

JayMac

Gaylord College of Journalism and Mass Communication Alumni Association



SUMMER 2018

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WHAT'S THE SCOOP?

Current Gaylord student Riley Eden is serving up smiles in the best way (page 5).

TARP'S RETIREMENT

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[UNFILTERED]

Hear from Gaylord grad Ryan Welton about creating this new digital platform for local Oklahoma news with the help of current Gaylord students (page 7).



LETTER FROM THE DEAN

A good challenge: How do we engage the bigger and better classes of freshmen who come to Gaylord College? Many of them, particularly from Texas, have been leaders in their high schools, churches and other organizations, and they are open to such opportunities when they arrive at the University of Oklahoma.

So we're launching an initiative in Gaylord in 2018 called the Dean's Leadership Class, open to incoming freshmen who have decided to pursue one of our five majors. We will start in late August at the beginning of the fall semester. Thirty students who we engaged with during the recruiting process in 2017-18 were invited to join the leadership class, and I'm happy to report all 30 of them accepted.

Going forward all five majors will be represented with a focus on diversity and different geographic locales. Students who have received scholarships to the President's Leadership Class, President's Community Scholars and Henderson Scholars won't be eligible, at least in the first class. There is no financial incentive to being a member of the Dean's Leadership Class, but I think class members will benefit greatly in other ways, particularly with being able to interact with guest speakers from the industry as well across the campus.

Championing the initiative will be your very own JayMac. As many of you know, we began a reorganization of JayMac in 2017, with a larger – and younger – board of directors as well as naming regional representatives in key cities where our students get internships and jobs. The board is excited about taking on the challenge of launching the leadership class project. A calendar and agenda for the class have been created for the 2018-19 academic year.

The benefits are two-fold: The idea of being a part of the Dean's Leadership Class at Gaylord is a recruiting tool we can use in trying to convince the best prospective students to come to OU, and we at Gaylord are doing our part in identifying future leaders in the media world, right at the start of their college career.

Boomer Sooner!

Ed Kelley, Dean
Class of 1975



HANNAH RIEGER, M.ED JAYMAC PRESIDENT, CLASS OF 2010

Greetings from Norman!

Working on a college campus is very cyclical. Every summer, we take time to reflect on the previous year – the successes, the milestones, the lessons learned, etc. Gaylord College had a lot of successes this year; many of which you will read about in this summer newsletter! During the summer, we also take time to plan for the upcoming academic year. Unless you've been living under a rock, you know that OU's beloved president, David L. Boren, retired, and James "Jim" Gallogly took over the reins as OU's 14th president on July 1. While I feel optimistic about the future of OU and Gaylord college, "DBo" will always have a special place in my heart.

I was six years old when Boren and his wife Molly Shi moved into Boyd House. And being a Norman native, I've seen them transform the campus into what we see today. It is truly a special place with competitive academics, powerhouse athletics, over 400 student organizations and more applications for admission coming in than ever before. Just last year OU was listed as one of "the top 25 most beautiful college campuses" by Thrillest.

During Boren's time as president, OU went from having a School of Journalism and Mass Communication, to having a College of Journalism and Mass Communication. I like to think it's because no one understands the power of storytelling better than Boren. He was one of a few university presidents to still teach a class every single semester – what's his teaching style? Storytelling.

If you haven't been to campus since April, let me share with you the kernel of wisdom on David Boren's statue overlooking the North Oval:

"Never underestimate the power of kindness. How we treat each other will help determine the future of our society." – David Boren.

A reminder we all desperately need to hear in today's world.

Thanks for the memories, President Boren, and enjoy retirement on the ranch!



LETTER FROM THE EDITOR

When I was approached to spearhead the JayMac newsletter, it was almost too good to be true. Combining my two favorite things in the world, Gaylord College and writing, sounded like a dream.

However, no one need pinch me because it's real! I'm incredibly excited to bring you all some great stories about the place that helped shape us into the professionals we are today and that holds an abundance of cherished memories.

