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The New Man
in Town: Dean
Perlmutter

A publication for alumni and friends of the Texas Tech University College of Media & Communication • Spring 2014



Paying it Forward

*The naming of the Thomas Jay Harris Institute
for Hispanic and International Communication*





On the cover: scenes from the press conference announcing the naming of the Thomas Jay Harris Institute for Hispanic and International Communication.

Above: Kent Wilkinson addresses press conference attendees with panel members Dean David D. Perlmutter, President M. Duane Nellis, Chancellor Kent R. Hance, Donald May and Joreen Christian.

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ON THE COVER

14 Paying it Forward, photos by Artie Limmer

ALUMNI AND FRIENDS

- 4 Creative Mind: Ron Askew
- 6 Dancing the Mambo: Becky Arreaga
- 16 Star Graduates
- 18 Memo from the Office of the President
- 20 Hollywood Star: Andy Fickman
- 34 Dynamic Duo: Doug & Laura Nurse
- 42 Old Fashioned Form: New Mexican Newspaper
- 54 Learning for a Lifetime: Wendell Mayes Jr., Ph.D.
- 56 Donor Listing

NEWS

- 1 Letter From Dean David D. Perlmutter, Ph.D.
- 2 Letter From Senior Associate Dean Kevin Stoker, Ph.D.
- 2 Letter From Associate Dean Coy Callison, Ph.D.
- 3 Letter From Development Officer Memory Bennett
- 10 College Shows Growth at Annual Meeting
- 22 Planning for Bright Futures
- 44 Research Crosses Boundaries
- 48 Warm Welcome for President Nellis
- 52 Scholars Converge in Lubbock to Discuss 'Biopolitics'

FACULTY, STAFF AND STUDENTS

- 8 The New Man in Town: Dean Perlmutter
- 12 Smartphone Hackers
- 24 Innovative Storytelling
- 26 New Faculty Welcomed to the College
- 30 Head over Heels in 'Luv'
- 32 Hispanic Awareness
- 38 Stepping Up: Making Connections
- 40 Q&A with Academic Adviser Ryan Johnson
- 46 The Facts of Life
- 50 A Model Student: Claudia Tristán

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From Dean David D. Perlmutter, Ph.D.

Dear Friends of and Colleagues and Students in the Texas Tech University College of Media & Communication:

As of this writing I have served as dean of the College of Media & Communication for six months.

When I first visited Lubbock, I was impressed by the college and its people in many ways; time has only verified and amplified the initial good impressions. Our staff and faculty are industrious, dedicated, entrepreneurial, collegial, forward thinking—and 100% focused on student enrichment and success. Our students are positive and energetic, hardworking and creative. They know it's a tough world out there but they are confident Texas Tech will prepare them to meet it head on. Our alumni and other friends are enthusiastic and supportive. From them I keep hearing the same phrase: "I owe so much to Tech! How can I help?" Upper administration—our chancellor, president, and provost—understand and support us.

At the same time, 2014 is no time to sit back and relax. We have to provide the best value and most modern education for each new class of students while at the same time upholding the highest standards of quality and integrity. We know we have to prepare Red Raiders to be thoughtful and astute, technically skilled and innovative, and adaptable and entrepreneurial: one-man bands instead of one-trick ponies. That's a tall order, but we can do it.

In the year to come, we will also develop signature areas, those in which, as Chancellor Kent Hance has put it, we can be "first, best, or only."

Our big project this year is to carry the flag of the college and Texas Tech to the four corners of the earth. We have gotten approval from President M. Duane Nellis to begin the planning for and implementation of a new online master's degree. Why, and why now? The current residential M.A. program is wildly successful, setting new records each year in enrollment while also getting high marks from its students and their employers. But every week we get calls or meet Red Raider grads or others who say some version of the following: "I want to continue my education, update and expand my skill sets, and improve my leadership qualifications. I love Tech, but you aren't here." "Here" is often Dallas metro, Houston, or some other Texas city, but it could also be Islamabad or Hong Kong or even Trenton, New Jersey. We also have inquiries from other professionals who didn't go to Tech for their B.A. or B.S.

Our goals are to provide an online program that (a) is flawlessly and conveniently delivered, (b) is taught by our top faculty and accomplished working professionals, (c) upholds the highest standards of rigor and depth, (d) includes the latest innovations in media strategy and technologies, and (e) prepares its graduates to move forward to fulfill their career goals. In short, we want to be great. I have full confidence that our faculty and staff—along with input from our alumni—will conquer the task, as they have so many others. Stay tuned as we document our progress, and let us know what you think.

We expect other big news and developments also from the newly named Thomas Jay Harris Institute for Hispanic and International Media (IHIC). As you may know, in Fall 2013, the institute was named after Thomas J. Harris, prominent Texas publisher and newsman, who philanthropically supported international dialogue, engagement, and education. We are currently hiring several new faculty to work with the center. The IHIC also houses The International Journal of Hispanic Media. We feel that we can achieve global prominence for our professional engagement and research in the signature area of Hispanic media.

Another major new venture for the college is to aggressively pursue partnerships on campus and around the world in STEM (science, technology, engineering, mathematics) areas. Communications has been called a "platform discipline." Many big academic and federal science and commercial projects entail a vital communications component, especially those in engineering and health communication. We think research and commercial team-ups will not only raise the profile of the college on campus and outside, but increase the number of learning and training opportunities for our undergraduate and graduate students.

In short, we have a lot of work to do—but as you know, Red Raiders don't dream small!

David D. Perlmutter



David D. Perlmutter, Ph.D.



Kevin Stoker, Ph.D.

From Senior Associate Dean Kevin Stoker, Ph.D.

For many years, the college has required every major in the college to take what we referred to as the college core courses.

These courses include MCOM 1300: Introduction to Mass Communications; MCOM 3300: Media Theories and Society; MCOM 3320: Media Law; MCOM 3380: Mass Communications Research Methods; and JOUR 2310: News Writing. Over the years, the departments have made some changes. Journalism and Electronic Media students are not required to take research methods. Advertising students are not required to take Journalism 2310: News Writing.

Another requirement for graduation has been passing the Grammar, Spelling, and Punctuation Test. Some students have the required GPA to get into whichever major they desire, but they changed to Media Strategies to avoid the GSP.

During the fall semester, the departments of advertising and public relations voted to eliminate the GSP as a graduation requirement. The Department of Journalism and Electronic Media elected to continue using the GSP as a graduation requirement and as a prerequisite for JOUR 2310.

These discussions have contributed to the college faculty re-evaluating the college core. I'm chairing a committee of faculty members taking on the important task of determining which classes should constitute the college core in the digital era. As part of our discussions, we're considering new courses in Media Life and Media Writing. The Media Life course would focus on new media, the media students interact with right now, particularly social media. The idea is to help students understand and appreciate the effects of new media and new media technologies on their personal and professional lives.

It's possible that the college core may change a little or a lot. What's important about these discussions is that the college must step back sometimes and determine the relevance of core courses to today's personal and professional world. Whether we create new courses is not as important as taking the time to make sure that we provide a good foundation, one that prepares students for the world in which they live now and the one in which they will work in the future.



Coy Callison, Ph.D.

From Associate Dean Coy Callison, Ph.D.

