

JayMac

Gaylord College of Journalism and Mass Communication Alumni Association



FALL 2018

WHAT'S INSIDE:

INTERSHIPS GALORE!

See where students interned this summer and the amazing things they learned (page 4)!

YOU GIVING DAY

Hear more about how alumni like you helped create countless opportunities for future and current students (page 3).

GINNIE GRAHAM

JayMac sat down with the Gaylord alum and latest recipient of the Will Rogers Humanitarian Award (page 13).



LETTER FROM THE DEAN

A terrific relationship:

I came back to Oklahoma and to Gaylord College in spring 2015 from Salt Lake City, where I was senior editor for the Deseret News. Although I was there for only 14 months, it was the most innovative news organization I ever worked in. An example: The paper was part of a true multimedia newsroom, in which print, digital and broadcast were combined. There is no other such combination in the country, at least in a major market.

And the broadcast piece is the biggest piece, for it features KSL, the NBC affiliate and the No. 1 station in the market. My responsibilities at the parent company included a fair amount of interaction with KSL, and I carried with me back to Oklahoma a deep appreciation for how it conducts its journalism and newsgathering in highly ethical ways.

I wanted our students to experience it, too, so Lee Reynolds, our director of development and alumni relations, and I approached a wonderful couple in Tulsa who had been donors to a family related scholarship to see if they would underwrite short internships at KSL for Gaylord broadcast majors.

Catherine Hickman, who grew up in Utah, and her husband Steve agreed to do so. Their \$10,000 annual gift pays for three students to travel and live in Salt Lake for three weeks while getting an intensive experience at the station. For the first time we had a meteorology major/journalism minor who went to KSL this summer. After each internship is completed KSL management provides a detailed report to me on what each of the students did during their time there. They do a lot in three weeks, believe me.

We recently completed our third year of the program, and all students who have interned at KSL got jobs in the broadcasting industry if they wanted them.

My overriding goal as dean in 2018 is the same as it was when I became dean in 2015: More opportunities for more students. And this wonderful relationship in Salt Lake City is a prime example of that.

Ed Kelley, Dean
Class of 1975



THANK YOU!

I recently spoke to Gaylord College's Public Relations Student Society of America's club (PRSSA) about how I have used my public relations degree in a variety of ways in my career. As you know, this is a recurring theme within Gaylord College of all five of our majors.

I took this opportunity to share with the students my two favorite words – Thank you! In my role as Director of Development and Alumni Relations, I believe those two words can never be said enough to our amazing and generous alumni, donors and friends who give back to Gaylord College in so many different ways. So, a big "Thank you!" for helping our students with internships, jobs, contacts and scholarship support. Your support makes a huge impact on our students, faculty and experiential learning initiatives.

OU's second annual Giving Day took place on September 25. This 24-hour event was dedicated to rallying financial gifts from our alumni and friends around the state of Oklahoma, the country and the globe to benefit Gaylord College's scholarship funds, the Student Experience Fund and other areas of need within the college.

On OU Giving Day, Gaylord College received 69 gifts from donors totaling \$16,685. This was almost twice what was raised at the first OU Giving Day with gifts ranging from \$5 to \$2,000.

A big shout-out goes to our wonderful Gaylord Ambassadors who spearheaded our social media efforts for OU Giving Day. Taking the lead were Hayden Blake, Meredith Rasnic, Chris Oven and Jericka Handie, who spent the day posting and monitoring our online donations. Their leadership on these fronts enabled us to engage with alumni and friends, many who had not given before.

The Gaylord College Scholarship Committee has awarded more than \$345,000 in scholarships to students with financial need for this semester and next Spring which includes many new scholarships. We appreciate this critical support to ease the burden for Gaylord College students. A new scholarship fund, the Gaylord College Freshman Scholarship Fund, enabled us to help several freshmen who we recruited from out-of-state. Thank you for your commitment to growing our college. I am pleased to report we have the largest enrollment in Gaylord College since 2009.

It seems that every day I hear a story about an alum or student that is experience success in one form or another -- a reminder of our most important job here in Gaylord College – making that success happen. Please share your stories with me or better yet, come visit us in Norman.

Thank you,

Lee Reynolds
Director of Development and Alumni Relations, Class of 1977



LETTER FROM THE EDITOR

What an amazing few months it's been! Fall is in full swing, which means students are back at school in the halls of Gaylord College.

Not only is it an exciting time to be a Gaylord student, it's an even more exciting time to be a Gaylord graduate. The possibilities for success are unlimited (as you'll see in the following pages). In this issue, you'll get a front seat to all of the amazing things students did this summer at internships across the country. You'll also get to hear from new faculty members, the Gaylord Ambassadors (who are excited to meet our amazing alums!), and even more alumni who are continuing to rise to the top of the media industry.

Enjoy this issue of the JayMac alumni newsletter, and be sure to check out the column from Katy Koontz so you can tell us about all of the wonderful things you've no doubt been up to. We'd love to hear from you!

--Carleigh Foutch, Class of 2017

ALUMNI, LET'S CONNECT!

One of the few ways Gaylord College graduates are able to stay in touch is through social media. There's no better feeling than seeing fellow alumni succeeding in their careers and making an impact not just in the United States, but also around the world.

As a graduate of the University of Oklahoma Gaylord College, I believe it's extremely important for alumni to stay in touch with each other, stay connected to happenings at Gaylord College, and most importantly, give back to the college to give other students every opportunity to succeed and impact the world of journalism and mass communication.

One of the ways we are encouraging alumni to get connected with Gaylord College is through social media. There are currently four JayMac board members on the social media committee, and our goal is to keep alumni around the world informed and connected with happenings at Gaylord College. You will see information on events, exciting changes at Gaylord College, the incredible stories of what current students are doing, and some fun content like alumni features and Instagram takeovers.