In this issue you'll see what our students, faculty and staff are up to, and how they're all working tirelessly to make sure Gaylord is the best it can be. I can safely say that Gaylord College is in the hands of the most amazing and ambitious students in the country (although I may be just a little biased).

Enjoy this issue of the JayMac newsletter. I look forward to telling Gaylord College's story and serving on the JayMac board!

--Carleigh Foutch, Class of
2017

SCHOLARSHIPS CONTINUE TO BE A PRIORITY

The Gaylord College Scholarship Committee recently awarded scholarships for the 2018-19 school year to deserving Gaylord students. Our college is fortunate to have such supportive and generous alumni and friends who enabled us to award more than \$315,000 in scholarships at an average of \$2,078 per student.

Once again, the Scholarship Committee was struck by the increasing financial need of our students. It is humbling to see the debt burden our students carry during their time at Gaylord College and beyond and we are most appreciative of all the support our fundraising efforts contribute on behalf of undergraduate scholarships.

Last year, many of you contributed to the then newly formed Gaylord College Alumni Association Scholarship, where we awarded one scholarship. This year, thanks to JayMac alumni, we were able to award six scholarships. We can't thank you enough!

Recently, we created a new scholarship fund, the Gaylord College Freshman Scholarship Fund. In 2017, our college established a recruitment team in response to one of the dean's priorities – recruiting top high school students interested in one of Gaylord College's five majors. A concerted effort to personally communicate and hand-deliver OU admittance boxes has resulted in impressive enrollment growth for the college. Often, awarding a freshman scholarship to those with need will result in that student selecting OU and Gaylord College. The college's Board of Visitors and other donors are now helping to grow this new fund and we encourage you to do the same. This fund will also be a focus for OU's second Giving Day, slated for Sept. 25-26.

If you are interested in supporting freshmen scholarships for Gaylord College, please contact me. You can also send a check made out to the OU Foundation, designating the fund number 30161, or donate online www.ou.edu/gaylord/giving.

We are excited about the many new and innovative things our students are doing at Gaylord College. We'd love to share those stories with you so let us know if you plan a visit to campus.

Thanks for your generous support,

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

GARY ENGLAND SCHOLARSHIP ANNOUNCED

There's nothing Oklahomans are more entranced by than tornado season, and for many years, Gary England was the man everyone relied on when it came to severe weather. As an OU graduate, England was shaped as a journalist and media professional, and now his granddaughter has been, too.

As if that accomplishment wasn't enough, Gaylord College is now offering a scholarship in England's name to current students to continue the legacy of opportunity in higher education.

"I am so proud of my Poppy," England's granddaughter, Cassidy Lutosky, said. "He has had an incredible career and saved many lives through his work as an on-air meteorologist. I am ecstatic to see his legacy live on at OU through giving other students the chance to pursue higher education."

Lutosky, a public relations major who graduated in May, is currently pursuing a career in event planning in her hometown of San Diego, California, and has nothing but praises to sing about her time as a Gaylord student.

"Gaylord gave me the tools, knowledge and confidence to walk into the 'real world' prepared. I'm forever grateful for the unique classes that were offered to me...and that have helped me with networking and during my internship with Grandesign last summer," she said. "I am so excited to join a network of such impressive and talented people. I can't wait to continue to meet Gaylord alumni out in the real world as my career progresses."

England shares similar sentiments about his time at OU.

"OU provided the science foundation that has served me my entire working life. Inspiration and excitement was at the top all the time. The instructors made me feel I was the first to ever study the complex world of meteorology and the first to see the magic of mathematics. The future was there for me to mold and shape into what I thought it should be," England said. "I have fallen in love with the Gaylord College of Journalism, as has my granddaughter. It is a multi-faceted school that allows any student to become successful in a wide spectrum of specialties. Without question, Dean Kelley and his magnificent staff are undoubtedly the crew to tackle that challenge. The Gaylord school is a diamond."