We continue to blow past milestones here in the Texas Tech University College of Media & Communication graduate program. This spring we achieved two numbers that Dean Hudson had long told me were possible—even though I always thought he was a little too optimistic. Turns out he was correct in that we could get there.

For the Spring 2014 semester, we have passed the 100-student mark in the graduate program. Previous to 2011, our highest enrollment had been 45 students in Fall 2009 (the low had been 29 graduate students in 2004). This spring we started the first day of classes with 102 graduate students in the college. Equally exciting is that we are way ahead of pace for Fall 2014, and I expect we will set another record. The interest in our program is a true testament to the quality and hard work of our graduate faculty here in the college. Students come from all over the United States and from all over the globe to study with the faculty who are breaking new ground in this building. It makes my job as a recruiter easy when prospective students are beating down the door to get in.

And speaking of faculty.... In that arena is where we hit our second milestone. After several successful faculty searches, we will boast a graduate faculty of more than 30 in the fall of this year. Attracting and keeping great faculty members allows us to grow the graduate program and offer more classes. But most importantly, a large number of dedicated graduate faculty members allows me to market what I see is one of the key advantages of attending graduate school in the college. I tell every prospective student I talk to that he or she will get one-on-one attention in our graduate program. We keep classes small, and professors know the names of their students. I am continually impressed by the meetings I see taking place at nights and on the weekends between our faculty and students. I am proud that we offer those opportunities here.

I suspect in the next column I write I will be talking about us having watched our 30th Ph.D. graduate walk across the stage at summer commencement. And while the goal of what we do at the graduate level has never centered on number of students, number of faculty, or number of doctoral graduates, these ever-increasing figures demonstrate a vitality and perception of quality among our peers that suggests we are not done breaking records yet.

From Development Officer Memory Bennett

The College of Media & Communication has been my home for the past two-and-a-half years. It is bittersweet for me to say I'm moving on to my next career opportunity. I have made so many friends within the college and throughout the state and nation because of the opportunity I have been given working in this great college. All of the alumni and friends of the college are sincerely special to me. We have all worked together to make this college a better place.

I am happy to announce that I will continue to work for Texas Tech but will move to the Office of Corporation and Foundation Relations. I will work in assisting this office with obtaining large gifts that support a variety of programs throughout the Texas Tech University System.

A few of the highlights of the past year have brought many good things to the college. We have had success and reached goals on many levels. In fundraising for the college, we had several major gifts that will greatly impact the college for many years to come. One to mention is the gift from the Charitable Trust of Thomas Jay Harris that renamed the Institute for Hispanic and International Communication in our college.

Gifts such as this provide opportunities for faculty, staff and students to make impacts not only locally but also nationally and internationally. We are grateful for such generous gifts to the college.

Other notable gifts have ranged from program support, to scholarships, to room namings. The main thing we strive for is to match the donor's passion with his or her gift. I have heard alumni and donors say many times that giving back to students gives them an emotional satisfaction. They like giving young people the opportunity to learn new things and like the internal reward of giving back to the community and university.

Much of the fall semester Dr. Perlmutter and I traveled to various cities to meet alumni and friends of the college. It has been wonderful to see the hospitality of our alumni and the welcoming environment each person has given to help with the transition of the college. The dean will continue to travel to meet alumni and will have my successor join him to meet everyone.

Thank you for the time I have spent in the college. It has been a great journey and I look forward to keeping in touch with all of you. The College of Media & Communication is in good hands and will continue to do amazing things.



Memory Bennett



Ron Askew accepts his Hall of Fame induction.

CREATIVE MIND: RON ASKEW

by Alayna Chabot, photos by David Vaughn

Dean David Perlmutter, Ph.D., gathered and welcomed faculty, staff, alumni, students and members of the National Advisory Board to the McKenzie-Merket Alumni Center Nov. 1 to the annual Hall of Fame Luncheon in honor of one very accomplished alumnus, Ron Askew. Perlmutter began the luncheon speaking to the audience about each title and recognition held by Askew during his 30-year advertising and marketing career, before introducing a short video of Askew's friends congratulating him on his award from afar.

Askew took to the stand to thank the college for helping him get so far in his career, in disbelief that he was this year's honoree.

"This award means more to me than any of the others," Askew said.

Askew's work has been recognized in publications such as Ad Age and the Wall Street Journal, but the businessman remembers where he found his calling at Texas Tech back in the 1970s.

When Askew first arrived on campus he was not sure what he wanted to study so he took a vocation alignment test. The results presented him with three options: lawyer, minister or advertising executive.

"Two of those jobs simply would not work for me, so I was left with advertising," Askew said with a laugh.

When Askew first arrived in the old Mass Communications Building, he said he had no idea where to start, but taking Introduction to Mass Communications with Bill Dean, Ed.D., he, like many other students throughout the years, knew he had chosen the right path.

"Here I learned that advertising is a participation sport," Askew said.

He said he enjoys working in an environment with no rules and understands how important it is to bring intelligent people onto his team. Askew said creativity comes from differences and finds the best way to encourage creativity in his office is to hire people smarter than himself and move out of their way. Askew said busi-

nesses must think and evolve with the marketplace and be open to creative ideas coming from any angle.

"No one has seen someone quite like Ron. No one has the same kind of administrative prowess and ability," said Jerry Hudson, Ph.D., founding dean of the College of Media & Communication.

"At each company I have worked for, I trained leaders to run and improve the company after I have left," Askew said.

Askew's career began at Frito-Lay as the youngest person on the team at the time, and he introduced 18 new products during his tenure as vice president. After Frito-Lay, his career took off, eventually catapulting him to success as the CEO of TracyLocke and the founding of his current company, SQ Partners.

In 1993, Askew started a company of his own, the Inter Group. While Askew was CEO there, he managed an account with Coors Brewing Company, which in 2001 asked him to join the team as chief marketing officer.

Four years later, Askew transitioned to TracyLocke for a second time as CEO. Askew said graduates from Texas Tech tend to show their willingness to work. During his time at TracyLocke, 35 graduates from Texas Tech were hired by people other than himself.

As of late, Askew has devoted his time to his new company (SQ Partners) and works with emerging companies to position themselves for acquisition.

"In life there are hunters and farmers," Askew said. "I respect the farmers, but I strive to be a hunter. The skills I learned here at Texas Tech helped me become a strategist, always striving to change people's minds." **mc**

(Alayna Chabot is a senior public relations major from Dallas. David Vaughn is a senior university studies major from Spur, Texas.)



Chancellor Hance and Avis Ross



Ron Askew and Dean Perlmutter



Dean Perlmutter, Ron Askew and President Nellis



Evan Dixon, Ben Jarvis and Suzanne Taylor

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To learn more about our Hall of Fame, visit mcom.ttu.edu and click Alumni > Hall of Fame.



DANCING THE MAMBO: Becky Arreaga

by Jonathan Gutierrez, photo courtesy Becky Arreaga

‘OUT OF THIS WORLD’ AMBITION

Q&A with Founder and President at Mercury Mambo, Becky Arreaga

From the days she was completing her undergraduate work at Texas Tech University, it was obvious Becky Arreaga’s future had much potential for success, former Dean Jerry Hudson said.