As a JayMac member and a representative of the social media committee, I encourage you to find us on Facebook, Twitter, Instagram and LinkedIn. We want to connect with you, learn more about how you're changing the world, and share your story with fellow Gaylord College alumni around the world. The JayMac social media committee could also use your help. If you're looking for ways to give back to the college, I encourage you to join JayMac and consider getting involved with a committee like our fun social media team.

Boomer Sooner,
Richard Mills, Class of 2012

Find us on social media, connect, and let's stay in touch. (Direct links to these pages can also be found on page 13!)

Facebook: [OU Gaylord College of JMC Alumni](#)

Twitter: [@oujaymac](#)

Instagram: [@oujaymac](#)

LinkedIn: [Gaylord College at the University of Oklahoma Alumni](#)



LET'S CONNECT! (CONT'D)



JayMac launched a new website in May of 2018 as a way to connect with our alumni and members. The site has provided an opportunity for us to communicate with members about events, a place to host all of our archived newsletters, alumni spotlights and more.

We are also excited about the opportunity to incorporate an alumni contact form onto our site, making it easier for us to capture alumni information to have a more robust (and accurate) alumni directory. We have received more than 2,500 pageviews since launch, and have captured information on more than 250 alumni. We hope to continue to grow the JayMac web presence as the web presence of the university evolves as a whole.

You can check out the website [here](#). Feel free to poke around and share the news with other Gaylord alumni (it's also a great way to make sure that other alumni have the opportunity to receive this fabulous newsletter as well!).

We're excited to hear from you. Boomer Sooner!

--Katy Koontz, Class of 2008



Congratulations to the Boston Red Sox on winning the World Series! Holding the championship trophy are Darbi Dombrowski, a Public Relations Junior in Gaylord College; Karie Ross Dombrowski, alum and member of Gaylord College's Board of Visitors; Dave Dombrowski, President of Baseball Operations for the Boston Red Sox; and Landon Dombrowski, freshman at Wake Forest University.



GAYLORD STUDENTS SPREAD THEIR WINGS WITH SUMMER INTERNSHIPS

IT'S NO SURPRISE THAT WE'VE HAD STUDENTS INTERN ALL ACROSS THE COUNTRY THIS PAST SUMMER AT PLACES LIKE ABC NEWS TONIGHT, CARTOON NETWORK AND ELECTRONIC ARTS (EA). KEEP READING TO FIND OUT WHAT THEY WERE UP TO AND WHAT THEY LEARNED!

Name: Christine Murrain

Major: Public Relations

Graduating class: 2019

Internship: Television Academy Foundation, hosted at Cartoon Network Studios - Los Angeles, California

What did you learn?

The greatest thing I learned over the summer is that you won't get what you aren't willing to ask for. I wanted to take this opportunity to learn about all facets of the television industry as well as build as many relationships as possible with fellow interns and colleagues at both the Television Academy and Cartoon Network. It became growingly important for me to research upcoming opportunities and work to be able to shadow different departments, volunteer at events, and set up informational interviews with professionals all across the city. If you are willing to put yourself out there and prepare for potential opportunities, you will certainly find greater success.

One year ago this week, I took the reins as JayMac president, and what a rewarding year it has been! I wanted to use my few paragraphs of space to publicly thank the JayMac board for everything they are doing for this organization – so THANK YOU, JayMac board!

Over the last year, JayMac has made a lot of progress to better serve you, our alumni and friends, and I am very proud of the work we are doing.

A few highlights include: a [JayMac website](#), JayMac social media (links for which can be found within these pages), JayMac alumni spotlights, a JayMac newsletter (that you are currently reading!) and JayMac alumni events scattered around the country. JayMac is even sponsoring a new initiative in Gaylord College, the Dean's Leadership Class, in which the JayMac board selected 30 freshmen students majoring in one of Gaylord's five sequences to cultivate leadership.

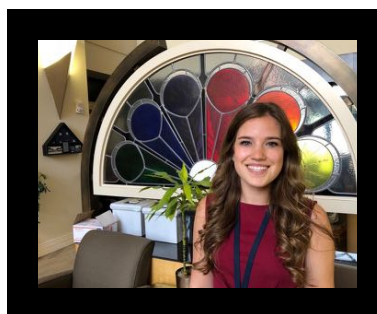
If you haven't yet joined JayMac, now is the time. A small commitment of \$50 per year is an investment in the future of Gaylord College and the field of journalism and mass communication.

Thank you, sincerely, for your support of Gaylord College and JayMac.

Hannah Rieger, M.Ed.
JayMac President, Class of 2010



Murrain (left), Nuzzo (center) and Linville (right) doing great things as interns.



Name: Marisa Nuzzo

Major: Meteorology, minors in Broadcast Journalism and Math

Graduating class: 2020

Internship: KSL Channel 5 News in Salt Lake City, Utah (NBC affiliate)

What did you learn?

I learned so much in my time out there, but the largest take away I found is always perform your best. No matter how daunting a task, it is so important to make sure you always a doing your best work. The slightest oversight in a news station can be devastating.

Name: Lauren Linville

Major: Broadcast Journalism

Graduating class: 2019

Internship: KSL Channel 5 News in Salt Lake City, Utah (NBC affiliate)

What did you learn?

The best thing I learned is that there are no small jobs. It doesn't matter if you are running a camera or anchoring the 10 o'clock news. Without each person giving their absolute best, a newscast can't air. I had the opportunity to learn from everyone in the newsroom and they all had the same simple advice: just do your job and do it right. I couldn't have hand picked a better 3 weeks and I will take what I learned there with me through every stop in my career.

Name: Clay Bradshaw
Major: Public Relations
Graduating class: 2019

Internship: Part of the Global Campaign Management team at Electronic Arts (EA); Redwood Shores, CA

What did you learn?

I learned that providing a unique perspective is essential to thoughtful and successful decision-making.

