



# GAYLORD COLLEGE OF JOURNALISM AND MASS COMMUNICATION



Our purpose is to educate producers and consumers of existing and emerging forms of public communication and to instill in them the value of freedom of expression, intellectual and cultural diversity, critical thinking, creativity, ethics, professional skills, and social responsibility.

## BY THE NUMBERS

# 100

cameras available for students to  
check out for location work

# 30

student organizations and practicums  
for students to network and  
grow professional skills

# #2

in the nation in 2023 for quality of  
student work according to the  
Broadcast Education Association

## MAJORS

Advertising  
Creative Media Production  
Journalism  
Professional Writing  
Public Relations

## CONTACT US

[ou.edu/gaylord](https://ou.edu/gaylord)  
(405) 325-5684  
@GaylordCollege



“My time at Gaylord has been defined by the relationships built with faculty and staff, and the experiences gained through the multitude of organizations and practicums available to students. The hands-on curriculum allows students to gain real-world experience from the beginning of their college career. With endless opportunities and a staff that is incredibly supportive of students, your time at Gaylord will leave a lasting impact on your OU experience while preparing you for a successful career path after graduation.”

— Jackson Conner, OU Class of 2023, Public Relations & Political Science

## THINGS TO KNOW

**1** Our journalism program was named one of the top 10 programs in the nation by the Radio Television Digital News Association, and we are a national leader in video production. Our professional writing program is one of the oldest in the nation and BestofColleges.com ranked our advertising program in the top 10 in the country.

**2** Thanks to a generous \$22 million gift from the Gaylord family, students have access to four state-of-the-art television studios, numerous editing bays, two large multimedia labs, a 2,000-square-foot student-run advertising and public relations agency, nearly 300 computers with the latest media software, and a dedicated podcasting studio.

**3** Our students build strong bonds with one another as they design public relations or advertising campaigns, work on investigative multimedia journalism series with Gaylord News, or write and produce one of our many regular student-run broadcasts, including Sooner Sports Pad and OU Nightly.

**4** You can build an impressive portfolio through multiple professional opportunities. Students produce and direct live broadcasts on Bally Sports. The Emmy Award-winning OU Nightly news program gives students daily, real-world experience. Through the Lindsey + Asp agency and Gaylord Hall Productions, students work with real clients in advertising, public relations, and media production. Our students have paying jobs in sports production and media marketing on campus each year.

**5** There are numerous opportunities tailored for Gaylord College students to explore their majors and their fields abroad. Go connect with professionals in London as part of the British Media Tour, consult with a client at OU in Arezzo, Italy, or take a travel writing course in Puerto Rico. For a more in-depth experience, students can spend up to a year abroad.