“While we would like to take credit for a lot of her success,” Hudson said, “the truth of the matter is that we gave her a few tools and gave her a few ways of looking at things and analyzing markets, but I think she is a self-made woman, a self-made leader in the Hispanic advertising industry.”

Mercury Mambo, Arreaga’s marketing agency, specializes in what the organization calls “below the line” marketing, or things that drive sales, specifically with the Hispanic consumer market.

Sometimes students forget they have to take a look at what they can do and what the market is, Hudson explained.

“Can you really compete against a major established advertising agency or marketing agency?” he said. “Or do you find the little niche, something you can build on? I know Mercury Mambo does a lot of national advertising, and they’re very aggressive with marketing to Hispanics in the Southwest and do an outstanding job. I commend Becky for being a visionary, to see and to realize that you have to take what you can get to begin with and build on it. Mercury Mambo has done an excellent job with that.”

The college is very proud of what Arreaga has been able to accomplish, Hudson said.

“She is so bright. She is an amazing lady with a lot of energy, and is well-respected. We’re just tickled to death to have her on our National Board, and for her to contribute to our students in terms of knowledge and participation, and guiding them and telling them what they need to do,” Hudson said. “We’re very pleased. She’s been a star.”

“It takes a lot of fortitude to say that you’re going to start your own business. When you start a business, you have to make sure that the people who work for you are going to be paid, and you have to meet a payroll. That’s a lot of pressure.”

Although students may want to be a creative person, or a media person, somewhere down the line, those may not be job opportunities available to them, Hudson said.

“The College of Media & Communication, historically, has developed people who are generalists in advertising, somebody who understands media and someone who understands the creative aspects, and may not be a creative person, but understands the role of what creative messages can do. I think Becky did an outstanding job of taking piecemeal from the different courses at Texas Tech, and understanding that eventually this is all going to come together. She obviously has done a good job of understanding that.”

How did the name “Mercury Mambo” come about? What kind of thinking went into deciding on the name?

“When we were brainstorming names, we definitely wanted to have something that connoted our Hispanic expertise, so that’s truly where the ‘Mambo’ came in. As an agency that specializes in what they call ‘below the line marketing,’ or things that drive sales, we kind of fell upon ‘Mercury,’ who was the Greek god of commerce. It denoted that we want to help your business drive sales. We put them together and we came up with this really, I think appropriate tagline, which is ‘Where commerce and culture collide.’ So, that’s Mercury Mambo.”

What can you say about the staff you have here at Mercury Mambo? Personalities, personal ambition, drive, etc.

“First and foremost, I think I have the best staff on the planet. One of the things that I’ve been really lucky with is not only to get folks who are young and hungry, but that truly have a passion for the Latino market and how we can better educate, better inform, and better engage these consumers because it’s a true opportunity. What’s really unique is that some of our staffers are Hispanic and some of them are Anglo. It’s a great mix. We have good diversity; we have males and females, young and old, and it just kind of works. It’s all really come together nicely.”

Would you say that you’re proud of the way your career has developed? Are you content with where you are right now? Do you have any future aspirations?

“Mercury Mambo has been around for 14 years now. Prior to that, my sister, who is also my business partner, and I were consulting. So, we consulted for probably about four years. Prior to that, I spent 10 years at an agency in San Antonio called Bromley Communications. I consider myself extremely lucky to have really fallen into Hispanic marketing as a career right out of college with my first job in San Antonio at Bromley. At that time, back in 1986, it was a great time to be in the industry because marketers were just discovering it. The ‘90s census was coming out and everyone was kind of like ‘Oh, what’s going to happen to the Hispanic population? It’s growing.’ We said, ‘Yeah, it’s growing, and this is why you have to invest in it as a company.’ A lot of attention was coming into the Hispanic market, and they were looking for guidance. So, I feel most of my life I’ve been at the right place at the right time. I landed at that agency and had some great mentors who helped develop me professionally. After spending 10 years there, I decided I wanted to see what was next for me, but also what I could help create for myself based on what I had learned from Bromley. From there, I decided to go back and get my graduate degree at the University of Texas, which is what brought me to Austin. So, I did that, and I’ve been really happy. What lies ahead? Sitting in your seat, I would have never imagined that I’d ever be sitting in this seat and doing what I’m doing and accomplishing what I’ve accomplished, experiencing the things I have. I can’t even imagine what the next 10 years will bring, but it’ll be exciting I think.” **mc**

(Jonathan Gutierrez is a senior journalism major from San Antonio.)

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To learn more about our Alumni, visit
mcom.ttu.edu and click Alumni.

The New Man in Town

by Sarah Meacham, photo by David Vaughn



The College of Media & Communication at Texas Tech came a long way and grew tremendously under Founding Dean Jerry Hudson, Ph.D. On July 1, the college welcomed new dean, David Perlmutter, Ph.D., as Hudson retired after 35 years. Perlmutter said he is more than excited to be at Texas Tech.

Dean David D. Perlmutter, Ph.D., speaks to a class.

David D. Perlmutter was born in Switzerland where he lived for eight years. His parents moved to Philadelphia to teach at the University of Pennsylvania where Perlmutter spent the remainder of his childhood. He earned his undergraduate degree in communications and marketing and his master's degree in communications, both from the University of Pennsylvania. At the University of Minnesota, he earned his doctorate in mass communication.

After his educational accomplishments, Perlmutter started his first job at Louisiana State University where he worked as an assistant professor, associate professor, and associate dean for graduate studies and research, as well as became a Senior Fellow at the Reilly Center for Media & Public Affairs.

Perlmutter started and edited the politics@media book series, a joint imprint of LSU Press and the Reilly Center, and helped found the LSU Ph.D. program in media and public affairs. In between, he spent a "glorious semester" at Williams College where he was Robert Sterling Clark Visiting Professor of art history.

After 10 years at LSU, he transferred to Kansas University for three years where he worked as a professor. He also served as associate dean for graduate studies and research for two years, where he supervised two master's programs, a Master of Science in Journalism and a Master of Science in Marketing Communication.

In 2009, Perlmutter became the director of the School of Journalism & Mass Communications Starch Faculty Fellow, and a professor at the University of Iowa. There he created a Fundraising and Philanthropy Communication certificate program and a new distance education Master of Arts in Strategic Communication based in Des Moines, Iowa, and available online.

Perlmutter has a record of extensive scholarly and professional press publishing works: 10 books, dozens of scholarly articles, and 250+ newspaper essays, and a history of multidisciplinary procurement and management of major grants. He writes a regular column, Career Confidential, for the Chronicle of Higher Education, and blogs for CHE's The Conversation. In 2010 he was

elected to the Association for Education in Journalism & Mass Communication Standing Committee on Research and is now chair. In August 2011, he began a three-year term on the AEJMC Finance Committee.

Perlmutter has been interviewed by most major news networks and newspapers, from the New York Times to CNN, ABC, and The Daily Show. He regularly speaks at industry, academic and government meetings and runs workshops on personal and institutional branding via social media and on promotion and tenure in academia.

Now the college faculty, alumni, staff and students look forward to his leadership and vision for the College of Media & Communication at Texas Tech.

"As the media industry has evolved and changed, the College of Media & Communication has grown and expanded as well," Chancellor Kent Hance said. "When searching for the next dean of this college, it was crucial to find someone who would continue our progress.