Name: Nicole Nielsen
Major: Broadcast Journalism
Graduating class: 2020

Internship: WFAA, ABC news in Dallas

What did you learn?

The greatest thing you learned: This summer, I interned with WFAA, ABC news in Dallas, TX. The most important thing I learned was the power of hard work and connections. Though I was selected to intern in the digital news department, I wanted to learn all I could during my time at WFAA. With permission, I came in on the weekends, shadowed reporters, checked out cameras, and told my own stories that reached over 100,000 people in the DFW metroplex. It showed me just how important it is to always go the extra mile.

Name: Sammi Steele
Major: Broadcast Journalism
Graduating class: May 2019

Internship: ABC News, World News Tonight and Good Morning America; New York City

What did you learn?

My internship taught me that you must be curious about everything, kind to everyone and never lose sight of what makes you authentic. Knowing what you bring to the table and owning it, will "earn" you a spot at the table in a newsroom. Also, I learned to be cautious. The pressure is on at ABC to make minimal mistakes so you want to ask questions, learn things quickly and do things right the first time.

Name: Sam Brown
Major: Broadcast Journalism
Graduating class: 2020
Internship: News9 in Oklahoma City

What did you learn?

The greatest thing I learned is just the importance of making connections. Whenever I was shadowing reporters I was shocked at how many people they already knew and could reach out to again for an interview for a certain story.



Sam Brown (left) and Sammi Steele (right)



Clay Bradshaw



Nicole Nielsen



OU GRADUATE NAMED FULBRIGHT SCHOLARSHIP RECIPIENT



Blake Barrett

Right now, professional writing graduate Blake Barrett (class of 2016) is on the journey of a lifetime.

As a Fulbright scholar, Barrett will be teaching English to students at the Tel-Hai Academic College in the far north of Israel for the next academic year.

"I have always been interested in Israel and Fulbright was an excellent opportunity for me to experience the country firsthand," Barrett said. "I also believe in Fulbright's mission to foster mutual understanding between the people of the United States and other countries. Fulbright will allow me to do two of my favorite things: help others and explore new places."

The Fulbright program is a cultural exchange program designed to foster and improve intercultural relations and diplomacy between countries around the world. The application process is rigorous, and the high honor of receiving the scholarship is not lost on Barrett.

"I'm very thankful for the hands-on experience that Gaylord offered me. A majority of my time at Gaylord was not spent studying theory, but rather creating my own material and building skills for the future," he said. "The writing skills I honed at Gaylord played a major part in me being able to win a Fulbright scholarship. A major portion of my application consisted of two essays in which I was able to effectively communicate who I was, what skills I possessed, and how I could implement those skills in the community in which I would be placed."

Barrett says that he's looking forward to provide a face to American citizens for students in Israel. He recalls a time when he studied abroad during college and a girl asked him if everyone in the U.S. lived like the Kardashians.

"When people can't see the humanity of others, it's easy to create a caricature and project ideas onto a people that you don't know personally. I want to provide another lens to see Americans through and I know that in turn I will have my own perceptions challenged and shifted. If there was any time to cultivate understanding between different groups of people, the time is certainly now."

He's excited for the opportunity to teach outside of major cities like Tel Aviv or Jerusalem. Tel-Hai may be a little more isolated from the hustle and bustle of the city, but Barrett likes its prioritization of community.

"When I was in high school, I always felt bad for the exchange students that were sent to my small town in the middle-of-nowhere Oklahoma," he said. "But in some ways, I think they had a more fulfilling and authentic experience of American life than a lot of others. I hope to experience the same here."

His parting advice?

"I'd like to encourage anyone at OU that might be interested in Fulbright to check it out! The University of Oklahoma is equipped with great advisors who can help you prepare a great application and significantly increase your chance of receiving this scholarship. I am forever grateful to OU and all of the opportunities it has provided me with."

Congratulations and safe travels, Blake! Your Gaylord family is with you every step of the way.



A view of Kiryat Shmona.



Barrett and his Fulbright colleagues.

GAYLORD AMBASSADORS GEAR UP FOR A GREAT YEAR

The Gaylord Ambassadors are a student organization made up of the best and brightest minds in the college that act as liaisons between current students, faculty and alumni. With Christine Murrain (class of 2019) and Meredith Rasnic (class of 2020) at the helm this year, they're taking the organization to new heights.

"One of our biggest things that we wanted to implement coming into this year was creating a clear vision for the organization," Murrain said. "We worked on a rebrand of Ambassadors to refocus our mission by polling current and past Ambassadors and alumni to figure out what this role should look like."

Being an Ambassador is not a position that's taken lightly in Gaylord. Ambassadors serve as the student face of the college and are usually the first interactions that prospective students and their families have when they come to tour the building.

Students who earn the title of Ambassador get their picture hung in the college, which is a cool perk, but often times all students see. Rasnic said that equipping this year's Ambassadors with a clear vision and mission of the organization gives them more confidence and pride in the prestigious position.

"We want people to know that [Ambassadors] are here to serve current and prospective students and alumni," she said.

For the first time this year, Ambassadors are also required to hold "office hours" in the Student Services Center. Ambassadors must sign up for an hour every other week to write thank you cards to donors, work on the various committees that the students spearhead (recruitment, current student engagement and alumni interaction) and just create a general presence that lets other students know they're approachable and willing to help.

As the chair and vice chair of the organization, Murrain and Rasnic want to thank alumni for their support and want them to know that they're more than welcome (in fact, encouraged!) to reach out to Ambassadors.

"We're eager to get to know you!" Murrain said.

If you would like to partner with the best students in Gaylord for professional development opportunities, or just want to take a tour of the building for old time sake, don't hesitate to reach out to Ambassador advisor Dorion Billups at dorion@ou.edu.



Christine Murrain



Meredith Rasnic

The Gaylord Ambassadors.