We can't wait to see the lucky students whose impact will also be felt throughout Oklahoma and the rest of the country due to the support of the Gary England scholarship. We know they'll entrance us all here at Gaylord College!

If you're interested in giving to the Gary England Meteorology Broadcast Journalism scholarship, you can do so [here](#). Just designate Fund 33854.



England (left) with granddaughter Lutosky (right).

RILEY EDEN, MODERN DAY SUPERHERO

One of Gaylord's main goals is to create active members of society after they leave the walls of the school. But for public relations student Riley Eden, he's already making good on that promise from the inside as the owner of The Super Scoop in Edmond.

The Super Scoop employs adults with special needs and serves a unique suite of flavors like Dr Pepper chocolate chip, wedding cake, blueberry lemon and more.

"The mission is to create a safe work environment for adults who have special needs in Oklahoma City, as there are not very many so far," Eden said. "I hope to start a trend of creating workplaces for communities that are overlooked or underestimated. For many of [the employees], simply working once a week and feeling a reason to belong can change their life."

Eden says his education in Gaylord has helped the business tremendously when it comes to doing the advertising for the store.

"I have taken a nonprofit communications class that allows The Super Scoop to find more outlets in helping volunteers in the special needs community...The connections that Gaylord offers have been incredibly for myself and the business and I am very thankful for that."

People from all over the country have been traveling far and wide to sample The Super Scoop's tasty treats. If you're in the Edmond area, stop by between 2-8 p.m. for some amazing ice cream!

Eden's parting words?

"I would like to thank all of my Gaylord instructors and everyone that has helped along the way," he said. "I am honored to have Lee [Reynolds] as a friend and to have her to share stories back and forth with. I am also really going to miss Professor Tarppening, and want to thank him for all of the brainstorming talks he and I have shared throughout my time at Gaylord."

Thanks for being so super, Riley!



The Super Scoop in Edmond.



Riley Eden (right) and his brother Rhett serving ice cream at The Super Scoop.

DORION BILLUPS RECOGNIZED AS SGA OUTSTANDING STAFF MEMBER OF THE YEAR

In the spring semester, one of Gaylord's own graduates and staff members was recognized by OU's Student Government Association as the winner of the Outstanding Staff of the Year award.

Dorion Billups, the coordinator of community inclusivity at Gaylord College, was recognized in April in the Oklahoma Memorial Union's Molly Shi Boren Ballroom. OU students nominate staff members who have had a positive impact on a student's college experience for the award, and the nominees are then voted on by the SGA Awards Committee.

"I was honored to receive an award that was both nominated by the students and ultimately chosen by the students," Billups said. "I think it says quite a bit about how grateful Gaylord students are, not just for me, but for the faculty and other staff and administration they come in contact with."

Billups graduated from Gaylord in 2013. After receiving his master's degree in adult and higher education from OU, he returned back to Gaylord as a full-time staff member, where his dedication to the college has had an amazing impact on students and faculty alike.

"Our students are always quick to show their appreciation to their support system and it is one of the many reasons Gaylord is such a wonderful place to work," Billups said. "I have a lot of pride in working for a place that did so much to help me grow. Although I never need recognition, I am glad students feel how much I care."

Congratulations, Dorion! Thank you for all that you do for our students and college. Your award is highly deserved.



SGA president Yaseen Shurbaji awards Dorion Billups the Outstanding Staff of the Year award.

Q&A WITH GAYLORD PROFESSOR DAVID TARPENNING

On any given day, you could walk past advertising professor David Tarpenning's office and expect to see him talking to students in between the myriad of classes he teaches. The students—and Tarpenning (lovingly nicknamed "Tarp")—laughed and shared stories that carry through the halls. But after 21 years of teaching, Tarp is hanging up his professor's coat (so to speak) to enjoy retirement.

JayMac sat down with him to talk about what his plans are after retiring, his favorite memories of Gaylord College and the David Tarpenning Endowed Scholarship.