"Dr. Perlmutter was that man, and I am confident his career accomplishments and forward-thinking leadership will continue our momentum and advance our programs to new heights."

Perlmutter said he recognizes and respects the college's successful past and is anxious to see what accomplishments are in store for the future. The college has established a strong reputation for its undergraduate, master's and doctoral programs, with some of the best research labs in the United States.

Perlmutter said he wants to build on the successes to improve the college, the students, and the interaction of the students outside the college.

"We can't just sit back and say we've had a lot of successes and take a nap," Perlmutter said. "As the saying goes, if you are not getting better, you are getting worse."

President M. Duane Nellis, Ph.D., was as proud as Hance to welcome Perlmutter to the college.

"David Perlmutter is widely respected in the academic arena and we are proud he is dean of the College of Media & Communication at Texas Tech," Nellis said. "His

reputation as an educator, researcher, and administrator is reflected in his caring and thoughtful approaches in educating students and leading faculty."

Perlmutter has set some goals that he wants to accomplish in the college. Among his goals is to improve the interaction of the College of Media & Communication with other areas of Texas Tech, and to grow the interaction of the college with industries outside of the university. Perlmutter said he intends to build partnerships across campus by setting up jobs or internships with communication students. All the colleges on campus use communications in some way, and Perlmutter said setting up these partnerships would be a great way for students to get hands-on experience in the field they wish to pursue.

Among Perlmutter's other ideas are to:

- » Build on Hispanic media and communications, bilingual media, and the crossing of different cultures.
- » Use the Center for Communication Research labs, "the best in the nation," as he says, as a place for interaction with industries.
- » Expand the college's distance, off-site and e-learning options for undergraduate and graduate students.

Perlmutter advises students to be aggressive, saying students have to get involved with the HUB @TTU, the Outpost Social Media Lab, the Double T Insider, or whatever may benefit the students in the long run. Ultimately, Perlmutter wants to provide students with the best possible education that will bring a lasting name to the College of Media & Communication.

"When you have achieved something wonderful, it is very important to tell the world about it, because if not, they aren't going to pay attention," Perlmutter said. **mc**

(Sarah Meacham is a sophomore journalism major from Rockwall, Texas. David Vaughn is a senior university studies major from Spur, Texas.)

College Shows Growth at Annual Meeting

by Emily Pellegrini, photo by David Vaughn



Dean Perlmutter introduces four recent graduates, Kyla Applegate, Taji Senior, Melanie Cornell, and Jess Walker at the National Advisory Board meeting.

Bright and early Nov. 1, faculty and staff of the College of Media & Communication welcomed alumni and members of the National Advisory Board back to the Hub City. For many out-of-towners, the annual advisory board meeting is their only chance to catch up with old friends throughout the year, and this year, a chance to meet the new dean, David Perlmutter, Ph.D.

"We were excited to have alumni and friends of the College of Media & Communication on campus," said Memory Bennett, director of development. "We had several interactive sessions with alumni, students and faculty that proved to be a highlight of the meetings."

As business was called to order, members took their seats, and each announcement of the college's achievements in the past year was met with smiles of pride.

The college continues to grow with support from alumni like the late Thomas Jay Harris, expanding the visibility of the need for Hispanic representation in the media, and advancement of technology, as the first edition of the College of Media & Communication smartphone application was revealed.

After morning announcements and updates, the board members split up into departments: Advertising, Journalism and Electronic Media & Communications, and Public Relations. During the breakout sessions, board members, department chairpersons, faculty and student leaders discussed how to improve alumni and student engagement and career guidance for students.

The Department of Advertising discussed board members and students interacting through platforms such as LinkedIn, and some mentioned reinventing a "Media" week in Spring 2015, which would mimic the old "Mass Comm" week, for students to gain insight into the changing world of media. The Department of Journalism and Electronic Media & Communications discussed a push for students to communicate more on a daily basis to change the public's perception of traditional media to encompass new and innovative media. The Department of Public Relations session discussions concerned overcoming Lubbock's location and suggested monthly Skype discussions with professionals in Dallas, Austin and Houston. Others discussed archiving all alumni and student interactions so the

college officials can revisit the exchange of communication as needed.

After a luncheon honoring Ron Askew, a 1976 advertising and marketing alumnus, the board gathered once again to discuss the changing world of media and communication. Perlmutter invited four recent graduates from the college to talk about their experiences in their fields, amidst the digital world. The panel consisted of Kyla Applegate, Taji Senior, Melanie Cornell, and Jess Walker. Perlmutter asked the recent graduates how they landed successful media jobs and what advice they have for soon-to-be graduates, before opening the discussion up to questions from the attendees.

The four took turns telling their story. Each one had humorous stories about silly mistakes they made when they first entered the media field, but one by one, they overcame those mistakes and have since excelled. Their advice to soon-to-be graduates included taking advantage of any and all internship opportunities and becoming comfortable with social media.

After the panel, the audience split up according to departments, and students were encouraged to mingle and network with the

board members. Emily Balke, coordinator of student recruitment and alumni relations, said the college always looks forward to the opportunities the annual meeting brings for students.

"The National Advisory Board weekend is a wonderful time for our college," Balke said. "This gives students, faculty and board members the chance to network."

This final panel before the meeting was adjourned is looked forward to each year by board members and students alike. As the groups interact, connections are made that can benefit both sides for years to come.

As the meeting was adjourned, board members who were leaving said their good-byes. While some would see each other once again in the morning for breakfast, for some it would be another year before they see one another, but they will stay in contact. They are a team, a team striving for honor as they conquer the media world. **mc**

(Emily Pellegrini is a senior journalism major from Cincinnati. David Vaughn is a senior university studies major from Spur, Texas.)

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To learn more about the National Advisory Board, visit www.mcom.ttu.edu and click About > National Board.

SMART (PHONE) HACKERS

by Haley Hernandez, photo by David Vaughn

Texas Tech University students Katy Morris, a junior electronic media and communications major, and Derrick Franco, a senior computer science major, both from Glastonbury Conn., have created a smartphone application called “EasyLaunch” which allows anyone, regardless of their technological skill level, to utilize all of the features of a smartphone.

Recently, Morris and Franco attended the AngelHack hackathon competition in New York City. The event is a worldwide application design and building competition with more than 2,000 competing teams in 30 different cities. Morris and Franco met people from all over the world there, including a former Texas Tech student. The two agreed the experience was eye-opening.

On the train ride to the 24-hour hackathon, the team members wrote ideas and innovations on napkins. Morris was attempting to customize her phone when she came up with the idea that would make using a smartphone easier.

The goal of the hackathon was to build innovative technology within 24 hours. Morris and Franco decided to make a user-friendly smartphone application after realizing that while younger generations have become extremely tech-savvy, older generations have become increasingly more lost and disconnected when using cell phones and other technological devices. The team created an application that, instead of using numbered pages, uses color-coded pages to separate tasks.

Rather than scrolling through a phone’s application system to find the internet application, one could just go to the green page. Because of EasyLaunch’s ease of use, Morris and Franco said anyone is capable of fully embracing the application’s potential for making technology much easier to use.