ALUM BREATHES COLD LIFE ONTO THE OKC SCENE

When Landon Ferguson (class of '15) graduated from Gaylord College, he moved to Portland, OR to pursue a career in advertising and fell in love with the entrepreneurial spirit of the city. However, the long-held dream of owning a coffee shop led Ferguson to putting his advertising career on hold and making the giant leap back to OKC to realize his vision.

"The idea for Capitals first began while I was in college. My friends and I would dream of owning a coffee shop together, but I don't know if any of us actually ever thought it'd be a reality," Ferguson said. "I've always had a heart for OKC and knew it'd be the perfect city to start a coffee shop. While spending the following year training as a barista, I noticed a couple things. One: It's really hot here, and two: There are a lot less ice cream shops than coffee shops."

Thus, the idea for Capitals was born. Capitals is an ice cream shop that sells coffee that's located in Midtown OKC. With the help of his friends, the group decided to open an ice cream truck that would only be open every so often. As their ambition grew, so did their ideas, and the truck concept was abandoned for a good, old fashioned brick-and-mortar location.

"I realize we play a very small role in the community, but our goal is simply to add a cool and unique space to Oklahoma City that makes people's days better. Whether you're coming to Capitals with your best friend, your kid, by yourself, after your doctor's appointment, after a long day at work, celebrating your birthday or simply cause it's Tuesday night and you want ice cream, we get an opportunity to make your day better than it was before you walked through our doors," he said.

"MY GAYLORD DEGREE HAS BEEN SUPER HELPFUL DURING THIS BUSINESS VENTURE. I THINK ONE OF MY BIGGEST TAKEAWAYS FROM STUDYING ADVERTISING AT GAYLORD WAS UNDERSTANDING HOW ADS RELATE TO PEOPLE."

Owning your own business is no small feat (there's the fundraising, finding an affordable space, hiring a staff, perfecting the product, and so much more), and no one knows that better than Ferguson. Although the road hasn't been easy, he says that the skills he developed as a student in Gaylord College have helped him immensely.

"My Gaylord degree has been super helpful during this business venture. I think one of my biggest takeaways from studying advertising at Gaylord was understanding how ads relate to people. When creating the brand of Capitals, this was always at the front of my mind. How can an ice cream brand relate to our audience? I love creating and I love advertising. Excelling at these are major keys to the success of our business."

He wants young entrepreneurs to know that the vision of Capitals that grew from his collaboration with his friends is nothing special, and that if there's anyone out there that's ever wanted to start a business to just go for it.

"I promise my friends and I aren't smarter or more creative than anyone else, we just put action into what we talked about. You're not too young. Life is only going to get more challenging - make it interesting and take a risk! What's the worst that could happen? I love OKC and I believe this city can be America's next great city. I hope my ice cream shop can play a small role in making it a little sweeter."

Next time you're in Midtown, stop by Capitals for a sweet treat and be sure to let Landon know about your amazing experience!

Landon
Ferguson



Some of Capitals' sweet
treats.

GAYLORD WELCOMES THREE NEW FACULTY MEMBERS FOR FALL SEMESTER

JayMac sat down with Ray Claxton, Tom Patten and Larry Powell to discuss their new roles as advertising instructors at Gaylord College.

1. Where were you before OU?

Ray Claxton: I've travelled around in my professional and teaching career. I worked in Rochester NY for over 15 years as an art director and designer at various studios and agencies, then started teaching at Alfred University in Alfred NY in 2013. I then taught at RIT and Nazareth College, both in Rochester, and then began a two-year Visiting Assistant Professor stint at Miami University in Oxford, Ohio. Last year I had an opportunity to come back to my home state of Oklahoma and teach at OSU as a Visiting Assistant Professor, and now I've landed in Norman at the Gaylord College!

Tom Patten: I was at the internal advertising agency for Garmin International in Olathe KS (Kansas City area). Before that I was at "proper" advertising agencies, large and small, in Nashville, Albuquerque, Jacksonville, Seattle and Portland.

Larry Powell: My last academic position was Assistant Professor of Advertising at the Missouri School of Journalism before coming to OU. My immediate past position was as a licensed real estate agent and investor.

2. What brought you to Gaylord?

RC: I was really attracted to Gaylord because of the opportunity it presented to work with the Advertising program and help shape the Art Direction and Design side of the curriculum. Also, the resources and technology available to Gaylord students and faculty are top notch, and as an educator that is appealing!

TP: I heard that the university was expanding their advertising program and splitting a combined course into respective copywriting and "layout" specialties. Thus, they were looking for someone "from industry" to provide professional instruction in Advertising Copywriting. Hey, that's me! And because family hails from this area, my wife and friends encouraged me to apply and reconnect with this region and this institution.

LP: Last year, a former colleague, Jensen Moore who is currently a professor of PR at Gaylord mentioned to me that there were several positions open that may interest me. The one in particular, that got me very excited was Adviser for Lindsey + Asp Advertising & Public Relations, Gaylord's student-run agency. Jensen and I had previously worked together at a university during the time I'd helped them create their own student-staffed agency.

I had known about the OU's academic and athletic reputation for long as I can remember. In fact, I have many friends who attended OU. We have had many conversations over the years about how much they enjoyed their time here. All of them have thrived in life as a result. A couple of them, in particular, graduated from Gaylord. During my own college days at the University of Texas at Arlington, my fraternity chapter and the one here at OU used to make trips back and forth to visit one another. These are just a few of the many reasons I came to Gaylord.

I owe a huge debt of gratitude to Jensen for remembering me and opening my eyes to this great opportunity.



Tom Patten

We want to hear your stories!

Tell us about your accomplishments since graduating from Gaylord College so we can compile them into Class Notes. Whether it's job changes, marriages, children or career advancements, we want to know everything.

