College Broadcaster's student group.



**GETTING THE INSIDE SCOOP:** Broadcasting, electronic media and journalism students eat lunch with visiting professor Ken Fischer and several recent Gaylord graduates to get the scoop on professional life for recent grads.



**SAGE ADVICE:** Students at the OCB conference get advice from McMahon Centennial Professor of Journalism Dana Rosengard (at left) on getting their first job. They also received critiques of their résumé tapes during the day.

*Continued from Page 12*

Hockett says he also wants to encourage students to enter national mass communication competitions. The more the college competes on a national level, the better it is for students, he says.

"It's not a vanity goal for the college, but as the program gains prestige and influence around the country, then the degree goes up in value," he says. "So when the student is out looking for an internship – whether you are a broadcast, print, public relations or advertising student – people like CBS and others outside the state will be saying 'Gosh, there's something good going on at the University of Oklahoma.'"

National student competitions like the Hearst Journalism Awards Program, the Bateman Competition for public relations students and the Oklahoma Broadcast Education Association Student Competition for Radio and Television are helping establish Gaylord College on the national scene, Hockett says. Gaylord College has had student winners in all of these competitions. (See related stories, pages 14 and 15).

While the college expects high marks from students, students expect a quality product in return, he says.

"JMC students don't let you get by with much," he says. "They expect a lot from us because they are functioning at a really high level."

Hockett says a specific goal of his first year at Gaylord College was to start students thinking about "the big picture," by which he means their education's place in their future.

Career Blitz, a series of lectures and workshops aimed at helping JMC students get ahead on their careers or internships, and the JMC Career Fair are just two of the strategies Hockett says will keep students focused on where they are headed professionally.

"If you want to be a feature writer for The New York Post, you're probably not going to start off like that, so you need a plan," he says. Hockett wants to help students make immediate career plans that will help them reach those larger goals.

Hockett says he wants students to form a better, more cohesive relationship with OU Career Services and to increase the number of Gaylord student internships.

"It would be ideal if every one of our students had an internship," he says.

One of the most visible changes Hockett has made to Student Services is to advising. Advising now puts a handful of students together for an advising session instead of advisers scheduling to meet with students individually. Hockett says this setting allows for peer interaction, so older students can give younger students advice.

The advisers at the sessions instruct the participants on how to use Degree Navigator, the online tool that allows students to visually map out their degree plan.

Juniors and seniors can handle most of their advising via e-mails with their adviser.

Hockett says another benefit of degree orientations is that it has created more walk-in hours during which advisers can see students concerning individual issues.

In addition to helping students achieve their best, Hockett also has turned his attention to helping the Student Services staff achieve its best.

"When the staff and service providers are happy, the students are happy," Hockett says.

Academic adviser Kathy Sawyer says Hockett's sense of humor has made working in the Student Services office less stressful and more satisfying.

"He's hilarious," she says. "When things get hectic, he can quote a funny line from a movie and have us all laughing."

Crystal Mason, a journalism senior, who works as a student employee in Student Services, says, "John has been a wonderful asset to the office. He's made life easier in the college for students and staff. He has streamlined forms and brought in online appointment making. He is bringing things up to speed."

One of the least appealing aspects of Hockett's position is dealing with student discipline issues. One of his goals is to minimize the number of discipline cases with which he has to deal.

"One student plagiarizing is way too many," he says.

Hockett has implemented the Academic Integrity Test for all students entering the college. The test is based on the OU Student Code and tests the student's understanding of plagiarism and its consequences.

"Some of what we do is visible, but much of our work is behind the scenes to ensure a smooth educational experience and transition to a job," Hockett says. "Focusing on the student is the primary reason we're here."

So the next time a student gets help from a Gaylord adviser or connects with a potential employer at the JMC Job Fair, she or he can be sure no magic is involved. The new initiatives are the result of good old-fashioned hard work from Hockett and the rest of the Student Services staff.

## Student Success Stories

# Gaylord Students Compete Nationally

Students from all programs are receiving attention in national-level competitions

by shannon gonzales

**W**eeks of teaching, interviewing, writing and editing ended. The deadline was here. In a flurry of last-minute changes and tweaks of their stories, projects and presentations, students hoped they would impress the judges and bring home some recognition for their hard work.

After several years of not participating in national awards competitions like the Hearst Journalism Awards Program, Bateman Case Study Competition and National Student Advertising Competition, Gaylord College students have once again showed their skills by competing against students from across the country.

"We brought OU students back into these major contests nationally starting last year," Gaylord College Dean Joe Foote says. "We couldn't be more pleased with the faculty guidance and student achievement."

## National Student Advertising Competition

The NSAC competition gets students involved in every aspect of an ad campaign, says visiting assistant professor David Tarpenning. The students and Tarpenning worked many nights until 2 a.m. through the semester creating and practicing their presentation for the April 2007 competition.

"Staying up late, joking around and getting on each others' nerves is definitely a part of NSAC," says Mira Boneva, who was an advertising senior and executive vice president of the team, which functions as a kind of small ad agency. She is working now for a Chicago advertising agency that is part of the Omnicom Group. "NSAC taught us how important it is to be able to work efficiently in a



AT THE TOP: Visiting Assistant Professor David Tarpenning with the 2006-2007 NSAC Team (from left) Jake Behrens (The Oklahoman), Katie Frye (TracyLocke), Wilson Pryor (Integer Advertising), Mira Boneva (Upshot/Chicago) and Brandt Smith. All graduated in 2007 except Smith, who graduated in May '08. The team placed seventh out of 17.

group and perform in a team setting."

The top three officers of the NSAC team were hired by advertising agencies almost immediately upon graduation. In addition to Boneva, Katie Frye, president, is at TracyLocke in Dallas and Will Pryor, vice president/account planning, is with Integer/Dallas. Other members of the team also have gone on to advertising careers, not only in advertising agencies but in industrial marketing. Four are worked with the 2007-2008 team in supervisory capacities.

"Employers seeking young advertising professionals see doing well in NSAC as an indicator of talent, dedication and the kinds of character traits they are looking for in their employees," Tarpenning says.

Students presented their projects in Fort Worth, Texas, to a panel of advertising professionals in the regional competition. That OU has been absent from the competition for 10 years, Tarpenning says, made it particularly exciting that the team did

well. It placed seventh out of 17. In the advertising version of Bedlam, OU bested Oklahoma State University's team, which came in 13th. This was really satisfying, Tarpenning says, because OSU has been active consistently in the competition for many years and has even competed in the national competition.

A limited number of spaces for participants on the competition team means students have to audition to participate.

"Our students really, really want to be in this," Tarpenning says. "We could take only 15 people for 2007-2008, and we had more than 45 applications."

This year's team is enrolled in a two-semester class worth six credit hours to prepare for the competition. Having a full year to prepare will make time management much easier, Tarpenning says. The 2007 team had only spring.

"These competitions will be experiences the students will value for the rest of their lives," Foote says.

"Participants must have extraordinary dedication, and winning approval and praise for your work at the national level means a great deal to students personally and professionally."

## Bateman Case Study Competition

The Bateman Case Study Competition is a national contest the Public Relations Student Society of America holds annually. The competition is challenging and time consuming, but it is also rewarding for public relations students, says Natalie Tindall, assistant professor of public relations.

"They have to go in depth to learn about a topic," Tindall says. "They learn how to apply theory to an organization's problems and implement their solution into the local community."

Continues on Page 20

## Student Success Stories

# OBEA and BEA

Broadcasting and electronic media students receive recognition

by whitney coleman

**T**he buzz coming from the broadcast and electronic media department isn't just the murmur of rolling tapes.

In the statewide 2007 and 2008 Oklahoma Broadcast Education Association (OBEA) Student Media Competitions Gaylord students gathered numerous awards.

For the 2007 competition, students received 21 overall and nine first-place awards. In the 2008 competition students brought home 25 awards in 14 categories representing 30 percent of the total awards given.

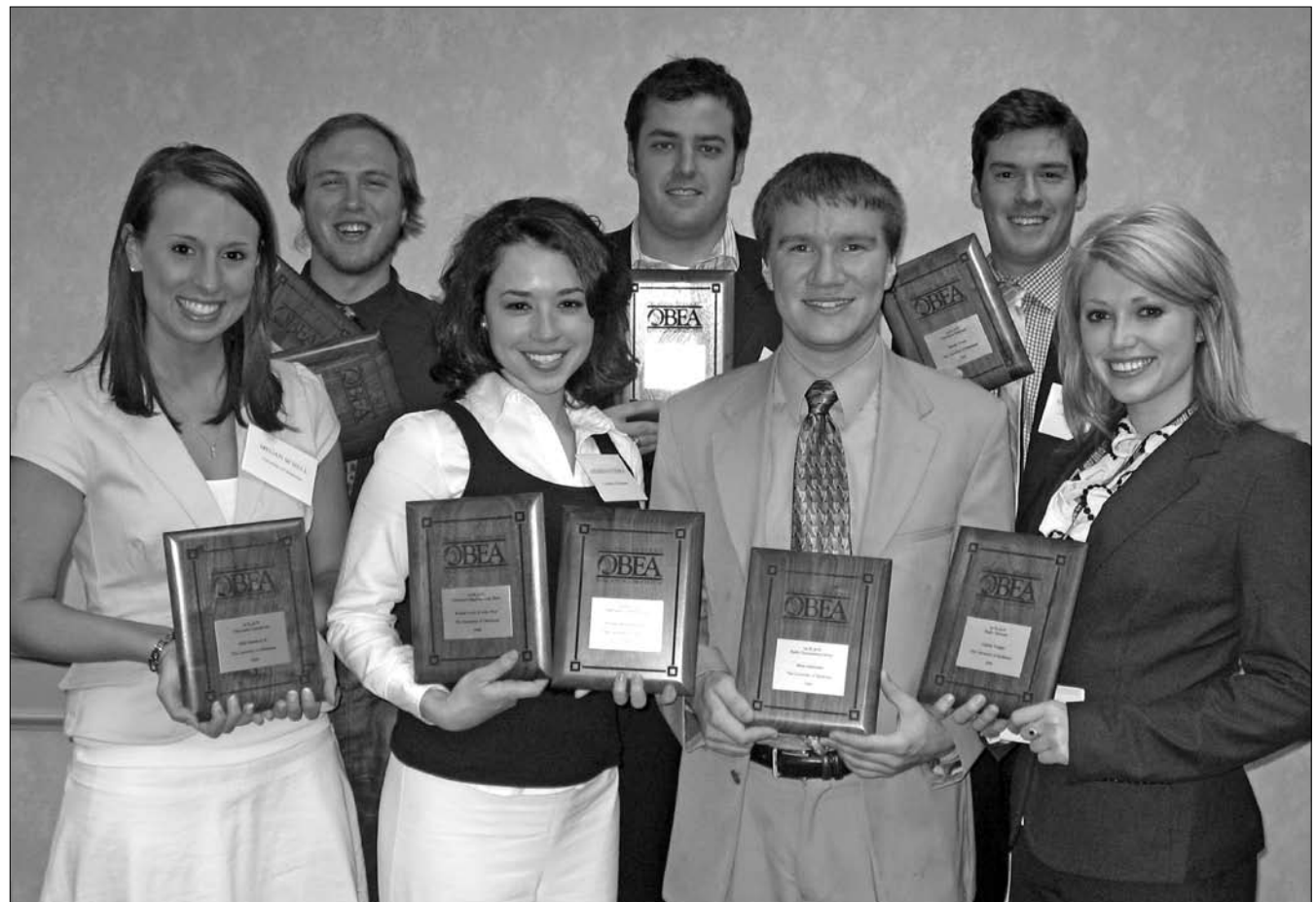
The student-run television newscast, "OU Nightly", received the best student newscast award both years.

Following a concerted effort to add new faculty and facilities and to encourage students to strive toward completed work, the Gaylord College went from eighth place in the previous OBEA awards to first in the most recent.

Meghan Schell was a broadcast and electronic media senior, technical director for "OU Nightly"—and production assistant for The Sports Package—when the good news was announced. She graduated in May 2007. She says improvements in Gaylord's facilities and faculty over the past two years made all the difference.

"Gaylord has great facilities and professors," Schell says. "I was just here at the right place and right time and able to take advantage of some of the opportunities we have here."

Scott Hodgson, associate professor of broadcast and electronic media, was involved in preparing students for the competition. He says added resources and efforts have helped students reach this level of competition.



**ACHIEVERS:** Front from left: Megan Schell (May '07), Amanda Guerra (Dec '07), Keaton Fox (May '07), Laura Neal (May '07). Back from left: Kevin Real (BEM senior), John Moss (May '07), Brodie Downs (May '07).

"There is a notable difference between the creative opportunities the students have now versus a year ago," he says.

Gaylord College Dean Joe Foote says providing additional support for the talented pool of students has better equipped them to showcase their work.

"When our students perform like this in statewide competitions, the benefits of our investment in faculty and facilities is well justified," Foote says.

Schell, who won two first-place awards in the TV Commercial and TV Corporate categories, says she appreciates the improvements to facilities and faculty that provided her added opportunities. She says along with access to new interactive equipment, her professors' professional experience, advice and motivation were crucial to students' success.

"The way OU professors teach, the classes are very dynamic, entertaining and motivating," Schell says. "They keep you thinking, working hard and on your toes."

Keaton Fox was a journalism senior who won his fifth OBEA award in spring 2007. He took first

place in the TV Magazine/Talk Show category. He says the results of this competition show that anything can be accomplished with enough determination and support.

"The award doesn't belong to me; it belongs to the crew who worked on the show and the people who helped us to make it a reality," Fox says.

As a producer for both "OU Nightly" and "The Sports Package," Fox won first place in the TV Magazine/Talk category for three years running. He says professors and advisers like Dana Rosengard, McMahan Centennial Professor of Journalism, have helped Gaylord students to excel.

"Rosengard has brought the level of professionalism and the standards up so much that he has really been revolutionary in the way television is produced in Gaylord," Fox says.

Now in his third year as news director for "OU Nightly," Rosengard says these awards reflect a lot of student effort.

"I work these students hard, and it's nice for them to get this reward and realize that there's a point to and recognition for their efforts," Rosengard says.

"OU Nightly," a live, student-run

newscast, appears on TV4OU at 4:30 p.m. each Monday through Friday and again at 9:30 p.m. Monday through Wednesday. About 70 students participate in the newscast to gain media experience or in conjunction with classes like Television News.

Fox, who served as a producer, anchor and reporter for the newscast, says the process of producing a daily show is multi-pronged and fast paced. Editors begin each day by sorting out and assigning the news to reporters. Producers begin to flush out the content and organize the show around 2:30 p.m.

"At 4:30, the reporters and anchors go on the air and make it all happen," Fox says. "It's a complicated process."

The various productions to which OU students contribute provide unique opportunities in a variety of experiential roles. Rosengard says through constantly raising the bar, "OU Nightly" has become real broadcast journalism being done to an award-worthy industry standard.

He says everyone enjoys and deserves a little positive recognition, but

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## Professional Perspectives

# Pros on Campus

Two prose pros build solid careers after overcoming early challenges

by john-mark hart

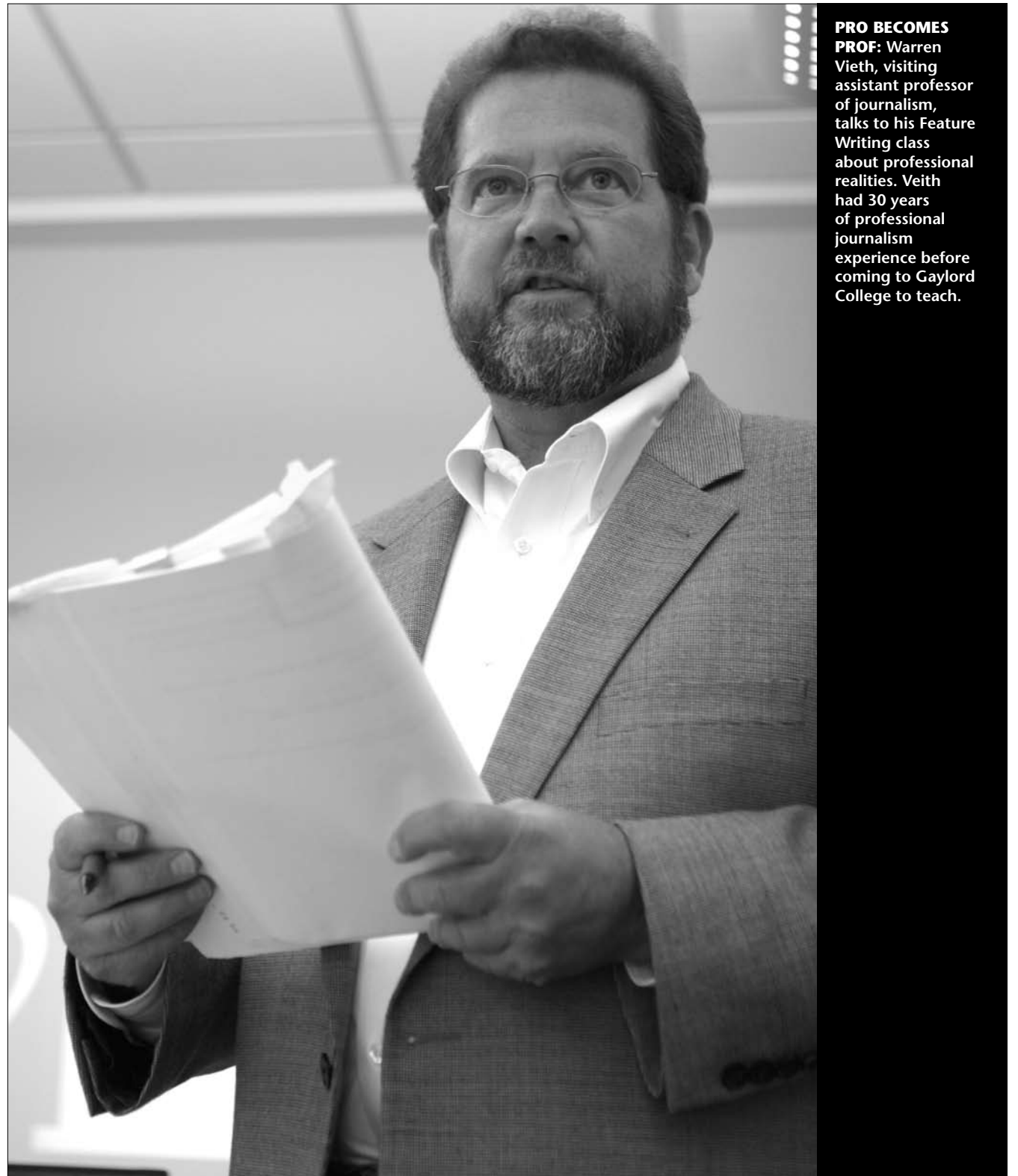
**W**arren Vieth's transition from the OU school of journalism to the trenches of the newspaper business in 1977 was not an easy one. The pressure of making deadlines for the now extinct Oklahoma City Times led him into a two-month bout with insomnia during which he slept little or not at all. The pressure did nothing but increase when he found himself on location in Baghdad or at the White House, writing front page stories for the Los Angeles Times.

Doug Marlette, who died in July 2007 in a car accident just three months after ending his one-year faculty appointment in Gaylord College, had been a journalist for about two months in 1973 before the hate mail started pouring in. His first political cartoons for The Charlotte Observer opposed the Vietnam War, inspiring an assault of nasty letters and a petition signed by concerned citizens who wanted to see him fired. Three decades, two novels and one Pulitzer Prize later, the controversy had only increased.