In previous hackathons, great technology would be created but nothing would be done with it afterwards. The AngelHack competition officials came up with the idea of placing these technological ideas into an incubator business program and sending the top 40 finalists to Silicon Valley, Calif., for a chance to present their ideas to venture capitalists and CEOs. The teams also received help on getting their applications off the ground. Morris and her team finished well above 40.

With 3.5 million people watching, Morris and Franco competed in the largest hackathon in the world: TechCrunch Disrupt in San Francisco. There, Morris and Franco were able to meet with Google, MicroVentures and Golden Seeds, as well as promote EasyLaunch. In the past month, the team has been able to perform demographic research with tech companies, receive great feedback, and gain valuable advice. Each venture capitalist was greatly impressed, and the team walked away with \$3,000, Kindle Fires and an iPad mini.

The team’s entrepreneurial spirit represented Texas Tech extremely well, both in New York and California. [mc](#)

(Haley Hernandez is a freshman journalism major from Dallas. David Vaughn is a senior university studies major from Spur, Texas.)

Katy Morris, a junior electronic media and communications major, and Derrick Franco, a senior computer science major, display the smartphone app they created for the AngelHack hackathon competition.

Paying it Forward

by Courtney Coombes, photos by Artie Limmer

Great news came to the College of Media & Communication at Texas Tech University on Sept. 4, 2013, when the university hosted a press conference to announce the Institute for Hispanic and International Communication would add the name of the late journalist and Texas Tech alumnus, Thomas Jay Harris.



From left: Donald May, Kent Wilkinson, Dean David D. Perlmutter, Joreen Christian, President M. Duane Nellis and Chancellor Kent R. Hance

Since its founding in 2006, the institute has focused on improving public understanding about Hispanic-oriented communication and international communication, through teaching, research, and community outreach, according to Kent Wilkinson, Ph.D., the Thomas Jay Harris Regents Professor in Hispanic and International Communication, and the institute's director.

Through a generous gift from the estate of Thomas Jay Harris, former editor of the Lubbock Avalanche-Journal, the college now will be able to enhance students' learning experiences relating to international and diverse cultures. The money from Harris' estate was divided between the college and the International Cultural Center, Wilkinson said, and the basic areas that will be funded through the gift are student-related.

"The renaming is a result of the former editor of the Avalanche-Journal, here in Lubbock, having dedicated the moneys in his estate to international education, supporting students, and bringing in lecturers," Wilkinson said. "Thomas Jay Harris was also one of the people who started the International Cultural Center. He was very interested in bringing school children to the ICC

"Our country is changing, and we need to be a part of talking and analyzing that change and giving opportunities for students to learn about cultures other than their own."
-Kent Wilkinson, Ph.D.



From left: President M. Duane Nellis, Dean David D. Perlmutter and Donald May



Chancellor Kent R. Hance



Dean David D. Perlmutter



Kent Wilkinson

in order to learn about international topics and different societies."

Wilkinson said a portion of Harris' gift will also be used for study abroad opportunities for undergraduate students. In Summer 2014, Robert Peaslee, Ph.D., and Jerod Foster, Ph.D., will be leading a group of students to New Zealand to study tourism and photography, and Rebecca Ortiz, Ph.D., and Autumn Shafer, Ph.D., will lead students on the London study abroad trip. Wilkinson said the college is thankful for the support.

"The gift from Mr. Harris is helping offset some of the costs for that," Wilkinson said. "It's not cheap, and we recognize that, but it's a great opportunity."

Wilkinson said the college's new dean, David Perlmutter, Ph.D., wants to make the Thomas Jay Harris Institute one of the signatures of the college. Wilkinson is hopeful the additional resources and energy are going to make the Thomas Jay Harris IHIC more beneficial for students.

"I think it's really important for the college," Wilkinson said. "If you look at the demographics for the state of Texas and the country, we are changing a lot."

In Texas, more than 50 percent of children enrolled in school are Hispanic,

Wilkinson said. He also pointed out the importance of providing more opportunities for students who are Hispanic or interested in studying Hispanic-related issues.

"Our country is changing, and we need to be a part of talking and analyzing that change," Wilkinson said, "and in giving opportunities to students to learn about cultures other than their own."

Wilkinson said he believes the organization will benefit the students involved by giving more students the opportunity not only to get to know more faculty members but also to open doors for more contacts and networking opportunities. Wilkinson said that the Thomas Jay Harris Institute for Hispanic and International Communication has recently organized a national advisory board of seven professionals who work day-to-day in Hispanic media.

"They have committed their time and expertise to help guide the institute so it's not just an academic enterprise," Wilkinson said. "We value these relationships with the people in the industry, particularly our alumni members."

"They help us out so there is another opportunity for students to get involved in this program and to be able to make those con-

nections with people in the industry. This helps with networking, which helps with getting jobs."

Wilkinson said the institute also has begun to organize opportunities for students to gain practical media-related experience.

"We are in the process of organizing a radio show right now, and students could get immediate experience, for example, writing and producing radio," he said.

Wilkinson said the institute is also in the process of organizing a student group focused on cultural diversity and media.

"We have affiliated students, affiliated faculty, and we have different projects we work on together," Wilkinson said. "This is the fifth year the IHIC has helped fund the Global Lens Film Series," he said.

The gift from Thomas Jay Harris will help to build the Thomas Jay Harris Institute for Hispanic and International Communication to be at the forefront of Hispanic and international media studies in the United States.

"This is a place to come to learn about Hispanic and international communication," Wilkinson said. **mc**

(Courtney Coombes is a senior public relations major from Odessa, Texas.)

CLICK IT

To learn more about the IHIC, visit mcom.ttu.edu and click > Research > Thomas J. Harris Institute for Hispanic and International Communication.



STAR GRADUATES

by Emily Pellegrini, photo by David Vaughn

From left: Alex Wells, Jules Andres, Cathy Conley Swofford, Todd Chambers and Brian Gordon

BEFORE THE FINAL GOODBYES WERE SAID FROM THE ANNUAL NATIONAL ADVISORY BOARD MEETING WEEKEND, FIVE OUTSTANDING ALUMNI WERE HONORED FOR THEIR EXCEPTIONAL ACHIEVEMENTS IN THE MEDIA AND COMMUNICATION WORLD.

Jim Douglass, the emcee for the 2013 Outstanding Alumni Breakfast, announced each honoree for the year, before introducing a short video about each alumnus. Most videos highlighted the alumnus's road to success, but often enlightened the audience on the honoree's mistakes and stumbles along the way, much to the chagrin of the honorees.

Jules Andres was honored first. Andres earned her Bachelor of Arts degree in journalism with a news editorial emphasis in 1993. She is currently a senior communications specialist with award-winning experience in corporate communications, executive voice, corporate responsibility, digital storytelling, reputation, and issues management for Mattel Inc. in El Segundo, Calif., where she has worked since 2002.

From 1995 to 1998, Andres worked in Fort Worth, Texas, as an associate creative director for PHPR Inc., a boutique public relations firm, and in business development at Freese & Nichols Inc., an engineering firm. In 1998, she moved on to work as senior associate for BSMG Worldwide, also in Los Angeles, until 2001, where she then worked as account supervisor for Edelman Worldwide for a year.