Email your stories to gaylordalumni@ou.edu.

(CONTINUED)



Ray Claxton

3. What do you like about Gaylord so far?

RC: The students and faculty have been incredibly supportive since I started! I also like that Gaylord students are ambitious and driven, and since I'm ambitious and driven too, that makes a good match!

TP: It's a high-integrity atmosphere and I work with people I can admire. I, of course, work with much more experienced and innovative teachers and professionals but they are approachable and generous with their time and attention.

LP: Where do I start? The faculty and staff have been gracious, kind and helpful. And I already feel like they're family. The Gaylord building is a learning showcase, unlike anything I've ever seen. What a huge asset it provides for students to learn. I love the way they embrace every part of the building for learning, studying, collaborating and spending time together. I can't think of a job that could provide more fulfillment. And the campus is beautiful and pristine. Lots of things at the University and the city are still new to me. I'm looking forward to finding out both have to offer and getting more involved so I can make my own small contributions to the success of both the school and the city.

4. What's your favorite thing you've experienced in the industry?

RC: Winning Addy's and PRism Awards are great, but knowing that the campaigns I've worked on have made a difference in my community is the greatest feeling! I worked on a campaign promoting healthy eating and exercise for kids, and our results were fantastic! The students at my children's elementary school would sing the jingle from the TV spots in the hallway! Knowing that our message actually broke through to the intended audience is a great feeling! I'm super excited to be at the Gaylord College, and I can't wait to see what we do with the Advertising program!

TP: If you are speaking about my previous industry, my favorite thing would have to be the creative opportunities and the chance to work with skilled pros who make me and my art director's ideas come to life. This is a steep learning curve for a first-time teacher like myself but I appreciate OU's institutional devotion to developing skilled instructors. If they can work with a lump of clay like me, I'm sure I can turn my experience into useable instruction.

LP: The thing I have enjoyed most from the industry is the amazing evolution of communication that was brought about by technology. It's impacted everything we do from how we communicate, learn and compete in life.



Larry Powell

GINNIE GRAHAM: 2018 WILL ROGERS HUMANITARIAN AWARD RECIPIENT BY JESSIE BLACKWELL

Ginnie Graham, an Oklahoma native and 1994 alumna of the school of journalism, received the 2018 Will Rogers Humanitarian award for her work in civic journalism.

Graham is an editorial writer for the Tulsa World Opinion section and was recognized for using her column to inform and educate readers about the social issues that are impacting the Tulsa community. She is the first Oklahoman to win the award.

“Being an Oklahoman and receiving a national Will Rogers award is humbling,” she said. “We sometimes forget how big of a person he was – he was the king of all media.”

“Will Rogers had this sense of ‘folkyness’ that the nation embraced. It is an honor that other columnists noticed my work in Tulsa, Oklahoma on a national level,” Graham shared.

“So much of what Will Rogers said and wrote came from his Oklahoma roots, background and values,” Graham said. “As a fifth generation Oklahoman, I feel like I still have that.”

Graham hopes that the work that Will Rogers started is continuing throughout journalists that are out in the trenches covering their communities and working to make them better.

“It is refreshing to meet other columnists that are still out there dedicating their lives to writing about their communities. This is local journalism – that is what makes a difference,” Graham said.

“THIS IS LOCAL JOURNALISM – THAT IS WHAT MAKES A DIFFERENCE.”

Graham urged that the world is bigger than we think it is and that local journalism is an important part of the conversation.

“In local journalism, we are not always impacted on a daily basis about what the President is doing, but we are very much impacted by what our city council or school boards do. My goal is to share that news and bring light to the problems that are happening in our community,” she shared.

Graham began her work at the Tulsa World in 1994. Early on, she found her passion when she was writing pieces on social issues, like nonprofits, healthcare and homelessness.

The Will Rogers Humanitarian Award is presented annually to a columnist whose sustained work in civic journalism produces tangible benefits for the community. Graham was presented the Will Rogers Humanitarian award in June at the annual conference of the National Society of Newspaper Columnists in Cincinnati.



Ginnie Graham

Want to stay connected with Gaylord College?

First, join JayMac and become a part of an outstanding alumni network that goes above and beyond to give back. By joining JayMac, you can introduce Gaylord to prospective students, take a tour of the Gaylord building if you haven't been home in a while, help current students find internships or jobs and so much more.

Then, visit the [JayMac website](#) and social media pages for more information on how to get involved! We can't wait to hear from you.

Stay social with us by clicking on the icons below!



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Gaylord College
at the
University of
Oklahoma
Alumni



GAYLORD PROFESSOR RECEIVES NIH GRANT BY STEPHANIE TURNER



SEVERAL GAYLORD ALUMNI RECOGNIZED AS NEXTGEN30 RECIPIENTS

The NextGen30 award recognizes and encourages the next generation of innovative, creative and inspiring individuals in the OKC community.

Winners are selected based on their participation and contribution to their communities and can be placed in one of 15 categories. We are proud to announce the nine following alumni as NextGen30 award recipients:

- Alexis Trammell Drury – Media, Public Relations, Marketing, Advertising; Freestyle Creative
- MJ Casiano – Retail and E-Commerce; Southern Tide
- Brittany Ella – Retail and E-Commerce; Churchill-Brown & Associates
- Tahira Taqi – Media, Public Relations, Marketing, Advertising; Schnake Turnbo Frank
- Jessie Blackwell – Media, Public Relations, Marketing, Advertising; Federal Reserve Bank of Kansas City, Oklahoma City Branch
- Josh Jones – Media, Public Relations, Marketing, Advertising; Bob Moore Auto Group
- Megan Young – Media, Public Relations, Marketing, Advertising; Paycom
- Katie Massad – Nonprofit Organization; Make-A-Wish Oklahoma
- Laura Wilcox – Policy and Public Service; Oklahoma Health Care Authority

Congratulations, all! Your alma mater is proud.