Q: Your retirement has become somewhat of an ongoing "joke" among students and faculty in Gaylord. But this time you mean business. Do you have any big things planned upon retiring?

A: Hey, could we not call it a "joke"—maybe "speculation". "Joke" sounds a little off-beat...although I did sort of retire once and came back! Nothing special planned for retirement—yet—but there are many days ahead to contemplate what I want to do. I've written and published five novellas on Amazon under the name D. D. Tarpenning and am going to add a couple more. I like to write and it's a great way to enjoy spending time.

Q: Your dedication to the students is evident in everything you do. What will you miss the most about interacting with them day-to-day?

A: The everyday interaction with students is what I'll miss the most about not being in Gaylord. For 21 years I had the privilege of watching them grow along their educational journey and then—for many of them—finding their place in the advertising world and loving their jobs. Many of our grads keep in touch with me through LinkedIn or Facebook. It's always a joy hearing from them.

Q: What's your favorite memory of Gaylord College?

A: I have so many memories it's really hard to choose. I think maybe the most satisfying was starting Lindsey + Asp during the summer of 2008. The enthusiasm among the original 18 students was real and palpable! They endured an entire summer of classes on how to run an agency, how to deal with clients, about branding. I spent about five years as advertising adviser for the agency and during that time, watched us work with a variety of great clients—including one of our first, the Norman Police Department. Their team always showed up in full uniform (with sidearms!) and caused a stir among the Gaylord students.

Q: Let's talk about the David Tarpenning Endowed Scholarship Fund. How does it feel to leave a legacy like this behind?

A: Until less than a year ago, I didn't know anything about this scholarship because it was started by someone without my knowledge. I don't know that it's a legacy.

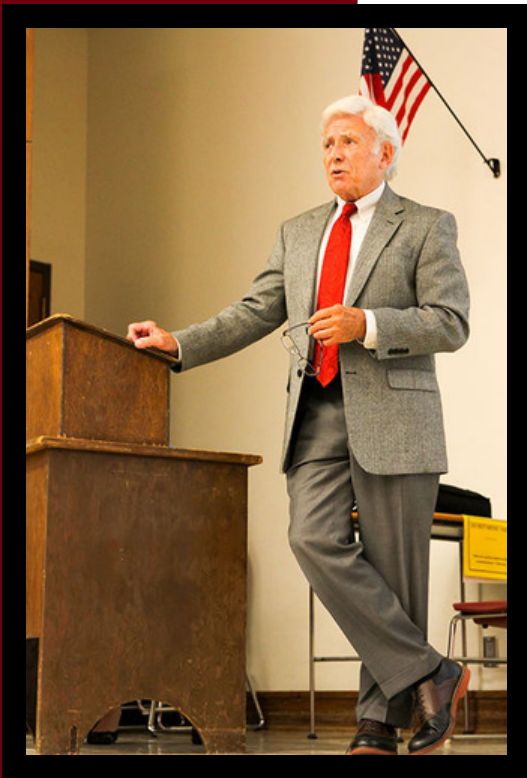
Q: What's one thing you hope the scholarship is able to accomplish?

A: I just hope it helps someone get their education. I've watched students work two or three jobs just to get through. I know that college expenses are so much more now than they were when my daughters went through school. It has to be a huge financial strain on some parents and I don't see it improving in the future.

Q: What are you most proud of?

A: I can't call it "personal pride" because honestly it was just doing the job teachers are supposed to do. It was being a mentor in addition to teaching. Helping students understand why they are here and what's waiting for them once they walk across the stage at Convocation. I keep a huge box of "thank-yous" from grads so that on down-days (and I'm sure there will be a few) I can remember why I did what I did for 21 years! What is predominant in all of them is this one sentence: "I wouldn't be where I am today if it hadn't been for you". It always makes it seem like those years were well spent.

Thank you for all that you've done for Gaylord, Tarp! Enjoy your retirement—you deserve it.



David Tarpenning in his element.

We love reaching new readers! If you know someone who would be interested in receiving the JayMac newsletter, but currently isn't, share our Stay Connected page with them (which can be found [here](#)) or pass this email along.

