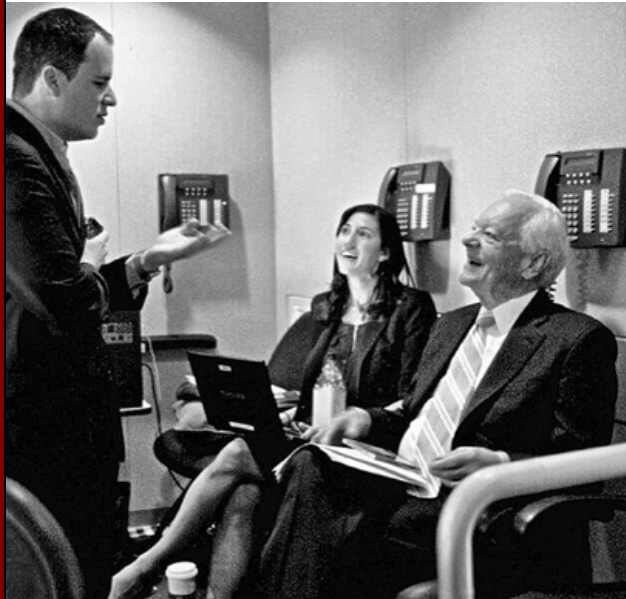


JayMac

Gaylord College of Journalism and Mass Communication Alumni Association



GAYLORD ALUMNI SPOTLIGHT

“Always dream bigger, always ask questions, don't be afraid to chime in from the start...and always be willing to put in the work.”

JACKIE BERKOWITZ

Manager, Film Publicity; Netflix
Los Angeles, CA

Now streaming: Gaylord College alumna Jackie Berkowitz. Netflix, the fast-growing, ubiquitous media behemoth, is churning out award-winning original TV shows and movies to millions of living rooms. If you've heard buzz about their original documentaries, it might be because of our 2006 public relations alum Jackie Berkowitz. We asked Jackie about her role at the streaming giant and her experience at Gaylord.

What is your favorite memory from your time at Gaylord College?

This was the toughest question because I have many wonderful memories about Gaylord College and my experiences there. What I loved most about Gaylord was that as a journalism school, it had several tracks to allow you to narrow your passions but also explore other facets of the industry so I graduated with a great sense of the industry and not just public relations. As someone who is fascinated and enthralled with journalism, one might have assumed I would

What do you consider to be the most significant moments of your career so far?

Hands down greeting my Oscar winning filmmakers (of *The White Helmets*) as they came off stage at the 2017 Oscars. It's a once-in-a-lifetime experience for most people, and it was the culmination of hard work, passion and a lot of travel for the three of us together—and nearly a year in the making. Moreover, it was a film I felt so strongly about that really gave the rightful attention to the heroes and heroines at the heart of it, the White Helmets (a civilian, apolitical rescue group in Syria.) It's a memory I'll never forget and still can't believe I was a part of.

be a reporter . However, I ended up combining those interests I was privy to at Gaylord and specializing in public relations for major news outlets including Fox News Channel and CBS News upon graduation. I also will always remember visiting Emmy award winning journalist Jim Bitterman at his Paris flat and holding that trophy with my fellow Gaylord classmates when we were studying abroad in Prof. Joe Foote's class. I never would have dreamed then I would have my own Emmy down the road, let alone the opportunity to work with some of the best journalists out there including Bob Schieffer, John Dickerson, Norah O'Donnell and Gayle King.

Do you have a favorite faculty/staff member at Gaylord College?

Former Dean Foote, who was then my professor for several journalism classes, was so inspiring to me. His communications work in politics largely inspired me to jump into public relations in Washington, D.C. focusing on political news. He was a wonderful professor who always emphasized the world outside of Norman and really pioneered the journalism school's study abroad program in the UK, which has stuck with me all these years as some of the most fascinating weeks and lessons of my life.

Describe your role at Netflix.

I handle the entirety of public relations campaigns for Netflix original documentaries. In this role, I create and execute strategy, work directly with both the talent and filmmakers and manage the campaign and my team from start through finish (sometimes nearly over a year on one title with Oscar and Emmy campaigns!). I can be juggling many projects in all stages of their campaigns and production at once, which keeps me busy. I am fortunate that I get to focus on a variety of types of documentaries - anything from working with Lady Gaga on her documentary last year or even just spending this past month with Quincy Jones launching his film at the Toronto International Film Festival to more issue-based content that casts a light on the human condition and brings attention to causes the average person may not be aware of such as one of my favorite films I've worked on *The White Helmets*; additionally, I love true crime



The second most significant moment of my career was being with Bob Schieffer, the former host of *FACE THE NATION*, the day he announced his retirement at his own alma mater, TCU, after being on the air for over 40 years and witnessing so many pivotal moments in history. He is an encyclopedia of knowledge (has the most incredible stories) and as a fellow and proud member of the Big 12, we always had fun talking about college football.



What advice would you give to current students aspiring to a career in public relations?

Curiosity and internships! Always dream bigger, always ask questions, don't be afraid to chime in from the start (you're never too young or too junior to have a thought, idea or opinion) and always be willing to put in the work. When I first started out doing publicity post-college, it never felt like I was going to get past handling clippings and be the one listened to in the room. Over a decade later, I realize that was my own insecurity talking and that I always had the ideas—I was just too shy to voice them. Think of the experiences I could've had even sooner (pun intended!). Be tenacious.

content as much as the next person and still consider

Amanda Knox one of the most fun and fascinating films I've worked on.

What do you do for fun outside of work?

I love to spend time outside; luckily, I live in Los Angeles, so that's not a problem year-round. I go for runs, hikes and of course to the beach. I also travel quite a bit, which allows me a taste of the seasons, to explore new cities and spend time with friends and family all over the world—including one of my favorite Gaylord alums and friends, Jake Basden (also class of '06). We've gotten to hang out together at the White House Correspondents Dinner in D.C. and concerts all over of artists he works with. I'm so proud of him! And of course I love watching some great films and television; occupational hazard.

Header photo: Jackie Berkowitz with Jake Basden '06 chatting with Bob Schieffer in the FACE THE NATION control room.



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