Now at Mattel Inc., Andres serves as external spokesperson on corporate matters, including corporate brand, issues management,

sustainability/environmental progress, social impact/philanthropy, manufacturing, financial, litigation and product integrity issues.

Andres was honored by the award and invited those who would like to speak with her to do so after the breakfast.

Todd Chambers, current chairperson for the College of Media & Communication's Department of Journalism & Electronic Media & Communication and an associate professor, had quite the humorous video introduction. His family and friends had a little too much fun pointing out Chambers' "unnatural" love for bunny rabbits and his clumsy tendencies as a child that resulted in his spending a good portion of his childhood in a helmet. Needless to say, his video was a crowd favorite, while still capturing his successful career path.

Chambers earned his Bachelor of Arts degree in journalism in 1988 and later earned a master's degree in mass communications in 1994, both from Texas Tech. Chambers then moved on to earn his doctorate in communication in 2000 from the University of Tennessee.

Now back at Texas Tech, Chambers has research and teaching interests in media management and economics, ownership, sports, sales, and programming. He has published articles about media ownership, radio programming, Spanish-language radio, sports, and media sales in the *Journal of Media Economics*, *Journalism & Mass Communications Quarterly*, *Journal of Broadcasting & Electronic Media*, the *International Journal of Broadcasting & Electronic Media*, the *International Journal on Media Management* and *Journal of Radio Studies*.

Chambers has taught 21 different courses for the department

and college since arriving back at Texas Tech, and he has helped re-launch student radio station, KTXT-FM, the Raider 88.1, along with other student-based media initiatives such as the Hub @TTU and Double T Insider.

Chambers said he was extremely happy and humbled to receive the award. After receiving his medallion, he took a few minutes to thank his family and friends for helping him achieve everything he has accomplished in his life.

Brian H. Gordon was honored next. Gordon earned his Bachelor of Arts degree in journalism in 1990 from the College of Media & Communication.

Gordon now lives in New York and works as the vice president of marketing brand content and distribution for Van Heusen and IZOD in commercial and marketing campaigns. He works to negotiate multi-million-dollar/multi-platform Van Heusen and IZOD media buys with NBC Sports, NBC Sports Network, and ESPN.

Gordon's work in sports began when he was a student in 1985. He worked as a programming and sports director for KTXT-FM, the campus radio station, and as an intern at local ABC, CBS and NBC television stations in Lubbock. He also interned with Texas Tech Sports Information.

He began his professional career as a freelance production assistant starting in 1988, while he was still in college, for ABC Sports, CBS Sports, ESPN, Jack Nicklaus Productions, John Crowe Productions, and MIZLOU regional sports telecasts. Gordon's freelance work paid off when he was hired as assistant to the producer at ABC Sports.

In 1996, Gordon became associate producer at ABC Sports where he was the replay producer for the first-ever Super Bowl High Definition broadcast in 2000. As associate director of ABC Sports, he won a 2002 Sports Emmy Award for the Monday Night Football Opening tease "The Pitch." He was named producer with ABC Sports in 2002 after beginning work with the network in 1990 when his work included four Super Bowls, ABC's College Football Bowl Championship Series and National Championship games, Indianapolis 500, IndyCar Series, NASCAR Sprint Cup, Craftsman Truck Series, ABC's Wide World of Sports remote and studio programs, horse racing's Triple Crown, the PGA Tour on ABC Sports, U.S. Open, British Open and PGA Golf championships, world and national figure skating championships, and the 1991 Pan American Games in Havana, Cuba. Gordon also worked from 2004-2010 as vice president and executive producer for the Indianapolis Motor Speedway Productions.

Gordon said he was thankful for all the opportunities he has received in his career and was honored to be selected as one of the outstanding alumni honored this year.

Cathy Conley Swofford was the next honoree of the morning. Her video featured past photos of her as a journalism student beginning her career at local broadcasting stations in Lubbock, though she admitted she was actually a very shy young woman.

Swofford earned a Bachelor of Arts degree in 1980 in journalism and political science. Since then, she has spent most of her career as a journalist covering education, the economy, the environment, and other issues for newspaper, radio and television audiences.

Later Swofford became a national radio consultant and eventually hosted her own one-hour program on KLRU-TV, a PBS station in Austin, Texas. As a syndicated television news reporter, Swofford

provided weekly environmental news segments for KVUE-TV in Austin, KHOU-TV in Houston, KENS-TV in San Antonio, and other stations across the country.

With a passion for politics, Swofford served as a press secretary for a state senator who became a member of the United States Congress. Swofford provided public relations for a politician who later became Austin mayor pro tem, and secured media opportunities for a former prosecutor, now a state district judge.

Now, Swofford and her husband, David Swofford, own Conley Swofford Media, a public relations firm in Austin, Texas, which promotes individuals and companies that are making a difference in their communities and the world.

Swofford said she was extremely thankful for the honorable award, tearing up on stage as she thanked her husband, children, former dean Jerry Hudson, Associate Professor Bill Dean, and Jeff Klotzman, news director at FOX 34 in Lubbock, for their part in her success. Swofford said she would not be where she is today without the guidance of so many people.

Alex Wells was the last alumnus honored at the Outstanding Alumni breakfast for the year. Wells graduated in 2001 with a degree in advertising and has served as a member of the National Advisory Board for the college since 2006.

Wells said he was honored to be among so many great alumni and was surprised to be honored with the others at such an early point in his career.

Currently, Wells is a founding partner and principal at Aars/Wells, a full-service creative communications firm located in Dallas. Wells and business partner Michael Aars established the firm in 2002 and have since served more than 200 clients, including B&B, AT&T, Cotton Patch Café, Stream Energy, CompUSA, SMU, the Cattle Baron's Ball, the City of McKinney, Texas, and Andrews Distributing Company. In the past year, Wells' partner has ventured off on his own, leaving Wells with a great opportunity to grow the company himself, he said.

Wells has been an active member of the Dallas chapter of the American Advertising Federation (AAF Dallas), most recently serving on the organization's 2011-2012 board of directors and chairing the 2012 Dallas ADDY Awards. He was named AAF Dallas' 2012 Member of the Year because of his leadership of the ADDYs. He also is a member of the Dallas/Fort Worth chapter of the American Marketing Association and the Dallas/Fort Worth Interactive Marketing Association, and since 2009, Wells has served on the board of directors for the Faulk Foundation, a Houston-based nonprofit organization that provides financial assistance, food, clothing and housing to families in dire circumstances because of illness, poverty or disasters.

Wells took the time to thank his family for all the support they have given him, especially in the last year as he has spent more time at the office learning to run the company on his own. Wells also thanked the college for all the opportunities he has been given.

The breakfast was wrapped up with Dean David Perlmutter congratulating each alumnus once again, and he led the crowd in putting its guns up, rooting for a Red Raider victory at the football game. **mc**

(Emily Pellegrini is a senior journalism major from Cincinnati. David Vaughn is a senior university studies major from Spur, Texas.)

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Robert Giovannetti prepares for a radio sports show at a Red Raider basketball game.

MEMO FROM *the Office of the President*

by Kayla Suarez, photo by David Vaughn

Robert Giovannetti has quite a resume.