Vieth is – and Marlette was – a media veteran whose career included not only long hours, grueling deadlines, bouts with insomnia and even a significant number of death threats, but also a great deal of success. As part of the Gaylord College's ongoing effort to bring media stars to campus to work alongside faculty in teaching students, these prose pros have helped equip a new generation of journalists for life on the frontline.

The professors' collective wisdom came from dues paid. Vieth recalled the challenge of moving from newspaper boot camp at The Oklahoma Daily to his first job at The Oklahoma Times.

"Suddenly the stakes got very real," Vieth said. "I got married



**PRO BECOMES PROF:** Warren Vieth, visiting assistant professor of journalism, talks to his Feature Writing class about professional realities. Vieth had 30 years of professional journalism experience before coming to Gaylord College to teach.

right after I graduated, and I had a child about a year after that. And all of a sudden, it wasn't just having fun in The Daily newsroom and enjoying the experience with other students. It was like, 'Hey, I have to do this for a living now.'"

Marlette's deployment to The Charlotte Observer from Florida State University was no less difficult. His anti-Vietnam War cartoons made hate mail and petitions for his termination a regular occurrence, he said in

an interview in spring 2007. The controversy continued throughout his career and reached a crescendo in 2002 when a cartoon Marlette drew for the Tallahassee Democrat was perceived by some as insulting to Islam. The newspaper's e-mail servers were flooded by 20,000 complaints and threats as part of a coordinated effort of the Council on American-Islamic Relations, according to an article by Marlette in the Colombia Journalism Review. But despite

the controversy, Marlette remained undaunted. In fact, he said the struggles made him a better artist.

"When people send you death threats and hate mail, it's like having an older brother or sister around who will puncture your narcissism," Marlette said. "It's a very healthy thing. It forces you

*Continues on Page 17*

to know what you think.”

Marlette’s talent for expressing exactly what he thought won him an assortment of professional accolades, from the 1988 Pulitzer Prize for editorial cartooning to the Nieman Fellowship at Harvard University. His artistic expression eventually expanded from single-frame political cartoons to a nationally syndicated daily strip called “Kudzu”; a musical based on the strip that was produced at Duke University and Ford’s Theater in Washington, D.C., in 1998; a screenplay called “Ex,” co-written with Pat Conroy; and two novels. Most recently, Paramount purchased the rights to a movie based on his first novel, “The Bridge,” which was named the best novel of 2002 by the Southeastern Booksellers Association.

Like Marlette, Vieth persevered through the early struggles of his tour as a rookie reporter, and that grit led to significant achievement. The stress of daily deadlines that contributed to his insomnia in the early days of journalism eventually forged a crack reporter who worked his way into a position as the Washington correspondent for the Los Angeles Times. Vieth spent 16 years working for The Times/Washington Bureau, also holding several editorial positions at the paper. He said his greatest achievement was earning the right to cover stories he found significant.

“I was able to write what I considered authoritative stories on important subjects of my own choosing and to have them run on the front page of what was at one point the largest circulation newspaper in the country,” Vieth said.

His favorite achievement of that career now hangs on the wall of his office in Gaylord Hall – a front-page story about the 1995 Oklahoma City bombing.

“My best friend was on the ground floor of the building and got killed, so the next day I sat down and wrote a story about him and about me and about our past and my feelings about what had happened and the senselessness of it all,” Vieth said. “That was the best story I ever wrote.”

Having proved themselves on the frontlines of professional journalism, Vieth and Marlette both decided to return to the university setting to help train a new generation of media practitioners. For Vieth, this meant reestablishing a class on capitol reporting like one that helped jumpstart his own career by providing connections with journalists across Oklahoma.

“I was covering the state Legislature six months out of college because I had taken that class, and then that led me to get hired by the Tulsa World,” Vieth said. “So it gave me a real head start on that kind of reporting.”

In spring 2007, Vieth’s State Capitol News Service course had four Gaylord students writing a story per week about Oklahoma Legislature issues tailored for newspapers in Norman, Moore, Sallisaw and Broken Arrow. In spring 2008, it had five undergraduates and one graduate student who helped with editing and did some reporting.

Andy Rieger, managing editor of The Norman Transcript, which regularly runs articles written by students in Vieth’s class, said the Capitol project provides student journalists valuable experience reporting on the government.

“Covering a legislative body is something that’s universal in the business,” Rieger said. “Having the experience gives you a great leg up on getting a newspaper job.”

Journalism graduate Emily Burner was a senior when she took the course. She covered the capitol for the Broken Arrow Daily Ledger. She said the experience gave her insight into both her fields of interest: journalism and politics.

“This helped me learn about issues a lot more and about how to write about them in an objective way,” Burner said.

While Vieth helps reporters dive into one of the toughest beats in the newspaper business, Marlette taught students not to worry about grades and accolades, but to take risks and focus on producing good work.

“I notice that students seem especially oriented to grades, and I can kind of help undermine that if I can,” Marlette said. “Students need to be told to be able to learn how to fail. To be able to not be perfect. That perfection is their enemy. If you have to play the violin perfectly you may never pick up the violin, and you can keep in your head the idea of being the perfect violinist.”

Mark Potts was a professional writing senior when he took Marlette’s Humor Writing course. He said the lessons on perseverance through failure and imperfection he learned in Marlette’s course have been an inspiration to pursue his goals of success in the film industry.

“He taught me that things will be hard and things will get bad, especially in the movie-making business, but that it is worth it to keep going and to keep trying because if I have a passion for it, I can and will succeed,” Potts said.

These high-ranking professionals – one still teaching Gaylord students and one, sadly, gone much too early – have imparted lessons learned through a lifetime of grunt work and glory. Both have given the next generation of journalists a look at the courage and perseverance necessary for victory during their tours of duty in various arms of the mass media.

## JMC Career Fair Reception



**INFORMATION SEEKERS:** Gaylord students attending the Career Fair take a refreshment break.



**GRATITUDE:** Gaylord College Dean Joe Foote thanks a Gaylord alumnus who spent time talking to students about careers in the media.



**HUMOR TIME:** John Hockett (second from right), assistant dean for student affairs, talks with students and enjoys a student’s wit.

## Faculty Focus



**REACHING OUT:** Advertising professor Jim Avery talks to students in one of his classes, making his point with typical energy.

# A Dream of a Course

Professor Jim Avery brings high-profile advertising professionals from around the world to campus to give advertising students a global perspective

by kendal tate

In fall 2007, OU President David L. Boren and Provost Nancy L. Mergler made one of professor of advertising Jim Avery's dreams come true when they named his Advanced Account Planning class a Presidential Dream Course. By so doing, they granted him \$20,000 to spend on bringing account planning experts from around the world to speak to students. Avery's dream-become-reality included speakers from India, Chicago, London, Paris and China.

Boren established the Dream Course program in 2004. Mergler explains in the application that for consideration, courses must be semester-long and regularly scheduled offerings. Speakers' fees should not exceed \$8,000 per person.

In his proposal, Avery told the selection committee that account planning is at the heart of the changing media. He wrote that the discipline of learning how people relate to products includes both brands and the media.

"I requested Dream Course status because it allowed OU's advertising program to compete with those in other universities," Avery said. "It provides an opportunity for the ad majors here to learn about opportunities from an international standpoint."

Robert Gonzales, senior advertising major and AdClub president, said he went into the course hoping to learn two things from the visiting guests.

"I wanted the speakers to talk about the current state of the industry and the latest do's and don'ts of interviewing," Gonzales said.

He got both.

Each speaker took a tour of campus, had lunch with AdClub students and faculty members, spoke to advertising classes and gave a presentation open to students, faculty and the community.

### Santosh Desai

Desai's presentation focused on the importance of brands to culture. Many individuals, he told students, define who they are by the brands they choose. This is especially true with major brands like Nike or Levis.

Desai, managing director and CEO of Future Brands Ltd. in India, titled his presentation, "Why Mankind Needs Brands." Desai has been in advertising for 21 years, and one of his biggest clients is Coca-Cola.

Desai has conducted workshops on a range of subjects in marketing



SANTOSH DESAI

Continues on Page 19

and has taught at several educational institutions. He writes regularly on subjects related to marketing in leading business and general interest publications

Desai spoke about how consumers of brands are consuming not only products but also symbolic meanings.

"Brands fill gaps caused by social change," Desai said. "We are creating culture, and brands tell us that we're significant and our actions count."

Desai said current advertising practices are often too narrowly focused on messages to buy.

"We need to broaden and deepen our definition of marketing, and we need a new language that replaces the tired clichés of the past," Desai said.

## Paula Ausick

Close your eyes and envision Elroy Jetson being dropped off at Little Dipper School and Judy Jetson floating down to Orbit High School. Then, see George drop off wife, Jane, at the shopping center. George finally parks at work, converts his spacecraft into a briefcase and rides on the moving sidewalk into his office building.

In her presentation titled "The Techno-Sapien," Ausick focused on an early iteration of that category of being as depicted in the 1962 futuristic cartoon, "The Jetsons." She talked about the difficulty in delivering persuasive messages to people who are wrapped up in technology. Her presentation explored the relationship among consumers, technology and maturity. Techno-sapiens, she said, have become accustomed to using technology for information instead of finding it on the radio, television, magazines or newspapers.

Ausick, director of strategy and planning at Havas, a large global network in the Euro RSCG office in Chicago, has been in advertising for 17 years. Her focus is research into young male consumers and buying behavior.

Ausick told students she discovered advertising on a train in Chicago one day when she sat next to William Wells, who is in the Hall of Fame for Marketing and Market Research. Wells told her he had an opening in his department and that she should apply. She got the job.

"In a way, my job is like being a student," Ausick said. "I love the idea of learning about things and learning things that are new. I am constantly diving into the human psyche and human history to understand what makes people tick and society move. This has always been an interest of mine, and this job allows me to do it. I get to contribute to the economic vitality, people's lives and the country."



PAULA AUSICK

Ausick said that a "tech-eco-system" has grown around the rise of the techno-sapien. A techno-sapien is always plugged in and multitasking, listening to music and doing work at the same time. Techno-sapiens are very proactive and savvy, she said

"Things are moving faster. It is becoming easier to complete tasks and be more efficient," she said. "People are working smarter and that has created a rebirth of entrepreneurship. The entrepreneurship can be both individualistic as well as community. It reinforces the American ideals in a variety of ways."

Ausick explained that people are involved with technology differently at particular ages. One of her slides stated the average age a child begins using electronic devices is at 6.9 years. To succeed in selling to the techno-sapien, Ausick said advertisers must do three things.

"First, advertisers need to pay attention to consumer-generated content like online blogs," she said. "They should embrace 'selling out' and exploit new media opportunities. Lastly, they need to cater to on-demand demands."

Ausick said Avery's invitation gave her the opportunity to speak on behalf of the advertising industry and tell students what advertising agencies have to offer.

"Mr. Avery is introducing his students to different thoughts and different people from various parts of the world and different agencies," she said. "The idea of being able to contribute and be a part of the Dream Course is exciting."

## Stuart Smith

Smith is an advertising executive who doesn't like advertising. With a Scottish accent that kept the audience's attention, he delivered a presentation titled "Advertising

Must Die." Smith, head of planning for Wieden+Kennedy in London, has clients including Coca-Cola, Nike, Nokia and Honda.

Smith centered his presentation on the ethics of advertising and the radar that consumers have created to shut out its messages. He discussed how advertisers and ad agencies are responding to this consumer reaction. Smith compared advertising to the movie, "The Terminator."

"You can try and kill it, but I think it will reform as a different guy and come back as something a little more sinister if it's not controlled," he said.

Smith showed a video depicting a man at whose head someone off camera was tossing numerous balls. The video suggests the traditional strategies of advertising.

"For years in advertising, we have been chucking things at people's heads," Smith said. "That is basically the model of what advertising has been for all these years. Just keep chucking stuff at people's heads until it breaks their skulls and sinks in. That's what we do to get the message across."

Smith used an interactive game, "Kill the Pop-Up," to show how people feel about pop-up ads on the Internet. To kill the annoying, unwanted assault of commercial information, a person must close the box, not an easy task.

Smith explained the process to create ads viewers and readers don't want to "kill."

"The advertising must meet a need, then create a desire," Smith said. "We increasingly encourage our clients to understand that these days brands are about what they do, not what they say. Consumers are judging companies and brands based on what they do and who they are more than the messages they put out."



STUART SMITH

Smith said the best way to be effective is to tell the truth; it works, he said.

## Marc-Antoine Jarry

What's not to like about a presentation at which the speaker begins with a quote from actor/comedian Chris Rock and then compares consumers to a herd of animals? Jarry, director of strategic planning at Ogilvy in Paris, did just that in a presentation titled "Advertising in a Digital World: What are the new rules of the game?"

Jarry, whose clients include Ford, GlaxoSmithKline and Coca-Cola, discussed the relationship between



MARC-ANTOINE JARRY

technology and the consumer. He said companies must become aware of changing cultural norms to remain relevant to consumers.

"Intimacy has changed," Jarry said. "Bonding and hanging out with folks used to be about being together physically. Now, it's about updating your status on Facebook."

Jarry said that old habits and old technology equal predictable consequences; today, old habits mixed with new technology equal unpredictable consequences.

"Our old needs are still there," Jarry said. "Human nature has not really evolved; however, breeding human nature with new technology is radically changing the way we do things."

Jarry left potential advertising professionals with two pieces of advice about how they should deal with the new realities of media and advertising.

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## Dream Course *Continued from Page 19*

"If you really want to understand the world, you better go out there and try to see how consumers and people live rather than stay behind your desk," he said. "Look for what matters in people's lives because brands per se don't matter. What is important is taking care of your children and making a living. Brands become important when they help you reduce tension."

### Graeme Read

"Do you know where Asia is on this color coordinated map?" Read asked the audience at the start of his presentation titled "Leveraging Customer Insights to Build Powerful Brands." His next question was, "How many countries are in Asia?" Responses ranged from 300 to 100 to 41. The correct answer is 46.

Read, director of Asia regional planning for McCann Healthcare Worldwide, has been in advertising for 15 years. He focuses on what he calls "the wellness revolution" and on how health-related brands can tap into this revolution to reach



GRAEME READ

consumers in an effective way.

Read said advertisers must develop keen insight. Insight, he said, is like a refrigerator: it keeps ideas fresh, it helps concepts last longer and those who open it will see a light come on.

"Insight is a fresh and not yet obvious understanding of a customer's beliefs, values, dreams, fear or

aspirations," Read said. "There is something we tap into in our brand, and we provide some connection into that insight that will give us a competitive advantage. Often insights are quite obvious in retrospect."

Read proposed an insight evaluation called the "4-R Test": reality, relevance, resonance and reaction.

"Reality: Is it something that is real to the consumer?" Read asked. "Will this product be relevant to consumers? It has to be something they will use. Will it resonate? Will they say, 'I can see myself using that?' Will it create a reaction? If the insight is leveraged, will it get people to do something and take action?"

Read said that conducting interviews, researching syndicated data and watching people are valuable ways to generate insight. He said McCann focuses on information from observers of change and media ethnography.

"Observers of change are people whose role in society can give an insight to what is going on, like taxi drivers," Read said. "They know what young people talk about and argue about. They can give

insight into peoples' behaviors. Media ethnographers are important because they recognize that media affects and influences society."

David Tarpenning, visiting assistant professor and AdClub sponsor, said that Avery's Dream Course was successful not only in informing students about account planning but also in providing AdClub members exposure to the most innovative thinking in the field.

"Virtually all the advertising students and faculty have talked to some of the best minds in the advertising industry," he said. "The Dream Course has helped raise AdClub awareness and attendance with a series of meetings featuring professionals who would otherwise never have been available."

Gonzales said the professionals gave him an insider's perspective he would not have gotten in any other way.

All in all, the course was a dream come true for not just Avery but for all in the Gaylord College.

## Competitions *Continued from Page 14*

She recruits the best students to take the three-credit-hour class in which they prepare their case studies.

Tindall says she interviewed students and reviewed their résumés and portfolios before she chose who would participate in the competition.

Last year, Tindall says, students prepared for the competition from late October until the March deadline working four to six hours a week on their projects.

Quality of the program in all aspects of research, planning, implementation and evaluation is the essential criteria for judging, according to the Bateman Web site.

OU's team of four public relations seniors — Kirstin Schmidt, Regina Greuel, Amy Draper and Kelsey Anderson — received an Honorable Mention. Tindall says that for a first-time effort in this highly competitive event, the results pleased everyone.

### Hearst Journalism Awards

The Hearst Journalism Awards Program began in 1960 to provide support, encouragement and assistance to university-level journalism education, according to the program's Web site.

"The winners are chosen by panels of judges appointed by the Hearst Foundation in San Francisco," says Warren Vieth, visiting assistant professor of journalism and

the person who helps Gaylord students with entry submission.

"These competitions have made Gaylord College more visible to the broader journalism and academic journalism community," Vieth says. "The Hearst Competition is one of the most prestigious student journalism competitions in the country."

With 13 different competitions in three categories, students with a variety of skill sets have the opportunity to display their talents.

Vieth says the competitions encourage students to push themselves to strive for greater excellence in their work.

Vieth says that many of the winning stories could be the product of professional journalists.

"I could see a couple of weeks going into those stories," says Vieth, who has worked at, among other papers, the Los Angeles Times.

Each university can submit two entries for each category. With the competition still new in the college, Vieth says he has reached out for help in getting students involved.

"Last year, I was standing on soapboxes and banging on trashcan lids to recruit people to enter," Vieth says. "I received some excellent recommendations from The Daily editorial adviser Jack Willis and Kathryn Jenson White, assistant professor of journalism. Keith Greenwood, assistant professor of journalism, solicited photo contest entries. Dana Rosengard, McMahon

Centennial Professor of Journalism, and Karen Holp, station manager at KGOV, have helped recruit entries in the TV and radio competitions."

Several students received recognition in the 2007-2008 competitions. Tiara Etheridge, journalism '08, received second place in the feature writing contest and will go on to compete in the National Writing Championship in June. Only five students nationwide will compete in this final round. Etheridge also will receive a \$1,500 scholarship.

Brian Hardzinski placed fourth in the radio news competition

and will receive a \$750 award. The Daily editor Ashiq Zaman was awarded a certificate of merit in the Editorial Writing competition for placing in the top 20 entrants.

As the competition starts to generate more interest, Vieth says, he predicts it will become highly competitive. He envisions many students vying to become one of Gaylord's entrants.

"This is one of those brass rings," he says. "Once you know it exists and you can be ambitious, you might try a little harder to do some things: stretch a little bit, work longer and try harder."

**RISING TO THE TOP:** Journalism senior Tiara Etheridge received second place in the Hearst Journalism Awards. Her feature story written in Warren Vieth's class ran originally in *The Oklahoma Daily*. Etheridge will advance to the National Writing Championship in June 2008. Only five students nationwide compete at this level.



## Professional Perspectives

# Press Freedom

**Editor's Note:** This story and one titled "Pros on Campus" were written in late spring 2007, several months before Doug Marlette died in a car accident July 10, 2007. Because both stories represent Marlette discussing his lifelong passion, press freedom, we have decided to run the stories to honor his memory. Those of us who worked with Doug knew him as a talented author and cartoonist as well as a superb colleague. With his death, American journalism and letters lost an important voice.

by **john-mark hart**

**N**ervous laughter ripples across an assembly of Gaylord students as Pulitzer Prize-winning cartoonist Doug Marlette, visiting assistant professor of journalism, displays a series of his political cartoons on a large projection screen.