[UNFILTERED] BY RYAN WELTON, CLASS OF 1992

A fortunate meeting between KWTV News 9 and a Griffin Communications alumnus led to an idea: Let's create a digital-first platform for covering local news at a level deeper than has ever been seen in Oklahoma.

That alum also happened to be a respected CNN journalist and a University of Oklahoma professor, Mike Boettcher.

What that meeting needed was a news opportunity.

When Oklahoma's teachers decided to protest the state Legislature's lack of classroom funding in April, we seized on the chance to provide deep coverage of the Oklahoma teacher walkout on a digital-first basis, leveraging the Griffin Communications team and its 400,000-plus fan base on Facebook and its large website and news app audiences as well.

All we needed was a name for the project.

As we discussed possible names for this venture, we considered some characteristics like transparent coverage, stories that considered a wide variety of viewpoints -- a whole, unfiltered approach to journalism.

And that's how [UNFILTERED] was born.

Mike told his OU colleagues about the project, and he included some other journalists across the state, such as newspapers within the CNHI chain and Oklahoma online news source, NonDoc. He also rounded up the best and brightest journalists at OU's Gaylord College of Journalism and Mass Communication.

We had the talent to cover the walkout; it was time to formulate a plan.

My specialty is using social media to cover breaking news and special events in a way that reaches the broadest number of people and causes them to engage. The No. 1 tactic for achieving that in a breaking news or big event situation is to use Facebook Live. The reason why Facebook Live is such a powerful tool for disseminating information and creating engagement is because Facebook rewards publishers who use it regularly to build audience.

It's not hard to understand why Facebook does this: they're interested in selling pre-roll and interstitial ads in the long-term, and they're looking to create a video habit amongst its users. The more live video we provide, the freer Facebook is with its fancy news-feed algorithm.

My first task was to take the students Mike identified and give them access to the Griffin KWTV News 9 Facebook page. I should note that not only I, but our entire organization, was comfortable giving OU's journalists this level of access. That's how esteemed they are in our eyes.

My next task was to match those students with a course of action, and that meant team meetings in the days leading up to the Oklahoma teacher walkout. Along with John Schmeltzer, Ken Fischer, Bob Dickey and others at OU, Boettcher talked to the students about the gravity of the opportunity and what to expect while covering the walkout at the Oklahoma state Capitol. They offered the students details such as when to arrive, where to go, equipment to carry, how to dress and what to produce. In addition to Facebook Lives for the KWTV Facebook page, the OU journalists produced photo albums, videos, digital stories and packages for their daily broadcast, "OU Nightly." (Continued on page 8)



Ryan Welton



Teachers, parents and students gather in the Oklahoma Capitol during the Oklahoma teacher walkout (photographed by Gaylord student Elizabeth Sims).

ON THE SCENE. ON THE STORY.

[UNFILTERED]

A COMMUNITY JOURNALISM PROJECT

That's a lot of work in addition to their regular class load.

I had the pleasure of overseeing the effort for Griffin Communications, but I even had student help with that. Amina Switzer and Jantzen McGhee led our digital coverage from the KWTU News 9 and the KOTV News on 6 studios with guidance from OU Nightly executive producer Will Cornelius and journalism graduate student Brigette Waltermire, who helped direct resources throughout the walkout via the GroupMe texting app.

The night before the walkout, we gathered at Gaylord, some 100 people strong, to discuss logistics for the teacher bus rides to the Capitol and coverage for Day 1. Boettcher livestreamed the proceedings, and I made sure it was viewable by the KWTU and KOTV social media audiences.

We had a couple hundred viewers even before the walkout officially started!

A harbinger of good fortune was a livestream we executed three days before the start of the walkout when OU journalist Mandy Lee started filming during a protest along 19th Street in Moore. Immediately, she had 100-200 viewers hanging on every chant and proclamation from the educators on the south side of the metro. These teachers held signs and navigated horn honks to get their message out.