He has been a communications director for a church, a small business owner, president of CEV Multimedia, magazine owner, and sports announcer. Even he acknowledges it's pretty hard to say what order that all occurred in.

"I had a woman I worked with and she asked me something and I told her that I had done that," Giovannetti said. "And she asked me something else, and said, 'I've got to read your bio!' And when she came back, she said, 'My God, I had no idea you do all those things.'"

Giovannetti said he believes Texas Tech University helped him get where he is today. He recently went from working in the Chancellor's Office to working as the managing director for public broadcasting in the Office of the President at Texas Tech.

In his time as a student at Texas Tech, he contributed to The University Daily, worked on the yearbook, and assisted at the student radio station. He has a bachelor's degree in telecommunications, "which is the old-school version of EM&C," Giovannetti said.

As a senior in high school, he did not give himself options of where to attend college.

"I've never really wanted to go anywhere else," Giovannetti said. "This is just where I always wanted to go to school. I've always been a Red Raider."

Aside from his work in the president's office, Giovannetti also teaches a Sports Media Production class in the College of Media & Communication. He said one of his favorite parts of his job is interacting with the students.

Texas Tech recently was voted one of the best places to work, and Giovannetti said he understands why. Not only did he say he has enjoyed learning from two intelligent men, President M. Duane Nellis and Chancellor Kent Hance, but he also said he cannot think of a single bad thing about his job.

"It always amazes me that people here really want what's best for Texas Tech and the students," Giovannetti said.

Even though he loves his work, Giovannetti said he thinks people underestimate the work people in the Texas Tech offices accomplish; the work does not end at 5 p.m. Giovannetti said he stays until he gets the job done and can often be found in his office on the weekends. He does the work because he loves the school.

Not only does he have a degree from and work for the school he loves so dearly, Giovannetti met his wife at Texas Tech. With a daughter now in her first year of high school, Giovannetti said he hopes to pass his love for Texas Tech onto his daughter.

"I think she will be a Red Raider," Giovannetti said. "Literally, I taught her the Matador and the fight songs as soon as she was old enough to talk. I'd put her to bed and we would always sing the Matador Song before she went to bed."

Giovannetti said he believes Texas Tech has greatly benefited him and helped him in his life. When you find out someone is a Red Raider, there is an instant sense of camaraderie, he said.

"You deal with a lot as a Texas Tech person, I think just that kind of common bond of being a Red Raider and being around Texas Tech, the whole West Texas mentality," Giovannetti said. "We work hard. We work hard and we understand."

Because he has witnessed many technological advances in the communications field, Giovannetti tells his students they can no longer make excuses. He said if they want to get noticed, there are many ways to get out there, and even though they might not make money at first, if they have passion the money will eventually come. Giovannetti admitted to having his fair share of failures, but he loves to pass on hardworking advice to his students.

"If you fail, what do you do? You go to work the next day, you start over and you do your thing," Giovannetti said. **mc**

(Kayla Suarez is a junior public relations major from El Paso, Texas. David Vaughn is a senior university studies major from Spur, Texas.)

HOLLYWOOD STAR Andy Fickman

by Jacob Copple, photo courtesy Andy Fickman

A full list of Andy Fickman's filmography:

DIRECTOR

"Parental Guidance" (2012)
"Hellcats" (2011)
"You Again" (2010)
"Wright vs. Wrong" (2010)
"Race to Witch Mountain" (2009)
"Aliens in America" (2007)
"The Game Plan" (2007)
"She's the Man" (2006)
"Reefer Madness: The Movie Musical" (2005)
"Who's Your Daddy?" (2004)

PRODUCER

"Lovin' Lakin" (2012)
"Internet Icon" (2012)
"Jewtopia" (2012)
"You Again" (2010)
"Wright vs. Wrong" (2010)
"Reefer Madness: The Movie Musical" (2005)
"Anaconda" (1997)

WRITER

"Mexican Hat" (2006)
"Who's Your Daddy?" (2004)



Spring break only comes once a year, and for many students it is an oasis in the dry spring semester that never seems to end. Some of students' best college memories involve trips to the coast or a warm weather mountain get away. For Andy Fickman, spring break meant driving out to Los Angeles where once he only

dreamed of making a name for himself. Now, after directing and producing his tenth movie, "Parental Guidance" with Bette Midler and Billy Crystal, some days he has to sit back and pinch himself.

"I'm living out my dream job," Fickman said from his office at Oops Doughnuts Productions in LA.

He considers himself lucky that he gets to do what he does. But, luck cannot be all of it.

Fickman has worked on numerous titles that have had great reviews from critics and audiences alike: "She's the Man," which won the Teen Choice Award for Best Comedy, "The Game Plan," "Race to Witch Mountain," and "Reefer Madness: The Movie Musical," a theater play adapted for film that he also directed and produced on stage. Reefer went on to win an Emmy Award as well as the prestigious Audience Jury Award at the Deauville Film Festival. A simple glance at his credentials and Internet movie database webpage goes well beyond showing that this West Texas native has made it in Hollywood, Calif.

When asked if he thinks he has "made it," Fickman said, "I don't feel like you ever really make it. When this season's over, you start another one."

Fickman said as a director he is always looking at what is next, and even if he gets the Academy Award every film industry professional shoots for, the work is about sustaining a legacy.

As a more than active student while he was at Texas Tech University, Fickman was always looking for the next accomplishment in his life. As vice president of the student body during his junior year and a member

of Sigma Phi Epsilon, for which he served as the chapter's president, Fickman said that if someone is not from Lubbock, it can seem like there is nothing to do here, but Texas Tech is a "Wild West of opportunities," he said, with events that really stuck with him, like home football wins, freshman orientation, and fraternity-related events.

Fickman said he never had a dull moment during his 1984-1988 career at Texas Tech. Some of his greatest influences were Bill Dean, Ed.D., and Jerry Hudson, Ph.D., Fickman said he started storyboarding in an advertising class with Dean, and still uses what he learned then today in LA.

"I really felt like there were no limitations," Fickman said.

That positive mentality is what led Fickman after graduation to hop on a Southwest Airlines flight to LA., with only what he could carry in a couple of suitcases. That summer his determination helped him to get his first job in the film industry as a tour guide at Universal Studios.

Although this was definitely not his dream when moving to the City of Angels, the job was a first step, and Fickman said he was "excited to have his new journey begin," even if it meant taking small, baby steps.

The Hollywood job market is a shark tank of applicants, everyone wanting to start somewhere, but few people getting the

call to work on a feature-length movie. Fickman remembers being in line for the same job as graduates from some of the top film schools in the country, including University of Southern California, New York University, Emerson and University of California – Los Angeles. Assuming that others would have a leg up in getting experience and jobs because of their alma maters, Fickman soon learned that his countless weekends of going to the movies in Lubbock paid off for him. He had seen more movies and understood more about them than some of the top graduates from schools across the country.

"My confidence skyrocketed," Fickman said.