Glenn Leshner, Ph.D., Gaylord professor and Edward and Thelma L. Gaylord Endowed Chair in Journalism, is part of a cross-country team of researchers recently awarded a three-year, \$1.4 million grant from the National Institutes of Health, the world's largest biomedical research agency.

Leshner and a team of four researchers from Georgetown University, the University of Vermont and the Oklahoma Tobacco Research Center received the funding support for their study, "Optimizing hookah tobacco public education messages to reduce young adult use."

The OU PRIME lab serves as Leshner's main facility for directing media psychology research for the study.

"We're looking at the cognitive and emotional processing of health messages," Leshner said. "By examining the emotional processing, we're able to assess how people pay attention to and encode message material and how they emotionally respond to it."

In the state-of-the-art PRIME lab located on OU's south research campus in the Center for Applied Social Research, Leshner and his team of graduate student researchers measure psychophysiological signals such as heart rate, skin conductance, facial expressions and eye tracking in real time.

"We get a better idea of how people are responding to messages moment by moment when they are exposed to them as opposed to self-reports afterwards. They don't have to reconstruct or remember what they were feeling or thinking."

Based on the evidence and data collected from the study, Leshner and the team hope to inform the Food and Drug Administration on how certain message features will impact young adults. The group also hopes to better inform policy making in regards to future public service messages that may reduce young adult usage of hookah/tobacco products.

Leshner has written more than 120 articles, book chapters and conference papers and has been previously published in top journals such as the Communication Research and the Journal of Broadcasting & Electronic Media and Health Communication. He teaches undergraduate and graduate courses, including media psychology, mass communication theory, conceptual issues, quantitative research methods and advanced topic seminars at Gaylord College.

GAYLORD STUDENTS THRIVE IN ARIZONA JOURNALISM PROGRAM

BY STEPHANIE TURNER

Beginning in January 2018, a select group of Gaylord College students collaborated with 33 other journalism undergraduates from across 19 universities to create a major multimedia compilation. The annual investigative project, spearheaded by the Arizona State Walter Cronkite School of Journalism and Mass Communication, allows undergraduate journalism students the opportunity to research and produce groundbreaking material on major national topics.

“Hate in America,” this year’s investigative focus, hones in on the all-too-prevalent climate of hate in the United States. Journalism senior Emma Keith joined fellow Gaylord College students Storme Jones, Abby Bitterman, Megan Ross and Rebecca Walters for the eight-month-long journalism project.



Keith, a journalism senior and a reporter for Gaylord News, co-lead the efforts for research on anti-LGBTQ hate and helped establish topics and points of focus for this segment. Keith and her co-leader conducted interviews in three different states before composing a 3,500-word article on the subject and heading to Arizona to meet with the rest of the team in May.

“The collaboration aspect of the program was one of my favorite parts,” Keith said. “It was a challenge at some points — in the spring when we were all communicating long distance, and over the summer when we’d travel together for days or weeks — but it helped me develop stronger communication and leadership skills.”

Over the course of eight months, the team of 38 conducted hundreds of interviews; reviewed thousands of pages of court documents, FBI data and state and federal statutes. Throughout the process, Keith continued to build her skills as she and the team navigated through challenges associated with experience.

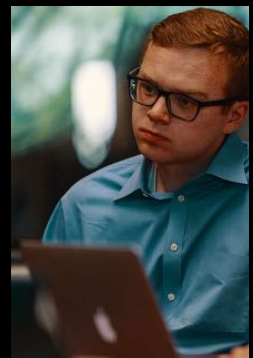
“Definitely the biggest thing I learned was flexibility. Our story changed direction so many times from spring to August; it was easy to get frustrated when clarity wasn’t coming,” Keith said. “Clarity did come to our story through multiple rounds of huge edits and restructuring, so being patient and willing to shift my expectations of what the story would be was essential.”

The experience has proven to be fruitful in Keith’s development as a journalist, but like many college experiences, the camaraderie and friendships developed along the way was perhaps just as rewarding as finishing eight months of work.

“Somewhere along the way, most of us became really good friends. I’m still in frequent contact with several of my News21 friends and I love the supportive and consistent network it’s given me across the country. Making life-long friends was a nice perk to what was already a tremendous journalism experience.”

News21’s “Hate in America” includes more than a dozen digital stories, a 43-minute documentary and five-episode podcast series. In addition, the students’ work has been and continues to be set published by major outlets including The Washington Post, NBCnews.com, USA Today and the Center for Public Integrity, in addition to dozens of local news outlets.

*From top to bottom: Rebecca Walters,
Abby Bitterman,
Megan Ross, Storme Jones and Emma
Keith*



UNIQUE COLLABORATION ENHANCES STUDENT SKILL SET BY CHELSEY KRAFT

A partnership between Gaylord College and the OU School of Meteorology, located within the College of Atmospheric and Geographic Sciences, is positioning students for success. Students who are interested in broadcast meteorology can add a broadcast minor to their meteorology major, giving them the ability to also learn the journalism skills that will set them apart in the job market.

Since his 2015 arrival to Norman, senior Jordan Overton has noticed a growth in the program. As a senior weather producer for OU Nightly, he oversees a group of 30 to 40 students who are interested in both weather and broadcasting.

Overton said the addition last spring of a new computer and Baron Lynx system, which is used by professional TV stations, has been instrumental in enhancing the students' experience both within the college and in professional settings.

"Our students go to internships and a lot of them will have the same exact software," Overton said. "They walk in on the first day of an internship and they already know some of what they are doing. It only makes the internship more valuable to them because they don't have to spend so much time learning smaller things about graphics. Instead they can focus on bigger aspects."

When Overton first came to OU, he would make graphics for the newscasts in PowerPoint. Now, the software gives them the ability to show live camera feeds and satellite data from around the world, whether that be a typhoon or drought info or everything in between. Other ways OU Nightly students have used the system is to show road closures around campus or to track storms.