An image of Jerry Falwell appears. His snake-like body is coiled around the branch of an apple tree as he addresses an interviewer. The caption reads, "That's right – Jim and Tammy were expelled from paradise and left me in charge!" Chuckles rise from the crowd.

Another slide flashes on screen. There's no caption. Just a drawing of Jesus rolling his eyes. More laughter.

New slide. This time an Arab man is pictured driving a Ryder van with a nuclear bomb in the back. Across the top of the cartoon is printed in bold letters: "What Would Muhammad Drive?" The room is silent.

The crowd assembled this evening consists mostly of Gaylord seniors enrolled in the History of Journalism and Mass Communication Law classes. They are gathered for a forum about the balance of free speech and cultural sensitivity in American journalism – a hot topic in an era when the Patriot Act and what George W. Bush calls the "war on terror" have called the limits of both ideals into question.

Houda Elyazgi, public relations senior and member of the Muslim Student Association, suggested the forum to OU President David L. Boren and Gaylord Dean Joe Foote after seeing one of Marlette's cartoons in the Tulsa World. She described the cartoon as portraying "the Queen of England and a mob of people all carrying negative depictions of the Prophet."

Elyazgi says she decided to suggest the forum because she felt Marlette's cartoon was insensitive to Muslims who already experience a great deal of negative scrutiny in this country.

"I couldn't comprehend someone using the freedom of speech as a means of justifying that type of behavior," she says. "As we've seen it played out in the recent situation with Imus, there are certain lines journalists can't cross, at least according to the mass public. Why would it be any different with religious sensitivities that in turn only incite anger among all Muslims? It is widely understood that Muslims collectively care for and respect the Prophet, peace and blessings be upon him."

Marlette has no qualms about

justifying his cartoons by referring to the First Amendment. Nor does he hesitate to defend the free speech rights of radio personality Don Imus, who found himself in a world of controversy after referring to members of the Rutgers women's basketball team with a racial slur on-air April 4, 2007. In fact, Marlette says that his defense of free speech is for the protection of everybody, including minority groups like those that he and Imus have developed reputations for offending.

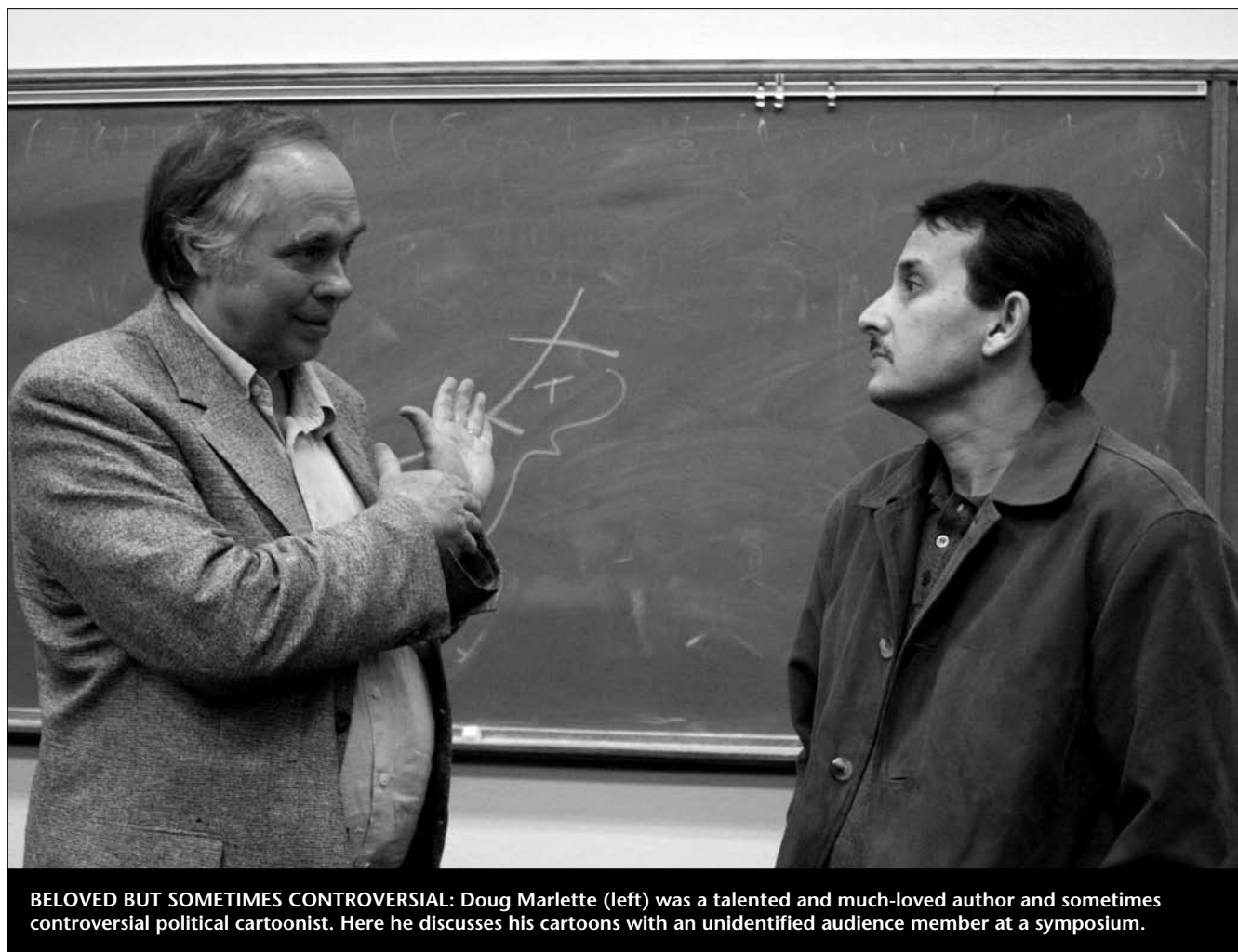
"Minorities – gays, Muslims in this country – they should be vigorous about free speech," he says. "Blacks, they should be vigorous, actually, about defending Imus' right to say things that upset them. Just like I am vigorous about defending people's right to slander me."

Marlette's call to protect free expression at all costs is timely. The swell of controversy involving potentially offensive racial and religious speech comes at a time when government censorship

of political speech is in the back of every journalist's mind.

Robert Kerr, assistant professor of journalism, specializes in First Amendment research. He says many experts believe American freedom of speech has been seriously threatened in the past five to eight years by the Patriot Act and a government that is increasingly unfriendly toward journalists.

Kerr specifically cites an instance in June 2006 when the Los Angeles Times and the New York Times were harshly criticized for publicizing a secret Bush administration program to monitor international banking transactions. Numerous government officials publicly attacked the papers, to which editors Dean Baquet (Los Angeles) and Bill Keller (New York) replied with a joint editorial. After discussing numerous occasions on which both papers had chosen to release or withhold sensitive information involving national security, the editorial concluded: "We understand that honorable



**BELOVED BUT SOMETIMES CONTROVERSIAL:** Doug Marlette (left) was a talented and much-loved author and sometimes controversial political cartoonist. Here he discusses his cartoons with an unidentified audience member at a symposium.

Continued from Page 21

people may disagree with any of these choices — to publish or not to publish. But making those decisions is the responsibility that falls to editors, a corollary to the great gift of our independence. It is not a responsibility we take lightly. And it is not one we can surrender to the government.”

Kerr says that the government reaction to Baquet and Keller's editorial decisions is typical of government attempts to abridge free speech by intimidation during any period of war or national crisis.

“That's a popular technique, to question someone's patriotism when you just don't want them to reveal what you're up to,” Kerr says. “The government has strongly tried to stir up public opinion against the press. Some in Congress have even threatened to punish the press for publishing things that responsible newspapers felt were important for the public to know.”

While the debate on limitations of free speech rages regarding commercial newspapers, the rights of student media have been challenged to an even greater extent. In 2005, the 7th U.S. Circuit Court of Appeals ruled against student journalists at Governors State University in *Hosty v. Carter*. The students had sued a dean at the college for telling printers to hold newspapers until the university administration had reviewed the content. The court's decision seems to have established that college journalists have no more First Amendment protection than high-school students writing for their papers. The Supreme Court refused to hear the case in February 2006.

The implications of *Hosty v. Carter* are grim for advocates of free student media, according to an article by the Student Press Law Center.

“This case isn't just about newspaper censorship,” says the article. “Any school-sponsored student expressive activity (including student-selected speakers, films, theater and student government) could be subject to prior approval and censorship under analysis approved by the Seventh Circuit.”

Despite such national threats on the freedom of student expression, Tres Savage, former editor of *The Oklahoma Daily*, says the university's administration has been committed to upholding students' First Amendment rights. Nonetheless, *The Daily* staff experienced signs that many readers do not share the administration's convictions after the paper ran a front page story about sexual activity among students, which was accented by a condom attached to the front of each paper. Savage says that one angry reader stole several hundred copies of the issue, and an OU employee Savage would not identify pulled the papers from the OU Visitors' Center.

He said a secretary at the Visitors' Center told him she was instructed to move the papers to an office by a superior, but when Savage contacted administration officials, they denied having approved the measure.

The Oklahoma Daily editor for 2007-2008, Ashiq Zaman, had familiarized himself with the responsibility of editorial oversight as the spring 2007 editor of the opinion page. Zaman, a biochemistry junior, says that while he does not feel he has the right to censor anyone's speech, he is uninterested in publishing anything that would offend a majority of *The Daily's* readership. Zaman said that despite being a Muslim, he would not censor cartoons like Marlette's “What Would Muhammad Drive?” for religious reasons. Instead, he said he would not run them because he does not think they are good journalism.

“I can't imagine a situation in which we could hire somebody who would draw a cartoon like that,” Zaman said. “Marlette has said he's an ‘equal opportunity offender.’ We wouldn't hire somebody whose intention it is to offend somebody. Our journalistic oversight is directed to being more witty than that. It's about having indirect messages, not about categorically making people angry.”

Zaman says he thinks the Muslim response to cartoons depicting their faith negatively should be to work on correcting misconceptions of Islam and avoid overreacting in a way that does not send a positive message.

This is precisely what Marlette says he hoped to accomplish with his “What Would Muhammad Drive?” cartoon. He says moderate Muslims need to denounce violent radicals in the same way that Southern Christians needed to denounce the Ku Klux Klan during his formative years.

“I was raised in the segregationist South, and we all went to church and we believed in Jesus, but the truth was that those Klansmen who were lynching people had hijacked our religion and if we didn't isolate them and call them out and condemn them, then we were going along with it,” Marlette says. “They think I was attacking Islam. I was talking about people who hijacked their religion. I wouldn't attack Christianity, but the Klan hijacked Christianity and Christians were kind of responsible.”

While Zaman may exemplify Marlette's hoped-for reaction of moderate Muslims denouncing violent extremists, many Muslims did not respond as mildly to the controversial cartoon. In an article titled “I Was a Tool of Satan” for the November/December 2003 edition of the *Columbia Journalism Review*, Marlette described the reaction to “What Would Muhammad Drive?” (Some of the following quote has been edited for content, but the

article may be viewed in full at [cjr.org/issues/2003/6/satan-marlette.asp](http://cjr.org/issues/2003/6/satan-marlette.asp)).

“My newspaper, *The Tallahassee Democrat*, and I received more than 20,000 e-mails demanding an apology for misrepresenting the peace-loving religion of the Prophet Mohammed — or else,” Marlette writes. “Some spelled out the ‘else’: death, mutilation, Internet spam . . . ‘What you did, Mr. Dog, will cost you your life. Soon you will join the dogs . . . hahaha in hell.’”

“The onslaught was orchestrated by an organization called the Council on American-Islamic Relations. CAIR bills itself as an ‘advocacy group.’ I was to discover that among the followers of Islam it advocated for were the men convicted of the 1993 bombing of the World Trade Center. At any rate, its campaign against me included flash-floods of e-mail intended to shut down servers at my newspaper and my syndicate, as well as viruses aimed at my home computer.”

While Marlette's description of the reaction to his cartoon is unsettling, some moderate Muslims like Elyazgi fear that an equally unpleasant outlash against Muslims might be prompted by negative journalistic depictions of Islam.

“I wear a scarf so I am immediately associated with Islam,” Elyazgi says. “It's evident I'm Muslim, and I'm not ashamed of that, but in these pressing times where Islam is under so much scrutiny, the consensus is that Islam and Muslims are ‘bad.’ So in turn, the cartoon only reinforces this notion and may lead to an instance of danger for me. Media should not enhance chaos but instead try to maintain peace.”

The ramifications of controversial media images may be significant, but many journalists like Marlette feel that censoring such images poses an even greater threat to a democratic society. From a legal standpoint, Kerr says that censorship of offensive ideas is a dangerous step toward giving the government power that should belong to the people.

“If you could censor a Doug Marlette or anyone who offended Muslims, then you could censor all kinds of religious messages and broadcasts,” Kerr says. “If you start saying, ‘That's offensive to me; it can be punished,’ then it can go to something else and something else. It's the danger

of once you have a precedent you've opened the door to more of the same kind of thing. It's a hard thing to accept when you're being offended or you're being outraged, but in law it's a dangerous thing to start saying ‘That is so offensive that government can punish it.’”

Marlette says the very idea that any one person can claim to know what speech is appropriate or inappropriate is arrogant. He calls the notion of political correctness Stalinist and says history teaches that the first step of any totalitarian dictator is to take control of the flow of information.

“What you're hearing from me is a kind of fierce insistence that we be aware of the temptation to arrogance — that we know what's best,” Marlette says. “The students who were complaining about my cartoons, saying that I went too far, the thought that's underneath there is that they know what's too far. They're saying they know that was too far, to put them in charge of speech.”

“In the era government has labeled the ‘war on terror,’ administrative bodies from the United States government to the deans of Governors State University seem to be saying by their actions ‘put me in charge of speech.’ The federal courts' drift toward limiting the application of First Amendment protection for student journalists and the federal government's attacks on the patriotism of professional journalists are constant reminders that the power to choose what speech is appropriate is up for grabs.

Meanwhile, a silent assembly of Gaylord students stares at a Ryder truck hauling an atomic bomb. The words “What Would Muhammad Drive?” stretch across the top of a large projector screen. Elyazgi sits on the front row of the lecture hall, wearing a scarf that reminds onlookers of her devotion to the teachings of her beloved Prophet. Just a few feet from her, Marlette stands behind a lectern, talking about the First Amendment right to offend and conjuring memories of a few radicals hijacking planes and, perhaps, a religion.

The right of free speech is the right to be offensive, Marlette tells the crowd. Nobody laughs.

A memorial Web site for Doug Marlette can be found on the Tulsa World site at <http://www.tulsaworld.com/webextra/content/2007/marlette/index.asp>.

## International Partnerships

# Empowering Bangladeshi Women

Gaylord College and U.S. State Department program provide leadership training

by caitlin byrne

The international adventure began when six Bangladeshi women journalists arrived for a 13-day stay in Norman at the Gaylord College of Journalism and Mass Communication-sponsored leadership workshop. For nearly two weeks in fall, Gaylord and university staff, students and Oklahoma media professionals interacted with and related to this inspiring group of women.

This group was the third the college has welcomed to the campus under the auspices of a 2004 U.S. State Department grant. Gaylord College Dean Joe Foote received in partnership with the Bangladeshi Centre for Development, Journalism and Communication. Together, the Gaylord College and the Dhaka-based BCDJC are providing leadership training to women journalists in Bangladesh through workshops both in the Bangladeshi capital and Norman.

Foote says this grant is probably different from most other existing journalism-training programs for developing countries because it does not focus on enhancing participants' skill levels. Rather, it fosters confidence and strategic thinking in participants so that they will see that they have a future in this industry and that the future involves advancement.

"It's a very simple notion," Foote says. "There's nothing highly technical dealing with upper-level skill. It's just basic leadership training, but it's done with a sensitivity to where they are in Bangladesh and what's possible and not possible. It's not just generic leadership training. It's tailored carefully to journalism, and it's tailored to their particular circumstances. That's why it's so effective, and they really appreciate that."

Foote has been involved with Bangladesh for 22 years, visiting the country for the first time as a Fulbright Scholar in 1985. He has dedicated a great deal of his professional energy to the cause of advancing women in



**LEARNING LEADERSHIP:** The six visiting Bangladeshi women journalists visited several Oklahoma media outlets including TulsaPeople magazine. On the front row from left to right are Naheed Zaman, Shameema Binte Rahman, Mahmuda Chowdhury, Sultana Rahman, Sakila Jesmin and Tanjima Rabbani. On the back row are Joy Jenkins, city editor for TulsaPeople magazine (journalism, '04), Sara Rippee, editorial intern (public relations, '06), Kathryn Jenson White, OU journalism professor and Missy Kruse, editor of TulsaPeople.

journalism. Women journalists in Bangladesh have come a long way since he first became invested in this country, he says, but they have a way to go for true equality with males.

Kathryn Jenson White, assistant professor of journalism, also has been a key force in ensuring the success of this program. She has coordinated, taught and even chauffeured these women throughout their visits. She sees great potential to develop their roles in the profession. Jenson White has made the 24-plus-hour journey to Dhaka three times, the latest in December 2007 for the final workshop of the grant.

Jenson White describes the progression of Bangladeshi women in journalism in three waves. The first wave of females was restricted to positions available in newspaper offices; they were not allowed out on the streets as reporters. These women are now in their 40s and 50s, and their battle was the most difficult. Many of them now are senior reporters or editors. The second wave

is in its early to mid-30s, and those in this group were able to break into the industry with a little more ease through the advent of privatized broadcast media in Bangladesh. The third and final wave is in its mid- to late-20s. Most of these women have journalism degrees, many from Dhaka University, and others are moving up into editorial positions, an idea that once seemed impossible.

Five of the six women who participated in the October workshop at Gaylord are in the third wave, but one, Mahmuda Chowdhury, has been fighting to achieve equality in the workplace since she entered the media world in 1978. She has endured much adversity, she says, but remains dedicated to her cause.

"At that time, it was very hard," Chowdhury says. "It was very hard, it was a contest with men's world. They don't like me. They ask me, 'Don't you like your family? Don't you like children? Why are you in the street? It is a man's world. It is a job for a man. You go to the table.' The table means

editing, not reporting. Women are working before me, but all are working at the table. They don't go outside at a certain hour. Reporters must go out. Reporters must report. They tell me, 'Go to the table. Why are you outside? You are not a good woman.' They verbally abuse me. Sometimes they physically abuse me. Sometimes I must cry alone. Nobody was with me, but I have lived through politics."

Chowdhury has advanced through the system despite the bureaucracy and the well-engrained male hierarchy in managerial positions. She now serves as senior staff reporter for The Daily Dinkal, a newspaper in Dhaka. She is an example and an inspiration to the other women who participated in the workshop and to other struggling female journalists in Bangladesh, Foote says.

Jenson White compares the current state of women journalists in Bangladesh to that of American women in the 1970s as they began

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## Bangladeshi Women Journalists



**NEVER FORGET:** As part of their Oklahoma experience, the Bangladeshi women journalists visited the Oklahoma City National Memorial and Museum and met with its communications staff.