The only hang-up on our end was the battery life on Mandy's phone. A 10-minute Facebook Live gave us well more than 10,000 views, and I'm convinced if we had been able to stay live for an hour, we could have reached a quarter million. Mandy demonstrated a talent for capturing the energy of a live, breaking news event in a way that was palatable to the social-media generation.

As a collective, we took these successes and replicated them often. Mike Boettcher himself went live on Facebook multiple times throughout the walkout, and those efforts from him and the entire Gaylord College allowed Griffin Communications to dominate the depth of coverage statewide for the two-week-long walkout.

We also took advantage of every opportunity to learn. Mandy's battery-life issue led the OU professors to purchase a handful of lipstick chargers for journalists to keep their phones ready for action.

From my perspective, these OU journalists were the real deal, beyond their years and a credit to the professionals who teach them. Their coverage allowed our coverage to be the best it could be. Plus, the teacher walkout event allowed us to develop deeper relationships with the faculty at Gaylord College and new relationships with all of those talented students.

That's just smart business, smart business that happened to result in fantastic journalism.

We're looking forward to the next big news event and making [UNFILTERED] even better.



Stillwater High School Biology teacher Tanner Bryan protesting at the Oklahoma Capitol (photographed by Gaylord student Megan Ross).

District 46 House Representative Jacob Rosenkrants (left) talks to Reagan Ledbetter (right) about the teacher walkouts at the Oklahoma Capitol.





Hannah Franklin and Mike DeGuisti at Top of the World in Norman.



THE FEELING WHEN YOU'RE ON TOP OF THE WORLD - THESE GAYLORD ALUMS CAN RELATE

BY STEPHANIE TURNER, CLASS OF 2009

What started as a single line of collegiate-branded hats sold during the Barry Switzer coaching era of OU football is now the top collegiate headwear supplier in the United States, situated in the heart of Sooner Nation.

Top of the World, based in Norman, now employs several Gaylord alumni whose roles have helped make the company a booming success (Renata Hays Kukowski, vice president of licensing, marketing and product development, class of 2006; Trevor Morse, graphic designer, class of 2015; Mike DeGuisti, brand manager, class of 2000; and Hannah Franklin, PR, digital and events specialist, class of 2017). The headquarters and warehouse sprawl across nine acres, but the wholesaler recently partnered with an international apparel company in order to keep up with the demands of supplying hundreds of schools and retailers across the country.

We sat down with Mike DeGuisti and Hannah Franklin to talk about this unique, growing company:

Q: Mike, for those who aren't already familiar, tell us about Top of the World.

A: We've been right here in Norman since 1986 and are licensed to produce headwear for over 300 colleges/universities nationwide. The University of Oklahoma is among several we have an exclusive partnership with and we couldn't be more honored to have that "feather in our cap."

Q: Hannah, tell us about the growth that Top of the World has experienced over the past several years:

A: We started working with factories overseas when the demand for our product couldn't be met domestically. We have great relationships with our overseas partners and are a Fair Labor Association Participating Company, the highest level of commitment within the Fair Labor Association, achieved by less than two percent of company affiliates.

Q: Mike, what makes this a great company to work for?

A: I've been here for 18 years now, and the main thing that keeps me around is the down-home environment and great people. The water cooler chats about last night's game don't hurt either—some call that a break, but we like to think of it as 'field research.' Our business is driven by college sports, and whether it's football or fencing, there's always something going on.

Q: Hannah, for our alumni looking to make their football season purchases, what makes Top of the World the best place to purchase game day gear?

A: Top of the World game day gear can be found online through retailers such as Lids.com, Fanatics.com, etc., but we are also in Norman's favorite game day stores such The Apothem, Balfour, Stella Rae's and the University of Oklahoma Bookstore. We carefully design our hats to reflect current trends but also meet the style, fit and comfort needs of every fan. Whether you prefer a classic "Dad Hat" look, a flat bill hat, trucker hat, etc., Top of the World has what you need for the game.