Another plus is that the new computer syncs with a computer located in the National Weather Center, allowing meteorology students to work on graphics when they are in that building for classes then pulling it up when they start prepping for OU Nightly in Gaylord.

A native of Skiatook, Oklahoma, Overton contributes a wealth of experience to OU, which includes internships for Channel 8 in Tulsa, News on 6 in Tulsa and News 9 in Oklahoma City. He also holds an associate's degree from Tulsa Community College, where he attended before transferring to OU.

Overton said he has heard from TV stations that they are not necessarily looking for someone who is amazing on the green screen but rather someone who can explain concepts well on the green screen. This is where the unique combo of the meteorology degree and broadcast journalism minor especially comes in handy as it helps students not only learn broadcasting skills but also gives them the opportunity to build a strong scientific background.

"I don't think I could be more prepared and I think going to any other college I would not be as prepared as I am now," Overton shared. "I'm very happy with my education and the way it's going to work and I'm really excited to see where this degree and minor can take me."



Jordan Overton



Overton in action.

GAYLORD WELCOMES FOUR DOCTORAL STUDENTS BY STEPHANIE TURNER

Katie Kim comes to Gaylord after two years as an assistant manager of public relations at Hyundai Motor Group in Seoul, South Korea. A two-time graduate of Seoul National University, Kim developed a deeper knowledge of public relations while earning her master's degree after working at Hyundai. As a doctoral candidate at Gaylord, her research hones in on relationship management with a concentration on political public relations and employee-organization communication.

"I LOOK FORWARD TO PURSUING MY INTELLECTUAL DESIRE AND FULFILLING MY ACADEMIC CURIOSITY AT GAYLORD COLLEGE OF JOURNALISM AND MASS COMMUNICATION!" --KATIE KIM

Loarre Andreau Perez, a native of Zaragoza, Spain, found her interest in researching international public relations while previously pursuing her master's degree at Gaylord. In fact, Perez has presented her research at a number of conferences, including the International Association of Business Disciplines, the International Public Relations Research Conference and BledCom. Her background includes agency experience and news anchoring at a regional radio station Spain. As a PhD student, she continues to build on her previous research and studies on international public relations.

Brian Petrotta brings extensive sports radio and sports information experience with him as he pursues his PhD at Gaylord. His background includes more than 15 years of play-by-play radio calling for Wichita State University athletics and the Los Angeles Dodgers Network, to name a few. His passion for sports broadcasting has taken Petrotta to Idaho, Arizona, Utah, Iowa, Michigan and Florida before returning to his native Kansas. Petrotta is studying sports media and communications methods, with particular focus on the integration of fantasy sports, sports gambling and live sports broadcasts.

"ALL IN ALL, I CANNOT WAIT TO START MY DOCTORAL STUDY. I BELIEVE IT WILL BE AN IMPORTANT MILESTONE IN MY LIFE." --QIAN YU

Qian Yu, a native of Beijing, China, begins her doctoral degree after earning a master's degree and more than a decade of experience at two of China's top five media groups. In her previous roles, Yu traveled the globe interviewing top auto industry executives, focusing her writing on global business and communication strategies of the world's top auto brands, including Ford, GM, Chrysler, Volkswagen and Mercedes-Benz. Yu's research examines relationships in media management, business economics and intercultural business practices between China and other nations.



Katie Kim



Loarre Andreau Perez



Brian Petrotta



Qian Yu

OPPORTUNITIES ABOUND IN SPORTS JOURNALISM BY CHELSEY KRAFT



Combining a top-10 journalism program with one of the most successful athletics departments in the country provides countless opportunities for students interested in sports journalism careers to develop and hone their skill set.

The list of sports-related opportunities for Gaylord students is impressive, including Sooner Sports Pad, a live production that features in-studio guests (often OU student-athletes) and airs nationally on Fox Sports Oklahoma and Southwest, reaching a total of about nine million homes. OU Nightly is a 30-minute daily newscast that airs Monday through Friday and features 15 minutes of sports on Big Friday Sports. Before both home and away football games, Sooner fans can tune in to Gameday U, a two-hour football pregame show based loosely on ESPN's College GameDay model.

Barry Orr, who just recently started his fifth year as a member of the Gaylord faculty, supervises the sports broadcasting endeavors within the college and said he is amazed by the opportunities students have within sports. He shared one story about when the new scoreboard was added to the Gaylord Oklahoma Memorial Stadium, and OU great Joe Washington, who now works for the Sooner Club, called to invite Gaylord students, faculty and staff to take a tour. Two students even ended up interviewing Washington at the 50-yard line of Owen Field.

"I thought to myself, 'For these kids that's just a Wednesday,'" Orr recalled of seeing a photo from the day. "They're grateful, but they don't quite understand that you don't get to do that sort of thing at very many places."

Madeline Roberts serves as this year's host of Sooner Sports Pad, while Josh Callaway and Collin Kennedy fill the analyst role. Roberts, a journalism senior from Edmond, Oklahoma, has been involved with the show since second semester of her freshman year. She started as a jib assistant, eventually moving into the host role as a junior. When she shared her experiences on Sooner Sports Pad with peers at the Association for Women in Sports Media conference this past summer, Roberts said they were impressed to hear about all the avenues for hands-on learning available to Gaylord students.

"The opportunities I've gotten are really going to help prepare me and help me be above everyone else coming out of college at different universities and really give me that step up," Roberts shared.

A journalism senior from Owasso, Oklahoma, Callaway has known since he was a little kid that he'd like to cover games as a reporter or play-by-play announcer. In addition to Sooner Sports Pad, Callaway is also active with OU Nightly and Gameday U, shooting football highlights for broadcasts, attending the team's weekly press conferences and traveling to road games. He's also taken a play-by-play class with "Voice of the Sooners" Toby Rowland, which he said helped him land a job calling Chickasha High School basketball games on the radio last season and the upcoming one as well.