**READY FOR TAKEOFF:** Naheed Zaman tries her hand at running the controls in the KFOR-TV NewsChannel 4 helicopter.



**GIDDY UP:** You can't come halfway around the world to Oklahoma and not experience a Western-style horseback ride.

*Continued from Page 23*

to show up on television and became known as key figures in print and broadcast media. The cultures are very different, she says, so how the Bangladeshi women's future will play out isn't really predictable. However, this workshop strives to provide the Bangladeshis with strategies learned from American women's advancement in the media to overcome barriers within their cultural reality so they can continue to move into leadership positions.

"In their culture, the demands on women are much greater than they are here," Jenson White says. "Women have responsibility not only for their husbands and children, but for their parents and their husband's parents. So they have to fulfill all the traditional functions while at the same time working harder in a profession than many of the men they work with to prove their capability."

Tanjima Rabbani, deputy assistant editor at The Daily Amader Shomoy, another Dhaka paper, says five years ago few female journalists worked in Bangladesh. It is becoming a rising profession for women now, she says. However, there are still those who think the idea of working women is crazy.

"It is difficult for women journalist," Rabbani says. "It creates problems with family because some families do not like this profession. They don't like their daughters in it. They say that you can take another profession and it will be much easier for family life. Journalism is a very tough profession."

Shameema Rahman is the senior reporter for Bangladesh's Channel One, a private TV station. She says that women still face a lot of hardships.

"They have to face a lot of discrimination in the work situation," Rahman says. "They are facing discrimination to get assignments that would get them respect. It is discrimination because women are capable to do the hard reporting, but they don't want to give that to them."

Journalism graduate student DeJon Redd provided transportation for the women to most of their destinations during their 13-day stay. He says he learned a lot about their opinions and cultural differences from the questions they asked and that he had enlightening discussions with them.

"Even though I knew very little about their homeland before meeting them, they taught me a lot about the history of Bangladesh, and we had some very provocative conversation on all subjects," Redd says. "These six women were consummate professionals, experienced and talented journalists, and most importantly, wonderful people to meet. I considered it an honor to work with them, and I feel I made six new friends."

While they were in Oklahoma, the women not only attended workshops with titles like "Guerilla Networking: Women Supporting Women" and "Strategies for Dealing with Male/Female Leadership and Communication Styles," but also visited Oklahoma media and tourism sites. They saw the Oklahoma City Bombing Memorial, went horseback riding and even visited Riverwind Casino. They also toured The Norman Transcript, Tulsa's KTUL-Channel 8, the Tulsa World, Oklahoma City's KFOR-TV NewsChannel 4, and The Daily Oklahoman.

Again and again at the various media locations, they heard from women in positions of leadership about the challenges American females have overcome and shared stories about their own.

Becky Barker, leadership, development and volunteerism director in OU's Student Affairs division, led a leadership seminar approaching the topic from the angle of lessons learned about leadership. The women participated in a few experiential exercises that allowed them to learn about themselves, one another and the dynamics of leadership. Some of the exercises they could use in their home workplaces, Barker says. She also worked with the two previous groups visiting Gaylord

"The women seemed to really enjoy the hands-on approach and the opportunity to learn more about their leadership style and how it impacts those around them," Barker says. "It's always a treat to work with this group. They are driven, intelligent and have a nice sense of camaraderie. This is the third group from Bangladesh that I have worked with. We always seem to have a fun, educational time together."

Sultana Rahman is staff correspondent and investigative reporter for NTV, a private broadcast channel in Dhaka. She says females are generally assigned only "soft stories" dealing with women and children. If they have a beat at all, it is not of a serious nature. She says she wants to cover politics and hard news and that this workshop has provided her with insight and strategies to address this problem.

"I do not have a beat, and I have been practicing for over nine years," Rahman says. "I demand it. I demand that I should have a beat because very junior reporters, they are getting important beats because they are men. But what I learned yesterday is that I have a responsibility to build a good relationship with my boss and I would have to be strategic to fulfill my demands that I deserve. I am not demanding any undue things. I am not demanding what I don't deserve. I am demanding what I deserve."

Sultana Rahman says she knows

that she is discriminated against, but after this workshop she has learned that some of the responsibility in advancing herself belongs to her.

"I will have to be a communicator with my superior, of course with all of my colleagues, but it should be a very strategic relationship with my boss," she says. "My previous thinking was that my boss does not want to have a good relationship with me. He may not like me. I had that kind of thinking, but after this class, I get to know that to reestablish how I can listen or rebuild a good relationship with my boss."

Naheed Zaman is a staff reporter at Jai Jai Din, another Dhaka daily. She says the most important thing she learned from her training in Oklahoma is to be patient and understanding. She must be dependable in her position and to the others who work with her if she wants to attain a leadership position. She says she hopes to be a better journalist in the future because she has learned how to communicate with her boss, how to be patient and how to influence her colleagues.

"Out of my country, that was my first training, so in there everything surprised me," Zaman says. "The most important thing, and this surprised me so much, is the hospitality of the people of Oklahoma. They are so cordial and friendly. I didn't expect that. You know something, I'm in love with Oklahoma. I wish I'll come back to Oklahoma."

Jenson White says that these women were doing great things in Bangladesh before they entered the training. She says she hopes this program will supply them with the tools they need to succeed further.

"Our hope is that they will try to be able to incorporate what we show and tell them here into their everyday behavior and achieve the goals that we want them to achieve," Jenson White says. "They get what we're talking about. They want for themselves what we want for them, so I think that they will effect the changes we would like to see in the proper time."

Foote says he can already see, very clearly, the change that has occurred from the first wave of women journalists to the third. In terms of their confidence, their assertiveness, their independence and their ambition, he knows that progress is being made and that the women being trained have more opportunity than ever before in Bangladesh.

"They are not at all fatalistic about their future," Foote says. "They know the future is on their side. They're right on the cusp of doing exciting things. And that's a dream that the original generation of women didn't have. It would have been futile to

have done that. They would have burned themselves out very quickly had they had such high aspirations because it was not going to happen. It's very gratifying to feel that you've been a part of something for so long."

Jenson White says the women she has worked with — about 80 to 100 in all — are uniformly committed professionals.

"They're all very ambitious and dedicated to making not only their lot in the profession better, but helping other women journalists because they've come to understand that they have to get a critical mass of women into the profession before they're going to be able to move up," Jenson White says. "I think their real excellence is in wanting to make a difference for women in their country. They really see this as being part of a bigger effort for the greater good."

Foote, Jenson White and Gaylord Professor of Journalism Charles Self and a number of other Gaylord professors have received a second U.S. State Department grant. This \$365,000 grant will allow them to expand training to Nepal and Pakistan and also do follow-up work with the women who participated in the program's first grant.

"Rather than just train people and forget about it, we think it's important to nurture them, to keep encouraging them," Foote says. "We're in it for the long term. We feel absolutely just dedicated to this cause, and we will keep working at it as long as we have the resources to do it, and we have the people there who can benefit."

Foote describes his efforts in and involving Bangladesh as rewarding. He says one of the frustrations of professional life is not always getting to see the consequences of his labors, but in this case he has been able to witness the women's development and the development of Bangladeshi journalism as a whole.

A network of Gaylord College individuals worked a long time to make this project successful, Jenson White says. Kathy Adams, assistant to the dean; Meta Carstarphen, associate professor of public relations and Gaylord Family Professor; and a variety of others devoted much of their time and energy to ensuring that these women had the best experience possible in Oklahoma, she says. They will put their training and knowledge to use, Foote says, and Bangladesh and the quality of journalism will continue to improve as women gain more respect and status in the newsroom.

## Bangladeshi Women Journalists



**BOOMER SOONER:** The Bangladeshi journalists enjoy Indian food for dinner at Himalayas Restaurant and a round of Boomer Sooner led by Gaylord Dean Joe Foote in the traditional Bangladeshi male garment called a Punjabi.



**BROADCAST NEWS:** The women toured several broadcast and print news operations in Oklahoma City and Tulsa. Here they are visiting with on-air talent Cindy Morrison from KTUL-Channel 8 news in Tulsa.



**FREEDOM FIGHTERS:** Sakila Jesmin gets footage of the military deployment to Iraq at the Lloyd Noble Center in October 2007. The deployment is the largest of the Oklahoma National Guard since the Korean War.

## Alumni Applause

# Distinguished Alumni Recognized

by kelly wadsworth

As journalism alumni gathered at the fall 2007 annual JayMac banquet in the Oklahoma Memorial Union, they may have been a bit startled by the rather obvious presence of security personnel. Watchful guards were posted in all corners of the room.

They were there because one of the four distinguished Gaylord College alumni was Oklahoma Lt. Gov. Jari Askins, and with political position comes the need for security.

"In just a single year, we're honoring the lieutenant governor of Oklahoma, the most prolific author in the state of Oklahoma's history in its centennial year, a major league broadcaster from a top network in sports and an up-and-coming producer in Hollywood responsible for one of the top network programs," Gaylord College Dean Joe Foote told the banquet hall. "What other college has that kind of talent and the opportunity to honor them?"

Askins received her bachelor's degree in 1975, author and Oklahoma historian Bob Burke in 1970 and former OU running back and current CBS sports broadcaster Spencer Tillman in 1987.

Paul Gadd, an executive producer on Fox's "24" and a 1988 graduate, received the Young Professional Award, an honor JayMac first bestowed in 2006 to showcase the ability and achievements of recent graduates.

"It's a chance to recognize someone who's doing a lot of great work in a recent time span," Foote said.

As one of her final official duties, former JayMac President Sandra Longcrier introduced each of the recipients, noting how the societal contributions and achievements of each left an indelible mark on the college and its students as well as on the media and government.

"Tonight we honor some of our distinguished alumni, who are showing our future graduates how to make a difference in the world," said Longcrier, addressing the crowd of students, faculty, staff and alumni.

## Jari Askins

On Jan. 2, 2007 Askins was sworn in as the 15th lieutenant governor of Oklahoma, making her one of the rare politicians to serve in all three branches of state government. From serving as special district judge, from 1982 to 1990, to becoming Democratic house leader in the Oklahoma House of Representatives



JAYMAC: 2007 JayMac Distinguished Alumni Winners (l to r) Spencer Tillman, Jari Askins, Bob Burke, and Young Professional Award Winner Paul Gadd pictured here with Dean Joe Foote at left and Sandra Longcrier, 2007 JayMac President.

in 2005, to her current position, Askins attributes her success in large part to her early journalism studies.

"Long before I was subject to the Ethics Commission, long before I was subject to the code of judicial conduct, long before I studied ethics and professional responsibility in law school, the first ethics class I ever had was ethics in journalism," Askins said in her banquet acceptance speech. "And I do believe that that is where the foundation began for so much of what I believe of what a public servant should be."

Many years before enrolling in the College of Journalism and Mass Communication, Askins knew she would become a journalism major, having grown up with journalism in her family and as part of her public school experience.

"I had the opportunity to participate in journalism while I was in high school, so I knew I would enjoy it," Askins says. "My mother was a journalism graduate of OU and was a former editor of *The Oklahoma Daily*. I can remember reading her stories

which would have been from the 1940s when Dr. Cross was president."

Askins also earned a juris doctorate from the OU College of Law in 1980. She first entered state politics in 1982 with her appointment as special district judge for the district court of Stephens County. Over the years, she has taken on a wide variety of civic roles, serving on various commissions and boards.

"She took those basic core skills she learned in journalism – analysis of information, research and gathering and dissemination – and packaged those into something that would serve her very well in the public sphere, in politics," Foote says.

## Bob Burke

Burke, who styles himself as a small-town Oklahoma boy from Broken Bow, has created for himself an honor-filled career in politics, law and literature.

Burke talked proudly of his skill at manipulating the enrollment system during his four years as an undergraduate, successfully advising

himself by signing the name of his dead adviser on all of his enrollment forms. During the late '60s Burke first met Foote, a collegiate peer, and current OU President David L. Boren, who happened to be his resident adviser in the residence halls.

Burke went on to obtain a law degree from Oklahoma City University in 1979. His relationship with Boren developed as he managed the president's first senatorial campaign in 1978 and then served as director of the department of economic and community affairs while Boren was governor from 1975 to 1979.

Burke wrote his first non-fiction book, "A History of First Assembly of God: Broken Bow, Oklahoma," in 1985. It was the first of 74 volumes on the history of Oklahoma, most of them biographies of famous Oklahomans and their contribution to the state, such as "From Oklahoma to Eternity: The Life of Wiley Post & the Winnie Mae," for which Burke won an Oklahoma Book Award in 1999. He has also written on baseball, art, government and education as well

as on the Oklahoma City bombing. In 2004, Burke co-authored a book titled "Simple Truths: The Real Story of the OKC Bombing Investigation."

"Bob continues to contribute to the history of our state through his writing," Longcrier says.

In addition to his numerous book awards, including the Oklahoma Historical Society's Outstanding Book on Oklahoma History in 2000 and the Governor's Art Award for Excellence in the Arts in Oklahoma in 2004, Burke received the state's highest honor in 2006 with his induction into the Oklahoma Hall of Fame.

"He's a living testimonial to the breadth of journalism education and the opportunities it unlocks for students in the future," Foote says. "Never would I have imagined that he would have all these sub-careers: being a trial attorney of great reputation and being the most prolific author in the state of Oklahoma's history."

## Spencer Tillman

Tillman has moved from the college football field to the college football broadcasting stage. No longer making the big plays, he now analyzes them for CBS as lead analyst for College Football Today, which he joined in 1999, as well as covering various other sports.

Tillman came to OU to play football, but an injury following a promising freshman year caused him to realize the importance of his academic studies. In 1987, after four years and more than 2,000 rushing yards, Tillman graduated as a draft pick to the Houston Oilers. Even as a professional ballplayer, Tillman continued to develop his journalistic craft in the off season as a reporter at Texas television stations.

Tillman says his decision to major in journalism was based on his primary ambition to fulfill what he calls "an insatiable appetite to know more than anything else."

"I mean, there were certainly more gifted people and more gifted writers, but I've always been intrigued with wanting to know why, and once you get to the motive of anything there's a sense of satisfaction that comes as a result of knowing why," Tillman says.

After eight seasons of professional football and a Super Bowl win with the San Francisco 49ers in 1989, Tillman retired from the sport in 1994. Tillman has since worked full-time in front of the camera; the shift from playing football to covering it seems to have come naturally.

"I like the light; you know, when the red light comes on. It's the performance aspect of it," Tillman says. "It's like football in that regard. You can prepare hidden, but when the light comes on, you're preparing in some cases in front of millions of people. There's a certain exhilaration that comes with that."

Tillman keeps busy with his own media business as well, doing production work for various personal projects, television and film. Although Tillman possesses one of the most desired athletic trophies, a Super Bowl ring, his banquet speech focused on a much more common piece of jewelry.

At 18, Tillman volunteered to help plant trees on the university's campus, and as a gesture of thanks, he received a few kind words and a class ring from an older groundskeeper working that day. Shortly afterwards, Tillman buried the ring, which served as a tribute to the university and the groundskeeper, both of which, Tillman says, believed in the young athlete's future. More than two decades later, despite the

changing landscape of the university, Tillman was able to locate and dig up that small token of appreciation.

"I wasn't quite sure I'd be able to find it, but I did find it, and that was almost 22 years ago that I buried that ring there," Tillman says. "I am almost more proud of that than of anything else."

## Paul Gadd

As one of the highest-ranking shows on television, "24" crams action, suspense and Emmy Award-winning actor Keifer Sutherland into 24 real-time, one-hour episodes. Each season, the plot revolves around special agent Jack Bauer (Sutherland) who attempts to save the country one day at a time. Working behind the scenes as a co-producer earned Gadd the distinction of being named 2007's Young Professional.

Growing up in the Oklahoma City area, Gadd was raised around broadcast journalism. He spent much of his childhood playing at the KWTU-Channel 9 news station where his mother, Lola Hall, was a reporter. Upon enrolling at OU, however, Gadd studied the production side of television and film, a focus the college was just developing.

"He's a great role model for expressing his creativity," Foote says. "He's exactly the kind of person we're trying to produce in our broadcast production program. We hope what Paul Gadd represents is the leading edge of what will be a whole generation of students being very successful in the creative area."

While in school, Gadd focused on creating and producing broadcast pieces, rather than writing for student publications. It was during this time he managed to grasp the fundamental

concept of journalism: the challenge of getting good work in on time.

"One of the most important lessons I learned at OU was deadlines and to always have a back-up," Gadd says. "I remember working on a commercial late one night and packaging was going really well. I was there until 12 or 1 in the morning, and we had to show our tapes to the class. We put it in there and we played, and something happened and it just ripped a hole right through the tape."

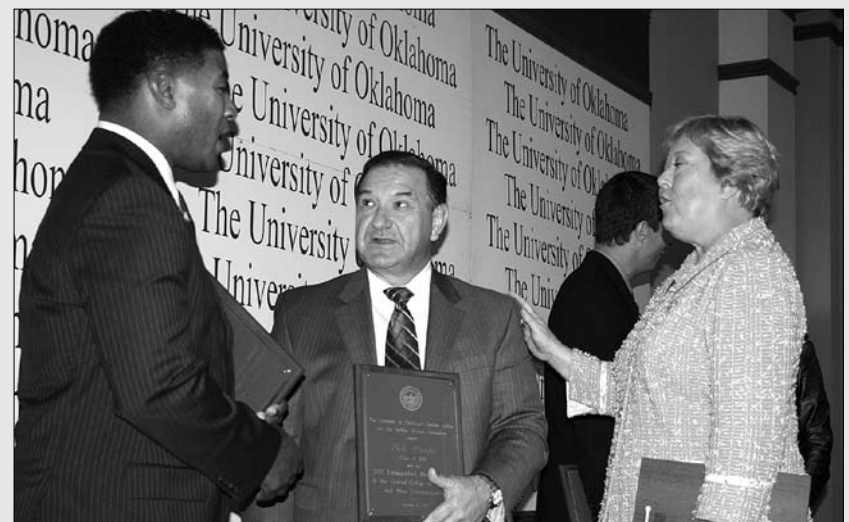
After graduating, Gadd worked locally for production houses filming commercials and industrials before heading to California to pursue his dream of working in film post-production. In 1994, he caught a break, he says, when he was offered the chance to become a post-production assistant for "Northern Exposure," a television drama about a doctor forced to set up practice in a small Alaskan town. That first production work led to various other behind-the-scenes jobs on television shows before being given the opportunity to join the production team for "24" in 2000.

At banquet time, Gadd was working on the seventh season of Fox's hit drama, as well as developing his own projects. As a recipient of the Young Professional Award, Gadd sets an example of the opportunities available to Gaylord graduates, Foote says.

"They need to see someone who has sat in the same chairs they did, a few years earlier; someone who's gone into this highly competitive world of network television and come out on top," Foote says. "I'm sure hearing from him inspired a lot of students."



**TWO GENERATIONS:** Oklahoma Lt. Gov. Jari Askins ('75), one of this year's winners, and her mother Jarita Askins ('45), previous editor of The Oklahoma Daily, at the 2007 JayMac Distinguished Alumni Awards Banquet.



**DISTINGUISHED TRIO:** The three winners (from left), Spencer Tillman, Bob Burke and Jari Askins, talk on stage after the awards program.

## Student Spotlight

# Student Realizes Goal of Magazine Career

Lauren Parajon overcame obstacles to obtain dream internship



**DETERMINATION:** Lauren Parajon is known as a talented, persevering woman by friends, professors and employees. When she was 16, she decided she wanted to be a magazine editor and has pursued that goal with determination.

by caitlin byrne

**A**s a senior in 2004 at Keller High School in Texas, journalism senior Lauren Parajon thought she would have to give up her plans to attend college. Her father had just lost his job, and, despite her 4.0 GPA, the University of Oklahoma, her first choice, offered her no scholarship money.