Join us in congratulating JayMac board member Kelley Gann (class of 2013) on winning the Oklahoma City Ad Club's 2018 Young Advertising Professional of the Year award! Kelley is the president of Freestyle Creative, a full-service marketing agency in Moore. She graduated from Gaylord with a public relations degree and is an active member of the OKC community through several leadership positions with Ad2OKC and the American Cancer Society of Oklahoma City.

Congratulations, Kelley! Your alma mater is proud.

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.



GAYLORD ALUMNI HONORED WITH PRESTIGIOUS OU REGENTS' ALUMNI AWARD

BY STEPHANIE TURNER

Each year the OU Regents' Alumni Awards shine a light on Sooners across the globe who generously give their time and services to make the University of Oklahoma a better place. This spring, 14 alumni received Regents' Alumni Awards ceremony on campus, including three outstanding Gaylord alumni.

Joi Gordon ('89), Dress for Success Worldwide CEO, and John and Gracie D. Montgomery ('76 and '78, respectively), co-publishers of the Purcell Register, were honored for their unique contributions to the university.

Gordon, an active member of the Gaylord Board of Visitors, has been highly instrumental in connecting Gaylord students to internships and career opportunities in New York City and in the nonprofit sector. Since 2002, Gordon's entrepreneurial spirit and vision has led Dress for Success to assist more than 850,000 underprivileged women in more than 140 cities across the world. Her leadership has garnered her recognition in publications such as Crain's New York Business and Network Journal Magazine's 25 Most Influential Black Women in Business.

“IF YOU DIDN'T HAVE TO GET PAID TO DO IT, WHAT WOULD YOU DO IN LIFE? TAKE THAT AS YOUR COURSE.” -OU REGENTS' ALUMNI AWARD WINNER JOI GORDON ('89), DRESS FOR SUCCESS CEO

John and Gracie Montgomery are small-town newspaper veterans in Oklahoma and actively support and guide OU students interested in community journalism. Former owners of The Madill Record and The Newcastle Pacer, the co-publishers of The Purcell Register have both received the H. Milt Phillips Award, the highest honor given by the Oklahoma Press Association, with Gracie being the first female recipient in 2017. Last year the Montgomerys established the Montgomery Family Endowed Scholarship Fund to generously support OU students' endeavors to venture into the newspaper industry.

We are extremely proud of these three and grateful for all of our talented alumni who represent and support Gaylord College and the University of Oklahoma. Congratulations, Joi, John and Gracie!



Dress for Success CEO Joi Gordon accepting her Regents' Alumni Award.



John D. and Gracie Montgomery accept their Regents' Alumni Awards.

GAYLORD 4+1 PROGRAM PRODUCES SUCCESSFUL GRADS

For Gaylord students, obtaining a master's degree has never been more attainable. For current undergraduate students, it means simply adding an additional year to their higher education.

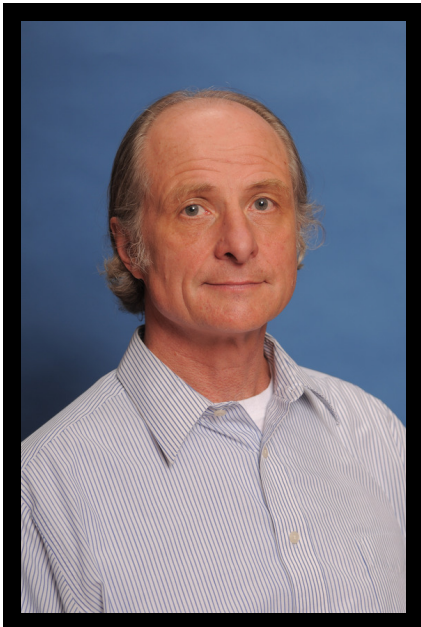
Gaylord's 4+1 program is an accelerated program that allows students to get their MA faster than the typical programs offered in the college. However, this does mean a certain kind of commitment, as while most undergraduate students are getting ready to graduate after four years, 4+1 students start taking graduate courses.