"At OU we have a great journalism program in which you learn a lot and you also get to cover the highest level of college sports ... It's like a perfect blend of both," Callaway said. "We allow everybody to have a chance to produce or shoot or be on air to be as versatile as possible, and the opportunities we get here are unmatched."



Sooner Sports Pad anchors pose with the live audience.

IN MEMORIAM

JOIN US IN HONORING THE AMAZING ALUMNI WE'VE LOST OVER THE PAST FEW MONTHS.
THEY WILL BE DEARLY MISSED.

Ken McMillen, a former Gaylord public relations instructor and beloved faculty member, passed away on July 16, 2018. Those who knew Ken remember him as friendly and solely focused on the students he taught.

Ken will be extremely missed. You can read his obituary [here](#).



Pam Henry, a beloved trailblazing journalist and Gaylord graduate passed away on Sept. 25, 2018. Pam was remembered not only as the last poster child for the March of Dimes, but also as the first female reporter at the (then) WKY Channel 4 station in the early '70s.

Her reporting was always handled with grace and professionalism, and she never let the factors of her gender or disability inhibit her from doing important work. Pam was inducted into the Oklahoma Journalism Hall of Fame in 2004. Gaylord College honored her posthumously at the Evening of Celebration on Oct. 12 with a Distinguished Alumni award. You can read her full obituary [here](#).



We want to share a big thank you to **John Bonnar McBreen**, who left a generous gift of \$100,000 to Gaylord College following his passing on Mar. 19, 2018.

McBreen, a 1971 graduate of OU with a bachelor's degree in journalism, will have a direct and lasting impact on this college and our students through his gift, which was directed to the following funds:

- John Bonnar McBreen Memorial Journalism Scholarship Fund: \$25,000
- Gaylord College Freshman Scholarship Fund: \$25,000
- Student Experience Fund: \$20,000
- Gaylord in Washington Fund: \$20,000
- JayMac Friends and Associates: \$10,000

Planned gifts are a key component of philanthropy for Gaylord College, and we want to say thank you again to McBreen for his generosity. You can read an obituary [here](#).



James A. "Jim" Killackey, an education, health and medical reporter for The Oklahoman, died Sept. 7, 2018. Killackey began his journalism career with the Tulsa Tribune in 1971, and had a passion for protecting Oklahomans by reporting truthful, illuminating journalism. Killackey also served as the JayMac president for a time. You can read his full obituary [here](#).



Ken
McMillen



Pam
Henry



John
Bonnar
McBreen



James
Killackey



Dr. Katerina Tsetsura

GAYLORD PROFESSOR AWARDED 2018 PRSA OUTSTANDING EDUCATOR AWARD

Join us in congratulating Dr. Katerina Tsetsura as the 2018 Public Relations Society of America's (PRSA) Outstanding Educator! Dr. Tsetsura was honored at the PRSA conference on Oct. 8 in Austin, TX.

Dr. Tsetsura is a professor of public relations and strategic communications at Gaylord, and is known for her work in global PR and media transparency all over the world.

Our students, faculty and staff are lucky to learn from her and work with her on a daily basis. You can read the full press release [here](#).

Congratulations, Dr. Tsetsura!

BILL HANCOCK, CLASS OF 1972

From newspaper delivery boy to janitorial work, and to serving as the executive director of the College Football Playoff, Bill Hancock has done it all. And while sweeping the floors of the Hobart Democrat-Chief newspaper is no longer in his day-to-day routine, his love for journalism still runs as deep as his Sooner pride.

As a graduate of the journalism college, Hancock's degree has served him well, to say the least. After working at the Hobart Democrat-Chief, Bill worked for the Sports Information Office at OU before serving as the director of communications for the Big 8 for 11 years.

After that, Hancock transitioned to the NCAA Basketball Tournament, then joined the Bowl Championship Series in 2005 before settling into his current position as executive director for the College Football Playoff in 2012.

Hancock honors his roots by penning the "Speaking of Sports" column in the Hobart Democrat-Chief every Thursday.

Congratulations on all you've accomplished, Bill! We can't wait to see what you do next.



Bill Hancock

GAYLORD COLLEGE DELIGHTS WITH EVENING OF CELEBRATION



Julie Jones (left) and Melanie Wilderman (right) pose with their awards.

On Oct. 12, students, faculty and staff, and alumni alike gathered in the new Headington residential college for an Evening of Celebration. The ceremony aims to honor three distinguished alumni (along with one young distinguished alum), and the faculty members who have a lasting impact on students.

Faculty members Julie Jones and Melanie Wilderman were honored with the Owen Kulemeke Teacher of the Year Award and Diversity Award respectively. Pam Henry (posthumous), Karen Rieger (Crowe & Dunlevy) and Gail Davis (GDA Speakers) were honored as the three distinguished alumni, and screenwriter Kevin Costello was honored as this year's distinguished young alumni.

Scholarship recipients and donors were also recognized at the dinner in a unique opportunity to meet each other, as oftentimes the donor of a scholarship is unable to meet the students that their generous donation goes to. It was an evening of laughter and friendship as Gaylord celebrated the people that come together to make the college great.

Congratulations to all of our distinguished alumni and faculty, and thank you for such a wonderful evening. Til next year!

From left to right: Karen Rieger, Gan Matthews (accepting on behalf of Pam Henry), Gail Davis and Kevin Costello.



Join JayMac!

Dues are an annual \$50 or \$1,000 for a lifetime membership. Your contribution to our amazing network of alumni will help support Gaylord College student scholarships and alumni events.

You can join [here.](#)

**SEE YOU IN
THE WINTER.
BOOMER SOONER!**

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