Parajon met this first of many challenges she would overcome on her path to becoming a serious journalist with the determination that defines her, according to friends and

colleagues. Parajon has conquered many obstacles on her path to a career in the magazine industry, letting nothing stop her from taking step after step on the road to fulfilling that goal.

Parajon is among the elite group of students the Gaylord College of Journalism and Mass Communication chooses each year as its Gaylord Ambassadors. This group of 12 to 18 men and women are the student face of the college, helping with recruitment and events and hosting visiting dignitaries.

Parajon has busied herself with a variety of activities throughout her college years. She has written for or edited nine OU publications,

received numerous scholarships and awards and held internships in and out of the state. All the while she has maintained a 3.96 GPA while putting herself through college with money she has worked to earn.

"If I say I'm going to do something, I do it," Parajon says.

At age 16, she said she was going to be a magazine editor. As a freshman, Parajon, eager to get involved with journalism, found ways to build her portfolio and earn the credentials she needed, even though at that time the college had not yet developed its magazine program. OU's Student Media provided that opportunity.

There she met Lori Brooks, associate

director of student media and features adviser. The two formed a fast friendship that went beyond the standard student/adviser relationship.

"She saw something in me that I didn't even know I had, and she brought it out of me," Parajon says. "She saw a lot of potential in me, potential to be a great writer and an editor. Her encouragement and her faith in me pushed me to where I am now. She keeps me on track, and she'll never let me settle for something that's just good enough. She always

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encourages me to make it great.”

Brooks says Parajon was a go-getter right off the bat. She took the assignments no one else wanted and stayed late to help the editors even when her job did not require her to do so. Parajon wanted to make sure that she got all she could from the department.

“Working for a yearbook is a challenge in and of itself,” Brooks says. “You’re not going to graduate and work for a yearbook, so a yearbook student has to sell herself in a completely different way.”

Brooks says Parajon’s drive and ambition have not diminished, but that her skills have developed to meet her innate talent as she has matured.

By her sophomore year, Parajon was senior editor for both “Crimson Traditions,” OU’s freshman yearbook, and for “Sooner,” its senior yearbook. By her junior year, she was the managing editor for both while also working for other OU publications. She was a writer for “Sower 2005”, a magazine for incoming freshmen and their parents, editor in chief of Sower 2006, editor of Gift Guide 2006 and editor in chief of Past, Present and Sooner, OU’s commencement magazine. She also wrote for OU’s Visitor Guide from 2005 to 2007.

Parajon is a naturally gifted writer, says journalism junior Kelsey Witten, who, as a freshman, began working with Parajon in Student Media. Witten sees Parajon as a role model, and says she does not know where she or Student Media would be without her.

“She sets such an amazing standard for everyone,” Witten says. “She definitely makes everyone around her better. I’ve never met someone who is so driven and committed to everything they do, and yet has so much fun on the way. She’s not afraid to write or ask about anything. It’s fun to see someone with that much passion.”

Witten says that Parajon’s successes have given her hope that she, too, can accomplish what she never thought possible. They joke that Parajon is living Witten’s life two years in advance.

In 2007, Parajon was accepted into an internship program through the American Society of Magazine Editors. Most students apply with the help of their school, but because OU had no affiliation yet with the program, Parajon submitted her application on her own. From 210 applicants, Parajon was one of the 38 chosen. She landed an internship with Every Day with Rachel Ray, the New York City-based magazine of one of the hottest celebrity chefs on television.

Tracy Saelinger, lifestyle editor for the magazine, characterizes Parajon as an extremely hard worker, a very smart woman and a talented reporter.



**A TASTE OF WHAT IS TO COME:** In 2007, Parajon was accepted into an internship program with the American Society of Magazine Editors and was placed for the summer with Every Day with Rachel Ray magazine.

“Lauren stood out because of her positive attitude and attention to detail, no matter what task she was assigned,” Saelinger says. “A lot of interns expect to be handed writing assignments on their first day; Lauren knew people are expected to prove themselves and work up to that by proving they can handle small tasks responsibly.”

Parajon said the internship was one of the best experiences of her life. She was closely involved with the magazine’s production each month. She attended meetings, interviewed sources, wrote her own stories and helped out with routine office tasks.

“There was one day when the editors were discussing whether a certain craft project would work in the magazine,” Saelinger says. “Without being asked, Lauren experimented with the materials at home and brought in the finished craft. That, to me, really showed her ambition.”

Saelinger says Parajon took notice when an editor was bogged down and volunteered her help, which is an excellent way to make an impression and, eventually, land assignments.

Parajon lived with the other ASME interns in the New York University residence halls and was able to form friendships with a valuable network of people, she says. These connections will provide her with an assortment of opportunities in journalism after graduation.

“I gained a lot of experience, a lot

of knowledge and a lot of friends,” Parajon says. “ASME was one of the greatest experiences because I was surrounded by people who shared my passion for magazine journalism, and everyone was really supportive. Everyone was there to help each other, there was no competition and no one was trying to prove they were better than anyone else.”

In fall 2007, Parajon did not have a position in Student Media for the first time in her college career. She maintains a close connection to the department, though, and remains a resource. She spends much of her free time in the Student Media office helping and giving advice to new writers and former colleagues. In fall, instead, Parajon focused her energy on her internship with the Oklahoma Gazette, a weekly independent newspaper in Oklahoma City that covers local news, entertainment, ratings and reviews. She also continued to freelance for Rachel Ray’s magazine.

Rod Lott, assistant editor at the Gazette, says Parajon is everything he likes to see in an intern: She is eager to learn, eager to write, open to ideas, takes criticism well and never lets him down. She is a professional, he says.

“Lauren was busy on lots of features, primarily on local nonprofit organizations and profiles on people doing good work who deserve to be recognized for their effort,” Lott says. “Her strength, I think, is

being able to find the emotion in a story and utilizing that as a hook for the reader. I expect Lauren will do well wherever she ends up.”

Brooks says Parajon continually impresses her. She expects their friendship to continue long after graduation.

“She can do whatever she wants to do,” Brooks says. “The biggest thing at this point is deciding what that is. I think in five years she’ll be one of those alums we still talk about.”

Parajon has high hopes and expectations for her career, but she remains passionately in touch with her core purpose in becoming a journalist.

“The thing I love about journalism is that no matter who you meet, any person, everyone has their story, but only a journalist can tell that story,” Parajon says. “It’s my chance to tell everyone about people.”

Parajon has left a lasting mark in the features department and in Gaylord College. The knowledge and experience she has acquired throughout her college years, combined with her unrelenting determination, suggest that Parajon will continue to meet challenges, overcome obstacles and accomplish her goals. She has proved to be an ideal ambassador not only for Gaylord but also for the University of Oklahoma.

## Alumni Applause

# Advertising Alumna Rises to Top

Yount succeeds in male-dominated field by outperforming her competition

by diane lee

**C**oca-Cola. T-Mobile. BMW. General Mills. Denny's. What do these major brands have in common?

Perhaps not a lot except that they are all advertising clients of Publicis Dialog USA, led by Debbie Yount, 1979 public relations/advertising graduate and the firm's current chairman and CEO.

Publicis Dialog USA offers branding and marketing communications to clients in America as part of Publicis Groupe, an advertising and media service conglomerate based in Paris. Publicis Groupe focuses on creative advertising, media and campaign planning, public relations and marketing. It operates through two main networks: Saatchi & Saatchi and Publicis Worldwide. Its standalone units include many smaller firms, like Nelson Communications. In 2004, Advertising Age ranked Publicis Groupe as the fourth-largest global advertising company, where it still is today.

Publicis Dialog USA is part of Publicis USA, and both belong to the Publicis Worldwide network.

Yount also is chief holistic officer of Publicis USA. Her role as CHO is to pinpoint the most effective method in marketing a company or brand.

"Any type of work we do is to figure out the best way to connect with the consumer," Yount says. "A lot of people will say 360-degree communication is necessary to engage the consumer, but we don't believe in that. One degree can be enough to engage the consumer and motivate them to take some kind of action. For example, maybe interactive is the best solution, instead of traditional media."

Headquartered in New York, Yount says her job challenges her continually to develop and activate ideas and then work to see them to fruition.

"I love that we are in the business of creating ideas that engage people,"

*Continues on Page 31*



**PERFORMANCE DRIVEN:** Debbie Yount speaks to students attending the JMC Week/Digital Initiative program. She told participants, "I have never been exposed to a kind of situation where gender is an issue because the industry is so performance-oriented that people either perform and create great ideas for clients, or they get out of the business."

## JMC Week Fall 2007/Digital Initiative



**40-YEAR VETERAN MEETS NEW MEDIA:** Al Eisele, founding editor of The Hill newspaper in Washington, D.C. and visiting professor during the fall 2007 semester, speaks to students during JMC Week/Digital Initiative.



**WiRE PROGRAMMERS GROUP:** Student organizations set up booths in the lobby of Gaylord Hall to recruit new members for a wide variety of interests.



**GETTING INVOLVED:** Academic adviser, Chris Borthick, (second from left) provides students with information about Gaylord College and its many opportunities for involvement in student organizations, events and academic programs.

*Continued from Page 30*

Yount says. "For example, we did the Web site for Yoplait for General Mills, and it is all about engaging women in feeling good about themselves.

"It follows six women as they go through the process of losing weight and going on a weight-management program. It is very engaging for any women who are interested in weight loss, and it's also promoting Yoplait as a product as well. It is very much building a social network and a community of like-minded people."

Yount's passion for advertising started when she was watching the iconic '60s TV series, "Bewitched," which revolves around the antics of Samantha, a witch married to mere-mortal Darrin, who works in advertising.

"When I was 13, I wanted to be Darrin," Yount recalls. "I told my mom I wanted to make commercials."

Bob Berenson, former vice chairman of Grey Global Group and one of Yount's former supervisors, says she has developed strategies for success in what is still the male-dominated industry of advertising.

Yount says gender hasn't really been an issue either in her executive position or as she has moved through her career.

"The advertising business is really a meritocracy," she says. "It really is a performance-based industry. In my 30-plus years, I have never been exposed to a kind of situation where gender is an issue because the industry is so performance-oriented that people either perform and create great ideas for clients, or they get out of the business."

Yount added to her Gaylord undergraduate education by earning a master's degree in marketing from the University of California, Los Angeles. She has worked in numerous companies, including Grey Global Group, Bozell and N.W. Ayer.

Yount's passion for creating ideas helped win major clients for her firms, including General Mills, Sprint, Bermuda Tourism and Beam Global Spirits and Wine, colleagues say.

"To create success, everything we do in the communication business is to make our brands talked about by consumers," Yount says. "Most of our clients have been with us for two to five years, but we are always trying to get new businesses. They are our lifeblood."

Yount's greatest asset is her ability to communicate with anyone, colleagues and friends say.

"Yount has no airs about her," says Jodi Dillon, Yount's personal secretary for five years. "She is accessible to people and does not hide behind a closed door that makes people afraid to come and see her or talk to her about situations or issues."

Berenson agrees that Yount is a good communicator. He says an effective leader is one who also is a good listener. Yount excels at that as well, he says.

"If five different people walk in the door to see Debbie, she can communicate with all of them and make them feel comfortable," Berenson says. "She gets along with all kinds of people from formal to informal situations."

Yount says a good beginning in an advertising agency while she was still a Gaylord student helped lay the foundation for her successful career.

"I worked for a small agency in Norman called Vanis Advertising," she says. "I was the secretary, receptionist, copy editor and account person. That was a big break because working in a small agency, I was able to do it all and get exposure to everything."

Yount's exposure to handling different positions helped her when she took on her current position as chairman and CEO.

"When Yount came to the company, our numbers weren't that good, but she brought our numbers up," Dillon says. "She's willing to be the account executive if she has to sit in and be part of the team while being the leader of the group."

According to her résumé, Yount's ability to lead and take responsibility has resulted in a profit growth from a negative 33 percent to 18 percent. In addition, she reorganized the marketing services structure of Publicis Dialog to include direct marketing, interactive, promotional marketing, public relations, event management and shopper marketing units.

"She steps up to the plate and is willing to work at everything, and people respond to her because she is a positive person," Dillon says. "I think people respect that."

Yount says it was always her dream to be chairman and CEO of a New York advertising agency. Having achieved that, she hasn't yet set a new professional goal. She'll know when she determines what Darrin would do.

## Alumni Updates

**CAROLYN (GIMPEL) HART**, '54, was one of 10 mystery authors honored at the National Book Festival on the Mall in Washington, D.C., Sept. 29. Hart spoke on the stories behind her novels. The speech is posted on the Library of Congress's Book Festival Web site as well as a podcast interview. Hart attended a dinner hosted by President and Laura Bush at the Library of Congress Sept. 28 and a breakfast for the 70 Festival authors hosted by the first lady at the White House Sept. 29. The novel featured at the festival was "Set Sail for Murder". "Death Walked In", her 40th novel, was published in March by Morrow. "Ghost at Work", the first in a new series set in Oklahoma, will be released in fall 2008.

**PAULA (EVANS) BAKER**, '58, has been named to the Order of St. Maurice (civilian level) of the National Infantry Association. Baker received her St. Maurice medallion Sept. 29 at the 90th reunion of the 35th Infantry Division Association in St. Louis. Baker serves on the executive committee of the association and is the American correspondent for the association of l'Espace de Memoire Lorraine 1939-45. These activities honor her father, Pvt. Richard H. Evans, a member of the 35th Division who was killed in France during World War II.

**JOHN MARTIN MEEK**, '58, has received the PRSA Silver Anvil Award of Excellence for a campaign to honor America's first two airmen to respond to the bombing of Pearl Harbor in 1941. At age 77, Meeks, owner of HMI, Inc. Communications, had "officially" retired to work on public service projects. The Pearl Harbor project was a personal effort on behalf of a lifelong friend, the late Brig. Gen. Ken Taylor (USAF Ret.). The PR campaign Meeks developed was to have Taylor and fellow second lieutenant at the time, George Welsh's, honors upgraded from Distinguished Service Cross to Medal of Honor. The campaign also seeks to have the two men officially declared as the first two designated heroes of the war and has the support of several congressmen.

**EDGAR L. FROST**, '61, is retired in Norman from a career of teaching Russian language and literature for 27 years at the University of Alabama, 1974 to 2001. After retiring, Frost moved to Norman in 2001 to teach Russian language under President David L. Boren's Retired Faculty Program for six years, until May 2007. Frost is now retired from OU and writing sports for Sooner Spectator. Frost was sports editor of The Oklahoma Daily as an undergrad.



**MURDER AND MAYHEM AT THE CAPITAL:** Award-winning mystery writer and Gaylord alumna Carolyn (Gimpel) Hart, '54, speaks to booklovers at the National Book Festival in Washington, D.C., in September 2007.

**LISA (YOUNGQUIST) HALL**, '83, has been appointed chief operating officer of Herrle Communications Group, a public relations and issues management firm based in Tallahassee, Fla. Hall will be providing strategic counsel and direction for all client accounts and will oversee long-term planning. Hall previously served as vice president of client services and senior account manager for the firm's public affairs team. Hall is accredited by the Universal Accreditation Board for public relations (APR) and is a certified public relations counselor.

**STACY (MCFARLAND) LINCOLN**, '85, received the Grand Prize for Creative Commercial Advertising at the Cable Advertising Bureau's National Awards ceremony in Las Vegas. Entrants are from all cable systems in every major city, including New York, Chicago and Los Angeles. Lincoln currently is employed by Cox Media, Phoenix, as a producer/director. Lincoln also won a Bronze Telly Award for her work earlier this year and is a previous winner of six Rocky Mountain Emmy Awards for creative work at KTVK-TV, Phoenix.

**ED TAYLOR**, '88, graduated in July with his master's of science degree in mass communication from Oklahoma State University. After 18 years as a news photographer, marketing producer and sports photographer (Griffin Communications, KOTV Tulsa and NEWS9 OKC), Taylor now is in his second year teaching broadcast journalism and video production at Union High School in Tulsa.

**JILL (SCHWOERKE) MONROE**, '91, has two new books coming out. "Tall, Dark and Filthy Rich" arrives in stores November 2007, and in February 2008, "Primal Instincts" will hit the shelves. Both are published by Harlequin Blaze.

**LANCE THOMAS**, '94, serves as spokesman and lead speechwriter for Oklahoma Insurance Commissioner Kim Holland. Thomas previously was the public information officer for Gaylord College.

**REBECCA (WIECHMAN) LIVENGOOD**, '99, is working for the Illinois Network of Child Care Resource & Referral Agencies as their marketing manager.

**JENNIFER (SHED) LOREN**, '01, is anchoring the 9 p.m. newscast on Tulsa's KQCW television. The 30-minute news program is staffed by KOTV, the local CBS station, and broadcast on the sister station providing more flexible options for viewers.

**ERIN CASE**, '02, graduated in May 2007 with her master of education degree in higher education administration from OU. She is now an academic adviser at Truman State University in Kirksville, Mo.

**JONI ALEXANDER**, '03, has left USA Today's travel section to study at Cardiff University (Wales, UK) for a master of arts degree in international journalism on a Rotary Ambassadorial Scholarship.

## International Partnerships

# Voice of America Exchange Program Brings International Voices to Gaylord

Eastern European journalists from Kosovo and Macedonia visit Oklahoma

by erica krajcir

Imagine living in a land ravaged by war for years. Picture surviving in a place where 90 percent of the population cannot go to public schools or get a job, and where college students don't even have textbooks. This is the reality in Kosovo, says Gazmend Syla, an Albanian journalist visiting Gaylord College during the 2007-2008 school year.

Kosovo, a province of Serbia, is the location of a long-running political dispute between the Serbian (and previously, the Yugoslav) government and Kosovo's ethnic Albanians, who make up about 90 percent of the two million who live in Kosovo. Syla says Albanians have long been seen as second-class citizens, banned from attending college and limited in their work choices. Under the rule of the infamous Slobodan Milosevic, their plight became so bad that in March 1999, the United Nations took over the administration of the province while still recognizing Serbian sovereignty. When Albanians were allowed to work once again in Kosovo, Syla began a career as a journalist, focusing his reporting on the U.N. mission in Kosovo and the ongoing international attempt to determine the province's status.

Coming from such a place to the relative calm of Oklahoma has given Syla a chance to focus on other areas of his professional growth. He and Boris Georgievski, a Macedonian journalist also participating in the program, are learning about American media practices, culture and government through the Professional Development Year for Journalists Program sponsored jointly by the U.S. Department of State and Voice of America, the international broadcast service of the Department of State that sends information about the United States to other countries.

Professor of journalism Charles Self, Gaylord Family Endowed Chair and director of the Gaylord College Institute for Research and Training, initiated the college's involvement with the program several years ago.

Self says embassies around the world nominate prominent journalists who are going to make a difference



**INTERNATIONAL VOICES:** Boris Georgievski (Macedonia) interviews U.S. Army Chief of Staff Gen. George Casey while Gazmend Syla (Kosovo) listens after a speech given by Casey at the Gaylord College in fall 2007. The two men are journalists who visited OU with the U.S. State Department's Voice of America exchange program.

in their countries to come to America to learn about the United States. Gaylord has hosted previous visitors from Serbia and Bulgaria. Self says the program helps the United States as much as it does the foreign journalists who participate in it.