"The program allows excellent Gaylord undergraduates to apply during the spring of their junior years," said Gaylord professor Dr. Peter Gade. "The applicants are really strong students and have demonstrated their ability in the classroom. If accepted, students take a mix of undergraduate and graduate classes during their senior undergraduate year."

The first class of 4+1 students were accepted during the fall 2016 semester and our students have found great opportunities upon graduation.

"The 4+1 was a great experience for me," said former student Katie Nichols. "I always knew that I wanted to get a higher level of education and when Gaylord created their accelerated program, it was the perfect way for me to get a higher level of education while continuing to pursue opportunities inside and outside of Gaylord."

Cara Kelley, another former 4+1 student, agrees with Nichols. (Continued on page 12)



Dr. Peter Gade

Cara Kelley (second from left) defends her master's thesis with 4+1 faculty and staff members.



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.

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!



OU College of JMC Alumni



@oujaymac



@gaylordcollege



Gaylord College at the University of Oklahoma Alumni

"I have the 4+1 program to thank for friendships, guidance from new and old mentors and for encouraging me to challenge myself both personally and professionally," Kelley said. "The 4+1 program allowed me to expand my knowledge on the communication industry and encouraged me to explore areas I never thought of indulging in. The industry we are in is constantly evolving and as methods of communication continue to change, we have to change with them. The 4+1 program allowed me to gain a deeper understanding of what it takes to be a communicator during a time where communication has taken on a new form."

The program typically accepts five to seven students each year, and Gade says he's been pleased with the level of talent and the work ethic the students bring to the program.

"The students we've accepted have been excellent, nearly all of them have done strong theses or projects, and they are graduating with their MA degree in five years," he said. "We are very proud of this first class of students. They took the initial voyage into a kind of unknown territory. They trusted the program as we wrote it and stayed on task as they progressed through it. They worked hard and achieved well. Several had jobs waiting for them when they finished, and a few told me they would not have qualified for their jobs with a BA degree."

Gade's statement rings true. After graduation, Nichols accepted a position with Citrus Advertising in Dallas as the agency's communication coordinator for its client Jamba Juice. Kelley ventured to New York City where she works in the marketing industry.



Katie Nichols with her parents on graduation day.



Nichols defends her thesis with 4+1 faculty members.

Gaylord grad Annie Barraza (class of 2018) is moving on up in the sports world as a Will Hancock Communications Assistant for the 2018-19 term in the Big 12.

After working as a student assistant in the OU athletics communication department and on the social media team for the past two Phillips 66 Big 12 Women's Basketball Championships, this new position is an exciting step forward for a career in the industry.

Congrats, Annie! We know you'll make Gaylord proud.



Mark your calendars!

OU Giving Day 2018

Sept. 25 and 26, 2018

One Day. One Purpose. One Sooner Family.

Support Gaylord College's Student Experience Fund and new initiatives for Freshmen Scholarships initiatives.

#OUGIVINGDAY

UPCOMING ALUMNI GATHERINGS

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](#).



SAVE THE DATE!

WHAT: OU/TX PARTY

**WHERE: MOROCH PARTNERS
3625 N. HALL ST., SUITE 1100
DALLAS, TX 75219**

WHEN: FRIDAY, OCT. 5, 2018, 5-7 P.M.

RSVP: LEE REYNOLDS (LEEREYNOLDS@OU.EDU)



HOMECOMING REUNION 2018

SAVE THE DATE

UNIVERSITY OF OKLAHOMA ALUMNI

Homecoming Reunion Week 2018

CHANGES ARE COMING TO REUNION!

MARK YOUR CALENDAR FOR OCTOBER 26, 2018, AND LOOK FOR A COMPREHENSIVE LIST OF OPPORTUNITIES AND EVENTS COMING SOON.

OCTOBER 26, 2018

SEE YOU IN THE FALL. BOOMER SOONER!

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