"I think there are a lot of misconceptions about America in other countries," Self says. "When visitors come to Oklahoma, they see how warm and welcoming people are here, and I think it surprises some of them because they often get the impression that the U.S. is hostile because of foreign policy issues. When people get here and actually meet the people, they're always impressed."

During their one-year stay in Norman, Syla and Georgievski have sat in on 12 hours of classes at Gaylord

College, including In-Depth Reporting, Media and Politics, International Media Systems and Journalism Ethics. They also have attended meetings and events to learn about American media practices. In the fall, they attended meetings of the American Society of Newspaper Editors and the National Association of Broadcasters, among others, but Syla says his favorite experience so far has been meeting former U.S. Secretary of State Colin Powell, who served under President George W. Bush from 2001 to 2005. Powell spoke at OU on Sept. 12.

"For any political science student and journalist who covered politics, especially an Albanian from Kosovo, to listen to and meet such a man whose country liberated us, it is a dream," Syla says.

Syla and Georgievski, who also were introduced to American culture as part of their visit, both say they have found friends among the Gaylord College faculty, who have invited the travelers to their homes for meals and taken them to an OU football game. Although most Oklahomans could not imagine such a thing, Georgievski says he found the sport boring and left after the second quarter. Football aside, Syla and Georgievski say they have enjoyed their time here so far, especially becoming acquainted with the owners of New York Pizza and Pasta on Campus Corner, who are originally from the same region.

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## Media

# Campus Radio Stations

Stations incorporate new media to deliver news

by cara bailey

Bianca Ferrer started listening to public radio during a 55-mile commute to her Houston high school. She didn't care much for the NPR station at first and was frustrated that her mom would tune into the station every morning. She thought the station was mainly for older listeners. She began to enjoy public radio as she realized listening to "Morning Edition" helped her stay politically and socially informed.

Today, public relations senior Ferrer listens to NPR shows like "Morning Edition" and "All Things Considered" daily as an employee of KGOU, Norman's public radio station, where she works as a development assistant.

"I'm getting experience in the nonprofit sector of public relations," says Ferrer, who plans to work for a nonprofit organization when she graduates. "It was just a good way to get an insight into how it all works and, also, to help out with public radio."

The station offers internships, class credit through a radio practicum course and paid student positions.

KGOU is one of two radio experiences available at OU. The other is The Wire, which is geared to a college-aged audience. Housed in Gaylord College, The Wire is a campus radio station that provides students with experience in everything from on-air to behind-the-scenes. Classes, internships and paid positions are available, and students are given the opportunity to host and produce their own radio shows.

KGOU and The Wire have Internet presences as well, giving students a converged media experience.

KGOU first broadcast in 1983. In 1988, it settled into a Kaufman Hall studio under the auspices of the College of Continuing Education. The station moved from Kaufman Hall to Copeland Hall after fall 2007 renovations costing just over \$800,000. The station has pledged to pay back the costs of renovations to the university in increments of \$80,000 every 10 years.

The Wire first broadcast from Copeland Hall in 1998 as a hybrid that could broadcast on radio, Internet and cable TV. Now the station broadcasts online and through the radio. The student television channel,



**JAZZY DIGS:** Will Prescott, news assistant and professional writing graduate student, works in one of the new studios at KGOU. The station completed their move to new studios and new administrative offices in a newly renovated wing of Copeland Hall in fall 2007, just in time to celebrate its 25th anniversary.

TV4OU, is a separate entity now. However, The Wire still supplies music for TV4OU music videos.

Students who take Lynn Franklin's The Wire Practicum class develop practice during live media broadcasts, says station manager Franklin, who is also a visiting assistant professor of broadcast and electronic media.

"If they are a sports person that can carry very readily over to television and very readily into a podcast environment the Wire is a good experience," Franklin says. "If they like music or like to do interviews with musicians, The Wire is a path to developing that career structure."

KGOU General Manager Karen Holp, who has been with the station since 1988, says KGOU internships and her class, titled Radio News, provide students with hands-on experience using the station's equipment as they work on projects ranging from calendar updates to prerecording a show. The on-the-job experience and the station's demand for quality

products help students prepare for successful careers in radio or other broadcast delivery systems, she says.

In addition to airing daily on 106.3 FM (Norman) and 105.7 FM (Spencer, Okla.), KGOU streams its broadcasts live online. KGOU.org features mp3 downloads of previous shows and story links providing more information about topics discussed during broadcasts. Holp says those going into broadcast careers must understand how to use the Web as a delivery vehicle.

"I think the Internet is going to have a strong role in all of our futures, and I think convergence is real," Holp says. "The only question is how long that will take."

Franklin says the Internet will lead the way in innovations for traditional media because it supports all other media, from newspapers to digital television.

Lindsay Hodges, a 2007 journalism graduate who worked as a news assistant at KGOU, says podcast and

streaming online are the future for audio content, but she doesn't see either one replacing broadcast radio.

"Having the ability to download the last hour's headlines to an iPod is definitely something that will gain in popularity in the future," says Hodges, now a NewsOk.com Web editor. "However, we cannot discount the importance of immediacy and the influence of traditionalists who do enjoy radio news as it has been for many years now. There will always be news radio because people will probably always listen to the radio in their cars."

Franklin says podcasting provides an opportunity for radio producers to recreate traditionally text-based content for an audio audience. Many newspapers already provide audio elements on their Web sites. Web audio is not just for music, but also for information in areas

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like finance, health and all other areas of news and information.

"Radio news, along with other radio formats, is being impacted directly by the iPod, the computer, Sirius and XM Radio and a host of new technologies," Franklin says. "Unless there is breaking news or weather, unless the listener is a news junkie, traditional radio news now has some serious competition for listeners."

Holp says KGOU's future includes more local news coverage in addition to its full slate of NPR national shows like "Putumayo World Music Hour," "Car Talk" and "Day to Day." She says she struggles to find the right balance of national and local news programming.

"The only question is how are we going to make that local coverage as good as the national," Holp says. "If you are going to put on a newscast, and it's next to a national newscast, well, it better be as good as a national newscast."

KGOU broadcasts with a tower it owns in Cleveland County within the county and to parts of McCain, Pottawatomie and Garvin counties. A tower it rents from Channel 43 transmits in Oklahoma County and to locations in Canadian, Logan and Lincoln counties. Seminole County receives KGOU broadcasts through a rented tower in Seminole, and Pontotoc County receives its broadcasts through a tower on East Central University's campus. KGOU serves 5 percent of the Oklahoma market for listeners age 18 and up, Holp says. That means 56,000 people are listening to KGOU each week.

"I can almost fill the Memorial Stadium every week with the number of people who are

listening," Holp says.

Holp says KGOU is running a capital campaign to raise about \$500,000 for the Oklahoma City and Norman station's operating costs and the Copeland renovations. The Ethics and Excellence in Journalism Foundation and the Kerr Foundation will match the contributors' efforts to help KGOU repay OU its \$800,000 investment in the station's physical plant. These donations are distinct from the donations that are normally mentioned during on-air campaigns to raise funds for operating costs.

Like KGOU, The Wire looks to a future developing online streaming and podcasts.

Brian Hardzinski, broadcast and electronic media and history senior, says there will continue to be a shift toward the Web. The Radio News class hosts the show "Assignment Radio," a monthly student-produced show.

"The Web is a wonderful place to post companions to your stories or your programs that aren't possible through radio," says Hardzinski, who has worked on "Assignment Radio." "The Web has so much potential to provide an expanded universe for content, not just for radio, but any form of media."

Rob Loeber, a 2004 graduate who worked on The Wire as a student, says versatility is the most important thing for any media's future because viewers, readers and listeners demand the news, sports scores and weather when they want them from all media, from Web sites to television.

"I think that's what most people are looking for in podcasts and on the Internet," says Loeber, now sports director at Oklahoma City's FOX 25-TV. "However, talk radio still has

## The Wire



**THE WIRE:** Amber Candelaria (journalism, '08) works the mic on the afternoon show. The Wire is the student-run radio station on campus with a variety of music and news programming.

a loyal following, especially in sports, but to be successful you have to know your audience and you've got to keep the show moving. With the Internet podcasts and, now, satellite radio, people have more options than ever."

Charli New, broadcast and electronic journalism junior, says working for The Wire keeps her updated on trends and issues in the music industry. She says her DJ position on The Wire allows her to have a say in her show's format and content. New, who plans to apply to New York University's music business school, says public radio will stay successful, but that commercial radio may be a different

story because of changes in the market and media delivery systems.

Holp says public/nonprofit radio is still a viable medium for jobs in sales, fund-raising, operations, production and engineering.

Alumni of The Wire and KGOU and current students may not all have gone or plan to go into radio as a career, but all agree the experience they got at one of the campus radio stations has helped prepare them for the jobs they have today or will help them when they look for jobs in other media.

## VOA Continued from Page 33



**SOAKING IT UP:** Gazmend Sylva of Kosovo listens intently in an Introduction to Public Relations class as other students look on. The two VOA visitors participated in many journalism classes while they were at OU.

Self says OU students benefit from the Professional Development Year for Journalists program. In his graduate class, International Media Systems, Self talks frequently with students about the influence of media on public opinion in all parts of the world.

"We're so globally interconnected now it becomes very important for journalists around the world to understand the U.S. and for our students to understand how global journalism is today," Self says. "The Voice of America program gives our students the opportunity to meet people from overseas and to talk about journalism. I think it gives them a greater appreciation of the freedoms that we enjoy here in our country and for the quality of journalism that we practice here. It's a really good educational experience for our own students to learn about other countries and develop an understanding

that people are basically the same everywhere and everyone has the same aspirations for freedom."

Both visitors traveled around the United States during the year. Georgievski wanted to see New York, Los Angeles and as many other places as possible. Sylva said he is grateful to have this once-in-a-lifetime opportunity, although being away from home and family is not easy. He did not meet his son, Dini, born in fall, until he visited Kosovo during the winter holiday.

In March, the men traveled to Washington, D.C., where they toured national monuments, met political leaders and were debriefed by the State Department on their experience in Oklahoma. They will return home in May, having been exposed to a great deal of knowledge about America's media, politics and people.

## Faculty Focus

## Meta Carstarphen

Faculty-In-Residence program provides faculty/student interaction outside the classroom

by cassie clarke

For most professors, the end of the workday is a time to drive home, leaving work, stress and the campus behind. For Meta Carstarphen, associate professor of public relations and Gaylord Family Endowed Chair, however, going home does not begin with a drive but a walk: she leaves Gaylord Hall and heads to Couch Center, one of the university's residence halls.

Carstarphen is the first Gaylord College faculty member to participate in the Faculty-In-Residence Program, which gives faculty the opportunity to live among students in the residence halls and interact with them daily.

Carstarphen's husband, Mark Delgado; dog, Buddy; and cat, Macy, also are Couch Center residents. They live in an apartment on the first floor, but this space isn't the average cement-block dorm room. The fully furnished apartment is specifically outfitted for the faculty-in-residence, and their reserved parking spots are just steps away. Carstarphen's apartment has a front door, a doorbell and even a backyard area for barbecuing.

The program provides the family housing and a meal plan. In exchange, Carstarphen contributes to the social and educational atmosphere of her residence hall.

"What captured me was the concept of faculty members interacting with students outside the classroom," Carstarphen says. She says she likes to get to know students as individuals and enjoys helping them out with issues that extend beyond the academic.

Gaylord College Dean Joe Foote says Carstarphen's involvement with the FIR program is representative of Gaylord College's goals.

"We're trying very hard to be a student-centered college and involve ourselves in the university community," Foote says. "Meta sets a wonderful example. I hope we can have a long string of Gaylord faculty involved in the FIR program."



**CAMPUS LIFE:** Meta Carstarphen, associate professor of public relations and Gaylord Family Endowed Chair, and her husband, Mark Delgado, live just across the street from Gaylord College in Couch Center one of the university's residence halls. They are part of the Faculty-In-Residence Program and host social and educational programs for Couch residents.

Foote says Carstarphen's highly developed communication skills enable her to connect with all varieties of people in and out of the classroom.

Bill Henwood, director of Housing and Food Services, says Carstarphen is a wonderful asset to the FIR program and to the residential community of Couch Center.

"Because she has served as an associate dean in the college as well as on the faculty, Meta brings a well-rounded perspective on the university community," he says. "She has an appreciation for more of the behind-the-scenes administrative aspects of the university, whereas some faculty might not have her breadth of experience."

Carstarphen follows in the footsteps of a string of high-level FIR participants beginning in 1996 when

the program invited its first participant to move into a residence hall. She and Delgado live in the same apartment as that very first faculty-in-residence, Tom Boyd, Gaylord Professor Emeritus of Religious Studies. Doug Gaffin, dean of University College, also has participated, as have almost 20 other faculty members who have been willing to live the residence-hall lifestyle. Faculty members live with their families in all six residential areas on campus: Couch, Adams, Walker and Cate, as well as Sooner Housing and Kraettli apartments.

While Carstarphen shares her experience with only with her husband and pets, many faculty have young children. Students often baby-sit for faculty, play fetch with their pets or spend an evening eating a home-cooked

dinner in their apartment.

Students in Couch especially enjoy watching OU football games in the comfort of Carstarphen's living room.

After a long day at Gaylord Hall working with colleagues, teaching and working on her research projects, Carstarphen comes home and plays host to almost 900 Couch residents. She plans social and educational programs, often asking influential campus leaders to give informative and inspirational speeches.

Carstarphen decided to take a multicultural approach to many of her programs when she began her residency in fall 2006. She has done everything from "Puerto Rico Night" to "African American Read-In."

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"Diversity is important to me," she says. "I always try to get students into that."

Stephen Neely, programming assistant for Couch Center, says Carstarphen has broadened the horizons of programming in the residence hall.

"She brings a cultural awareness. Her 'Cultural Spotlight' programs have been extraordinary," he says.

In her those programs, Carstarphen periodically highlights different cultures to give students a chance to broaden their horizons without leaving their homes away from home.

Couch resident Johnathan Sellers, broadcast senior, says he especially enjoyed learning how to salsa dance at "Puerto Rico Night" during fall semester.

"It was fun and funny at the same time," he says. "I love how much time and effort she and Mark seem to put into the programs. They're always on top of their game."

Carstarphen and her husband also often provide home-cooked meals, much to the appreciation of many freshman students who are living away from home for the first time.

"The master chef is Mark," Carstarphen says. "We're a good team. We work together to try to match our programs to the right food."

During the first Thanksgiving in the apartment, the couple prepared an entire holiday feast for Couch residents, complete with a deep-fried turkey, stuffing and homemade pumpkin pie. During spring 2007, Mark's smoked barbecue brisket lured hundreds of hungry students to the 2007 Super Bowl party in Couch, hosted by FIR families from every center.

Couch Center Coordinator Jeff Lowe says Carstarphen brings a fresh perspective to the program. He says he was impressed and excited when Carstarphen brought Stanley Evans, an assistant dean in the OU College of Law, to Couch to speak to students.

"That was a program I really appreciated," he says. "She's thinking of the students' future."

Before participating in the FIR program, Carstarphen had served as faculty adviser to the Gaylord chapter of the National Association of Black Journalists and participated in the university Adopt-a-Prof program several times. She was recognized in 2006 as the outstanding faculty adviser for the Adopt-a-Prof program.

Sellers, an NABJ member, says he knows he is not the only one who can attest to Carstarphen's caring concern for students.

"Dr C. definitely takes an interest in students," he says. "She's very personable, and she's more 'in' with the students than some other faculty."

Friend and colleague Kathryn Jenson White, assistant professor of journalism, works with Carstarphen as a co-instructor for a travel-writing course in Puerto Rico.

"Meta is one of the most student-centered colleagues I've ever worked with," Jenson White says. "She knows exactly the right mixture of openness, friendliness and professionalism."

Jenson White says the challenges of traveling with students to foreign locations shows Carstarphen's ability to work well with them outside the traditional classroom.

"You have to be incredibly flexible and creative to deal with the complexity of traveling with groups of students," Jenson White says. "Meta is both of the above."

Jenson White says participating in the FIR program provides great rewards but also requires some sacrifices.

"You have to give up part of your privacy," she says.

Living among students can be a challenge at times for many reasons, Carstarphen says.

One early morning, a 5 a.m. evacuation caused by a flooded stairwell brought out the flexible and creative spirit Carstarphen's colleagues describe. Fire alarms and other night disturbances aren't frequent, but they do occur.

"We actually made an impromptu program out of one of them," she says.

When the residents were finally allowed back in the building after two hours outside during the flooded-stairwell caper, Carstarphen invited a handful of cold, hungry Sooners to her apartment for cookies and hot chocolate.

"We were already up anyway," she says.

Carstarphen says one of the most rewarding aspects of the job is being able to connect with students in a less formal way than in the classroom. "At the core of the FIR experience is having a heart for students," she says. "This is why you get into academia: to make a difference in the lives of young people. So why wouldn't I want to do this?"

For Carstarphen, the workplace is home and home is the workplace. That means that 24/7 she is involved in helping OU students be their very best, both in and out of the classroom.

## Ned Hockman



**HONOREE:** Ned Hockman, retired film and video professor, and David Smeal, retired Public Affairs director of electronic media and photo services, meet in the Oklahoma Memorial Union before Hockman's induction into the Gold Circle by the National Television Academy of Arts and Sciences.



**THE HONOR:** Andy Horton, Jeanne Hoffman Smith Chair of Film and Video Studies, adds his applause to that of all those gathered to honor Hockman. Jeremy Gossett hands Hockman a plaque signifying Hockman as a member of the Gold Circle.



**THE DISCUSSANTS:** Scott Hodgson, associate professor of broadcasting and electronic media, listens as David Dary, former director of the Herbert School of Journalism and Mass Communication; J. Madison Davis, professor of professional writing; and Gaylord College Dean Joe Foote discuss Hockson's regional Emmy for Best Service Program.

## Alumni Applause

# Recent Graduate Leads Way for Hispanic Professionals

by kristin hale

**O**n a quest to champion the underrepresented in the professional world, Eirasmin Lokpez-Cobo, MA '07, knows how to get things done.

During the course of her classes at OU, Lokpez-Cobo identified a deficiency in the way the professional world interacts with Hispanics. From Venezuela and with English as her second language, Lokpez-Cobo wanted a resource, something that could connect her to other Spanish speakers who had faced the same challenges. She wanted someone to help her on her way to her master's degree. She found none.

Lokpez-Cobo says that while many studies have explored Hispanics in lower-income levels, few focus on those who wish to become professionals.

"I am researching how professionals to be, Hispanics – which is kind of a segment that has not been researched – use the Internet," Lokpez-Cobo says. "There are all these Hispanics who want to be professionals and they do know how to use the Web a lot, and their needs aren't being addressed. We want to help them meet those needs."

Her goal is to design a networking Web site catering to the Internet needs of Hispanic people.

"What we are trying to do is create a Web page to interconnect all the Hispanic professionals to be, students primarily, in Oklahoma and have a database and way to contact them so they can know what are the opportunities for Hispanics," Lokpez-Cobo says.

The currently untitled site is comparable to Facebook or MySpace and will be a place where Spanish-speaking students and professionals can network and discuss ideas, hardships and career opportunities in Spanish. Basically, the site will provide guidance and encouragement to Spanish-speaking students.

Lokpez-Cobo is not undertaking this quest alone. She has many supporters eager to help.

Peter Gade, associate professor journalism, was chair of her thesis committee. He commends Lokpez-Cobo's eagerness and dedication to her vision.

"She was a good student in every way," Gade says. "Eirasmin is not intimidated by challenge. In fact, she welcomes it. Eirasmin sees challenging things and says, 'Let's try it. This is a challenge, but I think it needs to be done.'"

Other faculty agree with Gade's assessment.

"I know she is a very active, very enthusiastic student who tries to really engage in her research as much as possible and learn," says Katerina Tsetsura, assistant professor of public relations. "She really cares about communicating with professionals and ethnicities. That will make her research even more important."

Along with her own schoolwork, Lokpez-Cobo served as a teaching assistant for Tsetsura and Natalie Tindall, assistant professor in public relations, and she planned events for Gaylord as well.

"Sometimes I think I cannot do it, I cannot get it all done," Lokpez-Cobo said. "It always gets done, though, and I really like it. I think that is why I don't go crazy."

The research is exhausting and the process is long, but Lokpez-Cobo has high aspirations.

"I'm really excited actually because my research got accepted into a conference, the Zenith Awards," she says. "I may have a chance to get published."

The Zenith Awards is a public relations competition for the state of Oklahoma. Gade says that accomplishments like this reflect well on OU and the journalism program.

"This conference will get some national exposure," Gade says. "It also says some nice things about what we're doing here at Gaylord. It's good, solid research that will benefit many people."

Lokpez-Cobo says some nice things about Gaylord, too.

"OU is just a great university," she says. "I visited a lot of campuses, but here — all the structures and buildings. At other places you go, take your classes and go home. But here it is really warm. I love this place and the people."

Lokpez-Cobo has no plans to stop in her quest to help Hispanics after she is finished with her research.

"Right now, after I finish this, I am planning to work, maybe in

advertising or PR doing Spanish-speaking-things," she says. "I think it is time for me to give back to me a little bit. Sometimes if you're very lucky you have all these opportunities, especially since Venezuela's political

situation is very bad, like coming here, doing my master's. There are so many Hispanics out there who need some extra help and an extra hand. I want them to have the same good things I got."

While Lokpez-Cobo may be of the wrong gender to be a knight, her quest to help Hispanic professionals makes her much more than a lady in waiting.



**CRUSADING FOR HISPANIC PROFESSIONALS:** Eirasmin Lokpez-Cobo, MA, '07, has focused her master's degree research on issues concerning how professionals in the Hispanic community use the Internet.

## Careers and Internships

# Career Blitz Prepares Students for Work

Program provides career tips to help students prepare for career search



**PREPARING FOR A PROFESSIONAL FUTURE:** The Career Blitz series prepares students for the career search by providing tips on how to dress, network and succeed in an internship as well as traditional résumé and cover letter instruction.

### SAMPLE WORKSHOPS

#### FEBRUARY

Resources for Success

Resume, Cover Letter and Portfolio Workshops

Mock Interviews

Networking:  
Beyond the Facebook

Web Design and Online:  
What Should You Know?

#### MARCH

Networking:  
Beyond the Facebook

Career Planning Session:  
Finding Your Focus

Resume and Cover Letters:  
"Compiling the Stats"

Lunch and Learn:  
Dining Etiquette

#### APRIL

Dress for Success:  
What NOT to Wear  
Fashion Show and Presentation

How to Succeed  
in an Internship

Just Say No: Maintaining  
Ethics in the Workplace

Confidence and  
Image Building

After Graduation:  
The Transition From  
University to World

by ashley haggard

A man stands in front of a team and gives an empowering speech full of tips and plays so each player can succeed. As the players listen, they begin to feel inspired and believe a win is within their grasp. However, the team does not play baseball or football or softball, and the man is not your average coach. The speaker is a journalism professional, and the players are Gaylord College students. The game they are preparing for is played not on a sports field but *in* the complex field of media.

Career Blitz, a Gaylord Student Services program that began in spring 2007, trains students in strategies for success in the real world. Alumni and media professionals lead workshops that prepare students for life after graduation. The program covers all the bases, from scoring a job to winning behavior once in a position.

"The biggest mistake students make is going into an interview unprepared," says Heather Spencer, Gaylord College career services and internship coordinator. "We

don't want students leaving here not knowing what to expect."

Each workshop in the training program tackles a variety of subjects: career planning, résumé writing, interviewing skills, self-confidence and image building.

"In its third semester, this Career Blitz is really focusing on the importance of networking and image," Spencer says, "Maintaining a solid, professional image starts first with how to dress and act as well as putting together a great portfolio. Our students can accomplish so many things with the technology and theory they pick up in class, but what are they really doing with that knowledge? Career Blitz this semester will help them reach that goal of getting the foot in the door."

Students who go through Career Blitz have a better understanding of what to expect, how to dress and behave and what they should be asking prospective employers, Spencer says.

Donna Engstrom, broadcast and electronic media senior, attended one of the résumé writing workshops.

"It has made me feel more confident about myself and how I

present myself through my résumé and cover letters," she says.

As part of Career Blitz, the college presented its first JMC Career Fair in March 2007. A reception helped students work on networking skills with alumni in their fields and gave them the opportunity to ask questions about the workplace. Students had an opportunity to meet prospective employers during the fair's first day. Those employers also held interviews on campus for students looking for both internships and careers.

"We really want alumni to be a part of everything from the Career Fair to teaching workshops," Spencer says. "It is so important to have the alumni pass on their wisdom to current students. They are the ones out there living this."

Like athletes who gain their most valuable information from those who have played on the field before, Gaylord students learn from the alumni who come to teach the workshops.

"Career Blitz gave me a taste of what is expected out of me out in the workplace," Engstrom says. "I thought I knew everything I needed to know, but Career Blitz pointed

out things I needed to work on."

With more than 25 workshops spread throughout the semester, the program is designed to be something students look forward to and plan on, Spencer says.

Journalism senior Lisa Janssen attended an interviewing workshop. She says Career Blitz is a valuable experience that students should take advantage of.

"I feel like I can enter the workplace out of college and know what is expected of me, as well as what I should expect from my employer," Janssen says. "I am so nervous about interviewing in person, and Career Blitz has been so beneficial in helping me feel more confident and prepared."

## International Partnerships

# Murrow Program Fellows Visit OU

Latin American journalists promote journalistic freedom and excellence

by kristin hale

**F**ourteen Latin American journalists gained insight into American culture and the media's role within it as part of the Edward R. Murrow Program for Journalists in spring 2007. More are on the way in summer 2008.

The Murrow Program is a joint project between the Department of State's Bureau of Education and Cultural Affairs and 12 universities, including the University of Oklahoma. The program is designed to bring foreign journalists into contact with media professionals and professors for a cultural/professional exchange.

This is the second time the Murrow Program has brought international professional journalists from Latin America to the Gaylord College, and the itineraries were similar.

"We did many things the same way, but we are also diversified and did some things differently," said Charles Self, director of the Institute of Research and Training. "The program was extremely successful last year so we didn't want to mess it up. We got extremely good reports from the first group."

The reports were glowing this year as well. Though many of the participants spoke through an interpreter, the journalists couldn't stop talking about the places they had been and the things they had seen. Most importantly, many felt that the program would help them back in their own countries.

"I teach journalism at the university level, and I think the academic content will be very useful there," says Luis Alonso Hernandez Pineda, who teaches journalism and also is communications director for Carabobo State in Venezuela. "This experience of joining together journalists from all over the world is a very good learning experience."

Embassies in 180 countries nominate journalists in their countries to participate in this program. After separating those they select



**ERASING BORDERS:** A group of 14 Latin American journalists visited the Gaylord College as part of the U.S. State Department's Murrow Program. The group visiting OU during spring 2007 included journalists from Argentina to Venezuela and several countries in between.

into different cultural regions, the program organizers assign them to a university. The Latin American group visited OU after meeting with the entire group of Murrow journalists in Washington, D.C.

Both the journalists and the presenters must overcome several hurdles, Self said. One of them is the short time the journalists are here.

"Time is always challenging," Self said. "We really would like to have had more time to show them more things about our media, our community and our nation."

Perhaps the most difficult challenge was the language barrier.

Ray Chavez, visiting assistant professor of journalism, said he spoke to last year's and this year's visitors.

Chavez said he usually starts out speaking Spanish in his presentations, but soon switches to English and lets the translators worry about finding the correct words.

"I speak border Spanish," Chavez said. "That is very different than the formal Spanish used during academic speeches. And even then, I have to study before so I know the right words."

The guest journalists don't just sit and listen to speeches all day. This year, they visited the National Cowboy

Hall of Fame and Western Heritage Museum and the Oklahoma City National Memorial and Museum. They even attended a Hornets' basketball game. In addition, each shadowed a journalist from the Oklahoma Gazette, the Tulsa World or The Oklahoman.

Some toured local Hispanic media outlets in Oklahoma City in addition.

"It has been exhausting," Pineda said.

Not so exhausting that they didn't enjoy their stay at OU, however, participants said. In fact, many said that the Oklahomans they met on campus on and off were some of the friendliest people they've come across in their visit to the United States.

"My favorite part was how the university received us very warmly, the people who work in this place were so friendly, and the beautiful academy," said Rosario Cecilio, team coordinator for TV Station Channel 10 in Uruguay. "It's a very good program."

Self was pleased with the way Gaylord's inhabitants reached out to the Murrow journalists.

"I was most proud of the way our students and faculty welcomed our visitors," he said. "Everyone they met was warm and open in answering their questions and telling them about OU, Oklahoma and the United States."

Self said the visitors enjoyed several aspects of the program besides friendly Sooners.

"The journalists enjoyed the academic presentations and discussions with students and faculty," Self said. "They enjoyed attending the Hornets' game in Oklahoma City. They were impressed and moved by the Oklahoma City Memorial and Museum. But the thing that they seemed to enjoy most was meeting and talking with representatives of the growing Hispanic community in our state."

The Murrow Program has many goals, Self says. Global networking is one of them.

"We hope we are contributing toward better relationships between the U.S. and Latin America and that they came away with a good idea of how media work in the United States," Self said. "Students at the opening reception were very interactive. All our academic sessions were lively and full of exchanges among all the participants from here and from Latin America. Those are the ideals of the program, so we're happy with our results."

## Faculty Focus



**ADVANCING JOURNALISM EDUCATION:** In summer 2007 Gaylord Dean Joe Foote served as chairman of the first World Education Journalism Council in Singapore. The WJEC was a gathering of journalism educators from around the world. Gaylord faculty members Ken Fischer and Scott Hodgson (left) joined Foote and Charles Self to film the proceedings.

# Faculty Summers Anything but Lazy

Faculty members travelled the globe to share journalistic excellence

by gina harkins

The lazy days of summer lull most students and many professors into periods of rest and relaxation, but for many Gaylord faculty members, the months off are anything but lazy. Between taking international trips, teaching summer school, working on research projects and finishing novels, their summers often are just as full as their fall and spring semesters.

Visiting assistant professor of broadcasting Ken Fischer and Scott Hodgson, associate professor of broadcasting, traveled to Bangladesh and Nepal in summer 2007 to present a broadcast journalism workshop. For about 12 days, Fischer and Hodgson led a skills-development session for women journalists in Dhaka and Kathmandu, the nations' capitals.

Fischer says the majority of participants in the workshop were print journalists hoping to learn more about broadcast journalism. He says he put together a workshop plan including topics related to writing, reporting, ethics and story construction. This was Fischer's first trip to Bangladesh, and he says he was excited about visiting.

"Based on what I had been told, we can learn from them and they from us," Fischer says. "That proved to be the case."

Meta Carstarphen, Gaylord Family Endowed Professor of Public Relations,

joined Fischer and Hodgson. She taught workshops in leadership to women journalists in both countries.

Gaylord Dean Joe Foote traveled in June to Singapore to attend the World Journalism Education Congress. Journalism educators from 25 organizations around the world met to talk about the state of journalism, principles, accreditation and other topics affecting journalism education internationally. Fischer and Hodgson met Foote in Singapore following the Bangladesh/Nepal workshop to make a video of the conference to be sent to schools and universities.

"This was the first time where people from every continent got to meet," Foote says. "Singapore was chosen as the location site because it is a good transportation hub with access to a lot of countries, especially the biggest population point of Asia."

Foote says the conference's main goals were to increase the visibility of journalism education and to

identity the challenges it faces.

Foote also traveled with OU students to England and France for his annual study abroad program. Foote says summer 2007 was his 20th year to instruct the course, which, he says he enjoys just as much each year.

"I like seeing students adjust to a different culture," Foote says. "It helps them to see the United States in a clearer light."

Ralph Beliveau, assistant professor of broadcast and electronic media, co-teaches the course which focuses on media in England and France.

Other professors stayed in Oklahoma but worked just as hard on projects based here.

Keith Greenwood, assistant professor of journalism, continued research focused on what judges look for in photographic competitions and how photo archives are created

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## OIDJ 2007



**THE PROS:** Oklahoma City's KOCO Channel 5's Jessica Schaumbach, Maggie Carlo and Mark Rodgers share their personal experiences with high school journalism students in the OIDJ program.



**GOOD BEGINNINGS:** OIDJ students participate in a traditional Native American blessing ceremony to open the two-week workshop.



**INSTRUCTION:** Brian Pollard, editor of the Cherokee Phoenix and a skilled photographer, explains the importance of visuals to OIDJ participants.

*Continued from Page 41*

for historical purposes. He says his primary focal point is on the judging process for major contests such as Pictures of the Year International, Pulitzer Prizes and The Best of Photojournalism. Greenwood is finishing a study of photographs in feature stories from the Pictures of the Year International competition to gain further insight in consistent themes within the photos.

Advertising is always on the mind of David Tarpenning, assistant professor of advertising, and summer provided no respite. Tarpenning spent June teaching two sessions of Copy and Layout and July teaching one session of Advanced Copywriting. Tarpenning says the summer courses allow the overflow of students needing the classes to fulfill prerequisites so they can move through the advertising curriculum at the right pace.

"Taking Ad Copy and Layout in the summer allows the students to devote full attention to the class, making it more interesting for both the student and teacher," Tarpenning says. "The class gives the students their first insight into what it's like to create an ad, as well as using Photoshop for design."

The Advanced Copywriting Class gives students experience shooting and editing television commercials. Tarpenning says advertising student Jennifer Rickard received a first-place Addy award in summer 2006 for producing a 30-second commercial spot. Tarpenning says the commercial advertises the Mac wireless mouse and was clever enough to go on to regional competitions.

Each day of summer brought professional writing professor Deborah Chester one day closer to Aug. 1, the deadline for her latest novel. The fantasy novel she completed during the summer is a sequel to "The Pearls," her 37th published work. It hit bookstores in December.

"The plot is about the sister of an emperor who gets captured and ends up falling in love with her captor," Chester says. "I love working out the scenes and characters; it's my favorite part about writing novels."

Between preparing scenes and continuing the storylines of her characters, Chester also attended several science fiction conferences during the summer.

Katerina Tsetsura, assistant professor of public relations, spent her summer working on research and beginning to write two books. She and Dean Kruckeberg, Northern Iowa professor of communication studies, continued research on bribery within the news media, including journalists being offered money to print or broadcast a story. The research includes an in-depth study

of how public relations reports get to the point where they become printed works in journalistic outlets.

The colleagues plan to start working on a scholarly book about their developing research and have traveled to several countries already to further their knowledge on the subject.

"I have two pending contracts to write a book, so my priority is definitely focused on that," Tsetsura says.

This summer was particularly full and challenging for Kathryn Jenson White, assistant professor of journalism and executive director of OSM-OIPA, the statewide organization devoted to high school media. Jenson White first focused her attention in May on an intersession course, a study abroad experience located in Puerto Rico called "Travel Writing Genres." Carstarphen and Jenson White have taught the course four times, taking from 18 to 25 students for two weeks to Puerto Rico each May. They have moved the course to December and will take the first Winter Intersession group in 2009.

Jenson White also taught in the two-week Oklahoma Institute for Diversity in Journalism, a program she helped create with then-Associate Dean Fred Blevens and has been involved in for the four years of its existence.

In addition to her work with OIDJ and her intersession course, Jenson White wrote several feature stories as a freelance magazine journalist and film critic. She wrote for The Oklahoma Gazette and Sooner Magazine and pitched stories to several national magazines.

This is just a sampling of summer work for Gaylord faculty members. The lazy, hazy days of summer are anything but for not only them but many of their colleagues.

Diversity

# NAJA Puts Down New Roots at OU

Oklahoma's central location was key to relocation

by cara bailey

**T**he construction and renovation noises may have lessened in the new offices located on the second floor of Copeland Hall, but building the organization that now finds its home in them is an ongoing project.

The Native American Journalists Association lifted its roots at the beginning of the 2007-2008 school year from its home in Vermillion, S.D., to replant them at the University of Oklahoma in partnership with Gaylord College of Journalism and Mass Communication. Both partners expect this transplant to bear fruit in the form of increased membership for NAJA and increased impact on both Native and mainstream media.

NAJA Executive Director Jeff Harjo, a member of the Seminole Nation, says the organization moved to Copeland Hall in late August, although office renovations that began in July were not yet complete. He says those moving office furniture and boxes had to weave their ways through student-filled hallways because the renovations took longer than expected.

Harjo says he began coordinating the renovations during the summer while also planning NAJA's 2007 Annual National Convention in Denver.

The organization began in 1984 and had its first offices in Scottsdale, Ariz. It moved to the University of Colorado in Boulder, then to Minneapolis before locating at the University of South Dakota. NAJA is celebrating its 25th year anniversary having just settled into its new home within Gaylord College.

"NAJA board members wanted a permanent home, and they had a history of moving around quite a lot," says visiting assistant professor of journalism Ray Chavez, with Tarahumara and Apache heritages. "The organization has gotten to the point where it needs to settle down and establish roots somewhere. It needs that stability: the ties with OU, the ties with some of the more



**ESTABLISHING ROOTS:** Ron Evans (office manager), Jeffrey Palmer (education director) and Jeff Harjo (executive director) of the Native American Journalists Association are finally settled into its new offices in Copeland Hall after relocating from the University of South Dakota. OU provides a central location near many of its members.

involved tribes in the state and philanthropic foundations. Having those kind of organizations in the state, I think, is really going to help."

Harjo says Oklahoma's 39 tribes were definitely a draw, given that he will find it easier to do outreach to a larger number of journalists and potential journalists in close proximity. Oklahoma's central location also was a consideration as the organization looked for a new home, Harjo says. The location helped increase attendance when the organization's board came to NAJA's open house in late September.

"We are close to Oklahoma City," Harjo says. "In Vermillion, it is about a 45- to 50-minute drive just to the nearest airport. So, logistically, you know Norman is a better fit for us."

Bryan Pollard, NAJA vice president and editor of *The Cherokee Phoenix*, says the move will benefit NAJA in allowing a close relationship with Gaylord College.

"I think we were just impressed in general with the growth of the

Gaylord College, with their dedication to journalism as well as the overall growth of the university," Pollard says.

NAJA will have access to Gaylord College resources from faculty to facilities as an important national organization housed on campus, Chavez says. And the benefits go both ways.

"This makes access to grants and funds more feasible for both, which in turn creates more educational opportunities for students, Indian and non-Indian alike," says Chavez, who has been a NAJA member since 1990. "The other benefit to OU students is that they will get the exposure they need to American-Indian journalists and their insights into a variety of Native-American social, political, economic and cultural issues."

In its goals, NAJA is much like the Society of Professional Journalists with, however, a specific focus on media coverage of Native issues, Harjo says. NAJA has more than 700 members.

"This mutual-help organization is a coalition of journalists who will help

promote the field to other Indians," Chavez says. "The organization not only provides support to members, it also offers training programs, job placement opportunities and advice from other professionals who operate publications, Web Sites or radio programs."

Pollard says the positive and welcoming attitude of Gaylord Dean Joe Foote and the enthusiasm of faculty members were primary reasons the board chose Gaylord College for NAJA's new residence.

"The one thing that is very important to me is that the University of Oklahoma didn't just say 'Oh, yeah. You can have a place here,'" Pollard says. "Everyone connected to the discussion seemed to very much want NAJA to be here, and everyone seemed to see how NAJA's mission was closely aligned with the university's mission of becoming a premiere institution for Native journalism students."

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## Student Organizations

# Tomorrow's Novelists, Screenwriters and Playwrights Hone Their Crafts

Professional Writing Student Association provides students opportunities outside the classroom

by erica krajcir

**O**n a Monday night in fall 2007, a group of 15 students sits eating doughnuts and talking in a small lounge in Copeland Hall. The crowded room is packed with chairs, and the buzzing conversation centers on characters, plot and word choice. Suddenly, someone shouts over the conversation: "This meeting is now in session." Members of this group, the Professional Writing Student Association, are tomorrow's novelists, screenwriters and playwrights.

Three years ago, the Professional Writing Student Association didn't exist. It came to be late in 2003, when graduate student Will Prescott gathered a few fellow students to discuss issues related to creating and selling novels, screenplays, nonfiction works and books. As more students began to attend meetings, Prescott says, students began to see a need for a formal student organization dedicated to professional writing and writers in the college.

Prescott says for almost a decade professional writing students have talked about and tried to start a student group but failed as interested students graduated and those less interested stopped attending meetings. When he transferred to the graduate college from Rice University in 2002, Prescott says, he noted the lack of a sense of community among the professional writing students.

"Writers are notoriously poor organizers, so it is not all that surprising that groups come and go," Prescott says. "I decided to start the club because I felt professional writing needed a student group to improve



**PLOTTING:** Members of Mel Odom's Professional Writing class meet in the writing lounge in Copeland Hall for meetings and informal debates on the finer points of crafting fiction.

perception of the major. Probably more important is that I wanted some group to belong to and some way to engage with my classmates. Several of the original officers are older, have families and can't bond at the bar like many of our other classmates."

When Gaylord College announced plans for its \$19 million addition, Prescott says he realized the professional writing program would have no official space in the new building specifically dedicated to it. To discover whether professional writing students shared his concern, Prescott developed a questionnaire to hand out to PW majors in their classes.

"The survey started because I figured it was an easy way to demonstrate that the other professional writing students felt the same way I did, that we needed to be better represented in Gaylord College," Prescott says. "It was important because we were

able to identify common things that everyone felt and wanted, like a need for community among students."

The survey asked students whether they felt the professional writing area was well represented in Gaylord College, whether students wanted a professional writing student association and what exactly they would want to get out of such an organization. More than 90 percent of the students returned the surveys. When Prescott and a group of five or six students gathered at a national bookseller's coffee shop to tally the findings, they found students wanted an association.

The students presented the survey findings to the Gaylord College deans, and, Prescott says, the administrators were impressed with the findings. In response, they altered the building plans to include a lounge for professional writing students and

supported the creation of the PWSA.

In fall 2006, Prescott, the first co-president, drafted a constitution. Deborah Chester, professor of professional writing and John Crain presidential professor, became faculty adviser. Chester has written 37 novels, including "The King Betrayed" in 2003 and "The Queen's Knight" in 2004, both published by The Berkley Publishing Group. Her latest novel, "The Pearls," hit bookstores Nov. 27.

Chester says the meetings are beneficial to students because they allow members to work on their writing outside the classroom and to form connections with other writers.

"I love to chat about writing and be with other writers," Chester says. "It's important for professional writing students to get better acquainted with one another and network with

*Continues on Page 45*

## Professional Writing *Continued from Page 44*

their fellow writers. I like to be there for moral support and to answer any questions students may have.”

Chester also provides writing exercises at PWSA meetings. Prescott says the opportunity to get one-on-one time with an experienced writer like Chester is rare

Whether because of the community or the writing lessons, the PWSA has seen meeting attendance climb from six to close to 20 in its three years. Although the organization has more than doubled membership, current co-president Amy Frost, professional writing junior, says many students outside Gaylord Hall don't know the professional writing program exists. Her goal is to make the program better known.

Frost says the PWSA launched a short story writing competition in fall that is open to every OU student. The club will publish all entries in a publication to sell on campus to raise funds and provide more name recognition for the professional writing program and its organization.

Chester says the ultimate goal is to expand the organization to include alumni, allowing students to network with graduates. Chester says she has seen some interest expressed from alumni in re-connecting with the college.

“A lot of alumni continue to be very interested in the program and want to stay in touch through the club,” Chester says. “I get many e-mails from alumni who miss interaction with other writers.”

Lauren Kula, who graduated from the professional writing program in May 2007, still attends PWSA meetings. Kula's love of the outdoors drove her to a landscaping job, but she believes it is important to remain in contact with other writers.

“I'm still interested in PWSA because I want to be sharp if I do get a writing

job,” Kula says. “Deborah Chester does a wonderful job keeping students on top of the trends. One meeting I attended last year devoted a lot of time to following writing trends from hot new topics to the popularity of blogs. The meetings are also great for keeping in touch with some of my peers, many who I find to be valuable sources of information. It's good to have fellow writers around to critique each other's work or, of course, just to shoot the breeze.”

Larry Jenkins, who graduated with a musical arts degree with an emphasis on professional writing, recently made a donation to the PWSA to help build a lending library for students, a resource not available when he was a student.

“I remember during my coursework there were often students who didn't always have the resources to procure the books needed for classes, and those books weren't always available in local libraries,” Jenkins says. “I heard about an effort to start a lending library and thought that would help if it could stock novels that would be used in classes. I also think a great way to improve your own writing is to study the successes, and sometimes failures, of those whom you want to be your peers. Read, read, and then read some more.”

Larger and now officially recognized by the university as a student organization, the PWSA continues to grow from its beginnings as a group of friends chatting at a coffee shop. But sitting in Copeland Hall 209, the group still feels, sounds and acts like a bunch of friends. The number of members may have increased, but the group has not lost sight of its original purpose: It is truly a community of writers.

## NAJA *Continued from Page 43*

Meta Carstarphen, associate professor of public relations and Gaylord Family Endowed Professor, says Gaylord College was an ideal location for NAJA because of the state's high number of recognized tribes. She says the partnership will help NAJA support its mission of advocating press freedoms in Native America and its role seeking to increase the number of Native American journalists.

“It also brings distinction to our program at Gaylord College and creates opportunities we have yet to explore,” Carstarphen says. “Gaylord College clearly can enhance NAJA, and we have a nationally recognized Native Studies Program at OU that can also be part of the mix.”

Carstarphen, who was serving as Gaylord College's associate dean of academic affairs during the process of creating the partnership with NAJA, worked with Chavez and Harjo to settle all the details of the relocation.

Pollard said Oklahoma's Native heritage is important to NAJA.

“I think what is important about Oklahoma is even prior to it being a state, it was Indian Territory, and the history of Native people being in this area even predates the state of Oklahoma,” Harjo says. “In fact, the first educational institutions that were in this region were started by the Cherokee Nation. We had male and female seminaries, and those were established long before Oklahoma's statehood. In fact, our female seminary has now become Northeastern State University in Tahlequah.”

Harjo says the organization plans to help Native students interested in journalism in many ways, including with scholarships.

“The Native American Journalists Association serves and empowers Native journalists through programs and actions designed to enrich journalism and promote Native cultures,” the organization's mission statement reads.

Chavez says Gaylord College can help make that goal a reality.

“I think being at Gaylord is going to allow NAJA to partner with a lot more media organizations,” Chavez says. “Newspapers, broadcast training, training on the Web: Sometimes in Indian Country you are dealing with isolated areas, but if we can get them connected to the Web, we can provide the training and the technology that cast a wider net and have greater possibilities.”

The roots for those goals are now planted at Gaylord College, so the growth can really begin.

## OBEA *Continued from Page 16*

the increased quality of his students' work is the true goal.

“To me, awards are total frosting, and I'm perfectly fine with cake,” says Rosengard.

Rosengard says his goal is to be competitive in every competition area, which may well be an achievable ambition considering last year's results.

Hodgson says Gaylord students not only placed well but were recognized in 10 of 13 TV categories. From commercials to talk show to documentary categories, Hodgson says he is proud that even the smallest programs received recognition.

Hodgson says wins at competitions like this are quickly establishing Gaylord's program as the best in the state. In the competitive journalism industry, contests like this are the markers that distinguish universities.

After excelling at the state level, broadcast and electronic media students and professors are now eyeing national recognition. Hodgson says professors encouraged more submissions to national competitions this year with great results.

Nine Gaylord students and two professors received honors from the Broadcast Education Association (BEA) in the BEA Festival of Media Arts held in Las Vegas on April 17.

Gaylord College tied with one other school for the most awards received in the 2008 video program and received awards in four of the six video categories, as well as one award in the interactive multimedia category.

Hodgson and Professor Jason Balas also received awards in the faculty competition. Professors Ralph Beliveau and Ken Fischer served as category coordinators in the competitions.

“When the students start thinking, ‘I could do a class project, or I could do something to win a national award,’ it forces them to step up,” Hodgson says.

Hodgson says these awards are a step toward developing a new culture within the broadcast and electronic media sequence.

“There's been a real buzz among students that, ‘Hey, this is a new place. This is great,’” Hodgson says.

Schell says it was great to watch Gaylord facilities and students improve to this level during her four years as a student and that she can only imagine the opportunities students will have in future.

“It almost makes me wish I was a freshman again,” Schell says.



**LEADER:** Professional Writing graduate student Will Prescott was instrumental in starting the Professional Writing Student Association and in working with the College to establish the writing lounge.

## Faculty Leadership



**START EARLY:** In 2006, the Executive Committee for the Southwest Symposium met at Gaylord Hall to do a site visit and to lay the groundwork for the 30th Annual Symposium that was held Oct. 25-27, 2007, at Gaylord Hall. From left: Mike Sowell (Oklahoma State), treasurer; Paula Renfro (Texas State), outgoing SW journal editor; James Stewart (Nicholls State), 2006-07 SWECJMC president; Jan Whitt, (University of Colorado), member; Sonny Rhodes (University of Arkansas at Little Rock); Meta G. Carstarphen (University of Oklahoma), 2005-2006 SWECJMC president and 2007 Symposium host; Wayne Melanson (University of North Colorado); 2004-05 SWECJMC president; Judith L. Sylvester (Louisiana State University at Baton Rouge), member and 2006 Symposium host; Tom Christie (University of Texas at Arlington), member. NOT SHOWN: 2007-2008 president, Mike S. Sweeney (Utah State University).

# College Hosts Regional Symposium

Discussion focused on the media's relationships with a variety of cultural issues

by kelly wadsworth

**A**s the crisp air announcing fall appeared and the south oval mums began to bloom, more than 50 educators and graduate students from universities throughout the Southwest arrived in Norman for two days of discussion and debate on the media's relationships with technology, race and politics.

The Southwest Education Council for Journalism and Mass Communication is an academic organization that supports scholarship and research in journalism education throughout Arizona, Arkansas, Colorado, Louisiana, Oklahoma, New Mexico, Texas and Utah. In addition to publishing a biannual research journal, SWECJMC holds an annual symposium hosted by

one of its 44 member universities. In October, the Gaylord College hosted the conference for the first time. Meta Carstarphen, associate professor of public relations and Gaylord Family Endowed Professor, had been planning the event since before 2006's blossoming display of mums.

"The organization's executive committee plans conferences several years in advance," Carstarphen says. "In 2004, the possibility of Oklahoma hosting the Southwest Symposium was presented to the executive committee and approved. Once the wheels were set in motion, the planning for this actually took about a year. The fall 2006 meeting was held in Baton Rouge, and from that point on we were in serious planning mode for this year."

Carstarphen was the local site coordinator for the symposium,

overseeing logistics as well as publicity. The conference, which comprised five sessions, 10 topic-specific panels and one theme-based Blue-Ribbon Panel, was held in Gaylord Hall. The attending educators were given an opportunity to see the college's facilities first hand, most of them for the first time.

"Everybody I spoke with was just very impressed with the warmth and the friendliness everybody greeted them with," Carstarphen says. "They liked the fact they were on a campus. Sometimes our meetings are at hotels because of the logistics or because the host university doesn't have affordable facilities. We are a nonprofit volunteer organization, so we really can't afford to have meetings at expensive hotels. Attendees really liked staying at the Sooner Hotel and being able to walk to sessions on a campus."

Outgoing SWEJMC President James Stewart, chairman of the journalism department at Nicholls State University, says he enjoyed the entire experience.

"I got to meet and interact with some well-respected people and had the chance to visit some really neat places," Stewart says. "You guys may take for granted what you have here. As outsiders, we get to see all this wonderful stuff and take some of these ideas back to our schools. That's how my students and my university benefit, that I can bring these ideas back and share them."

Stewart says the real benefit of the symposium is in the exchange of ideas it fosters through a series of discussion panels in which research papers are presented on a variety of media issues. Stewart says these regional meetings provide a gateway to new sources

of information and expertise for those just beginning their research.

"The first paper I ever presented was at this conference," Stewart says. "When I got there, I met some people who had been around for awhile and had developed prestigious reputations and yet they were very approachable. It allowed me to get my foot in the door and understand what the process was about."

In early August, a call for papers invited educators and graduate students to submit research proposals for possible inclusion in this year's symposium. Judges across the region selected the best papers, the authors of which presented their ideas at the conference.

"That's the wonderful thing, in fact the purpose of it, is to just provide a forum where you are sharing research that may be presented for the first time ever," Carstarphen says. "Then the authors will either present a variation of it at another conference based on the encouragement they get here, or send it out for publication. It really is an important launching point for new research."

This year, four graduate students and two professors from OU presented papers at the conference. Chad Nye, a graduate assistant and Gaylord doctoral candidate, presented his research on the progression of a specific media technology.

"My study was about what's called 'nonlinear editing,'" Nye says. "It's basically video editing software that's on the computer, as opposed to the old two-tape-recorder-with-an-electronic-edit-machine-in-the-middle editing that we used to do in TV news. So I studied how much the industry had adopted this technology, how prevalent it was and what factors led to its adoption."

Nye presented research he had developed for his master's thesis in spring 2007. Nye says one of the most important aspects of the conference for presenters is the feedback they get from educators and students.

"I got some good questions from people about it, some good constructive criticism about the way some things might have been done differently or some different questions to ask, so I thought it was a very good conference experience," Nye says.

The symposium's main event was the Blue-Ribbon Panel, which the host university is responsible for organizing. For this year, Carstarphen planned a panel titled, "Ethnic Media: Ethnic Representations from the Heartland to the Beltway" and invited prominent Oklahoma journalists to participate as panelists.

"Each local host gets to create a special themed panel, and the

idea is to take advantage of topics, issues, and resources that are in the local area," Carstarphen says. "We heard from Bryan Pollard, editor of the Cherokee Phoenix." The Phoenix is a newspaper owned and operated by the Cherokee tribe.

Also on the panel were Russell LaCour, regional director for the National Association of Black Journalists, and Al Eisele, editor in chief of The Hill, an online political newspaper. Eisele was a visiting professor at OU for one year, creating, Carstarphen says, a special opportunity to have the veteran Washington reporter and editor weigh in on the panel's focus from a national perspective.

Ray Chavez, visiting assistant professor of journalism and of Native heritage, and Gaylord Founding Dean Charles Self were on the panel. Discussion ranged from the presidential campaign of Sen. Barak Obama, D-Ill., to a North Carolina Cherokee tribe's suppression of its newspaper's First Amendment rights. The question-and-answer session that followed the panelists' remarks led to debates on racial identities and stereotypes.

"This was great for me," Stewart says. "For instance, I knew nothing about the tribal press. It's an eye-opening experience to get exposed to that."

Like the Blue-Ribbon Panel, the day and a half of paper presentations caused intellectual dialogues, political debates and research discussions to reverberate throughout Gaylord Hall.

"I think the best thing about it was just exposure to the academic community," Nye says. "My goal after I get my Ph.D. is that I want to be a teacher and a researcher in a university setting, so meeting the people who are doing what I want to do is a wonderful networking tool."

## Southwest Symposium 2007



**CHECKING IN:** Assistant Professor of Journalism Elanie Steyn and then graduate student Eirasmin Lopez-Cobo help people check in and find their way at the symposium.



**MEET AND GREET:** Meta Carstarphen (Symposium Host and 2005-2006 SWECJMC president) takes time to meet and greet Roger Saathoff (Texas Tech) and another participant at the Symposium.



**NAJA:** The Native American Journalists Association participated in the Southwest Symposium. Executive Director Jeff Harjo and Gaylord librarian Cat Bark hosted an information table in the Edith Kinney Gaylord library.

# 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.

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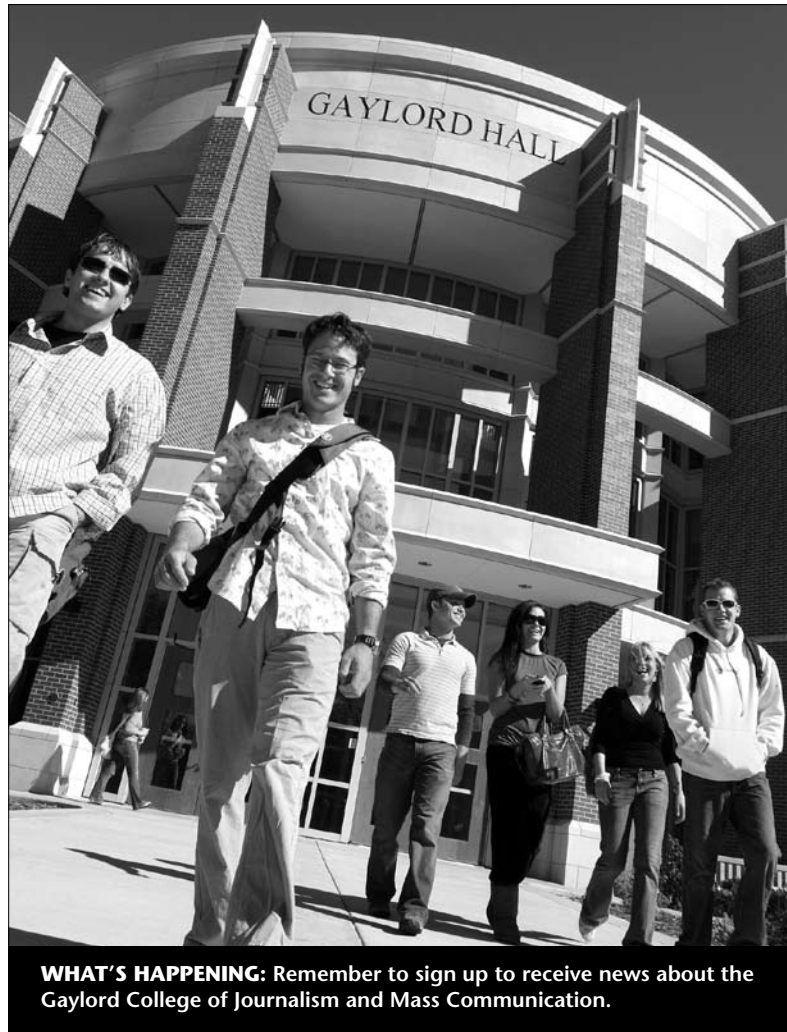
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