As Fickman climbed the seemingly never-ending job ladder in Hollywood, he eventually made it as an executive for Gene Wilder's Pal-Mel Productions, where he was the executive on "Funny About Love" and "Another You." After that he worked with Bette Midler at her company, All Girl Productions, where he was the executive on "Hocus Pocus," "Man of the House," and "Gypsy" before leaving to become a producer on "Anaconda" in 1997. In 2005, after getting more movie titles under his belt, he founded Oops Doughnuts Productions where he is at today, producing quality movies, television, theatre and web series at every turn. Fickman just wrapped up directing and executive producing Disney Channel's new hit series,

"Liv and Maddie" while also working to finish up season two of YouTube's No.1 reality competition series, "Internet Icon" alongside such YouTube icons as Ryan Higa, SMOSH, PewDiePie, KassemG, Phil DeFranco, Shane Dawson, iJustine and Jenna Marbles.

Directing has always been a part of the equation, and the end goal in Fickman's career. He has been writing, producing and directing plays and anything he could for so long, and although he knows each piece of the puzzle plays its part, Fickman said directing is what takes everything together and brings a vision to life.

Fickman acknowledges that he would have never made it where he is without his Texas Tech education.

With advancing technologies, Fickman said he foresees new opportunities that will allow students to get a head start in the film industry. He encourages everyone who wants to get into the industry to start now. Start writing, start directing, and start perfecting your craft, he said. Above all, Fickman said, anyone pursuing film should move to LA.

"You can only bloom where you're planted for so long," Fickman said. **mc**

(Jacob Copple is a senior electronic media & communication major from Lubbock.)

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Ryan Looney, a media associate at GolinHarris in Dallas, shares information about the company's internship program with Keegan Langford.

Planning for BRIGHT FUTURES

by Kaylie Meadows, photos by David Vaughn

During the College of Media & Communication's annual National Advisory Board weekend of events, students printed resumes, straightened ties, and practiced handshakes as they prepared themselves for the Career Fair, and possibly their future spring semester schedule.

In the afternoon on Oct. 31, students filed in and out of the Frazier Alumni Pavilion as they talked to prospective employers and advice-offering alumni.

Aleesa Ross, director of the Career Center in the college, is in charge of organizing the event each year.

"The Career Fair is a chance for students to start building a network with area and regional professionals seeking students with experience in the areas we offer in the college," Ross said. "It's also a chance for the employers to interact and talk with our students about internship and job opportunities."

Ross said that no matter what year a student is in school or what experience a student has, the Career Fair offers a bit of something for everyone.

Claudia Garcia, a Texas Tech graduate from Midland, Texas, said this was her third Career Fair she has attended.

"The first one was quite intimidating," Garcia said. "I was kind of scared and didn't talk to many companies, but this time I had an agenda on which companies I wanted to see and talk to, and what internships they had so I could talk to them more about it."

Ross helps students prepare for a successful run at the Career Fair each year by offering advice, such as dress professionally, have some knowledge of preferred companies, and have plenty of professional resumes on hand.

"You only have a few precious moments to talk to these people," Ross said, "and one of the questions should not be 'What does your company do?'"

Brian Lanning, a sophomore electronic media & communications major from Leander, Texas, said this was his first Career Fair he has attended and he already knows how to make an impression.

"I firmly believe that a firm handshake and a look in the eye goes a long way," Lanning said.

While attending the Career Fair, Lanning said he was able to interact with a few local television networks about upcoming internships that made the event worthwhile for him.

The Career Fair consisted of 27 company representatives looking to hire media and communication students as interns or employees in the future.

"Non-profit agencies, TV stations, local companies, corporate companies, there's a little of everything for everyone," Ross said.

Ryan Looney, a Texas Tech alumnus from Midlothian, Texas, attended the event on behalf of Golin Harris International, a public relations firm looking to hire Texas Tech students and graduates in the future.

Looney said what stands out most to him is students' passion about a company and when they are able to speak with a representative about what the company does and what they are about.

Looney said the Career Fair had grown since he was a student at Texas Tech.

The overall student attendance was more than 225 this year, along with eight alumni on hand to offer one-on-one ad-

vice sessions, and two young alumni working in New York City sharing their tips on how to land a job in the Big Apple.

"I love Texas Tech dearly," Looney said, "and I think we have a special group of students out here."

At the end of the event, Ross received feedback from students. Most said they would like to see more companies, particularly in Lubbock, with more internship possibilities in the future.

Ross said that she always strives to increase the number of companies each year, and she has high expectations to continue to do so next year.

"All in all this was a very successful event," Ross said. "We received a lot of positive feedback from students, employers and alumni." **mc**

(Kaylie Meadows is a junior journalism major from McKinney, Texas. David Vaughn is a senior university studies major from Spur, Texas.)

"THE CAREER FAIR IS A CHANCE FOR STUDENTS TO START BUILDING A NETWORK WITH AREA AND REGIONAL PROFESSIONALS SEEKING STUDENTS WITH EXPERIENCE IN THE AREAS WE OFFER IN THE COLLEGE."
— ALEESA ROSS



Travis Lofley visits with National Advisory Board Member Mark DeTranlates and National Advisory Board president Charlene Stark.



College of Media & Communication student ambassador Dylan George checks in students.

Innovative Storytelling

by Emily de Santos

Walking through the door, it's hard to miss the large screens crowding every inch of the bright red walls.

Below the screens, computers sit, waiting to be used.

Trevor Bell works at one, analyzing data.

"What is cool about the Outpost is we can see what everyone is doing," Bell, a graduate student and social media lab manager of the Outpost, said. "We created it last year, but if someone had suggested this five years ago when I started college, everyone would've been like, 'No, this is pointless,' but now social media is a prominent thing."

The Outpost is the Texas Tech University College of Media & Communication's social media center. Bell said the facility allows students to utilize the software, HootSuite Enterprise, to monitor how sites, such as Twitter, are used during big events.

A social media center such as the Outpost is a tool the college has created to help students better utilize social media.

Twitter in particular, according to Bell, is a great site through which journalists and news outlets can spread the news.

"You can't fit a whole news article in 140 characters," he said, "but what you can do is fit a link and then drive more people to your website. Essentially you are making a headline or trying to fit your lead into the tweet."

Kristin Wyllys, a College of Media & Communication graduate student from Austin, Texas, agrees Twitter is a great source of news. She uses the site daily.

She said the quickness of the site is what drives her to visit for news.

"It is fast, and I follow who I want to get news from, so I don't have to flip around on the TV," Wyllys said. "I feel like the older generation is more equipped to going to TV than

Millennials who use social media instead."

Use of Twitter as a news source, as described by both Wyllys and Bell, is not only a growing trend with Texas Tech students, but around the country as well (Dominic L. Lasorsa, et.al. (2012) Normalizing Twitter. *Journalism Studies* 13:1, pages 19-36.)

News outlets encourage their journalists to incorporate Twitter in their everyday routine, according to the journal, and many have created user-generated content to get readers more involved.

User-involvement is what Bell said encourages him to follow certain news outlets on Twitter and visit their websites.

"With Millennials, you want your voice to be heard," Bell said. "There are hundreds of news sites that will give you the same information, but if you can establish yourself as someone who really connects with their consumers then they are going to go read your stuff first."

He said Texas Tech University has utilized this new trend as well.

"I think the classroom at Texas Tech is reflecting that growth in the industry," Bell said. "They are putting more importance on it because when you apply for a media job you need to understand how to use social media strategically."

Todd Chambers, Ph.D., the journalism and electronic media & communication department chairperson, said the growing use of Twitter and other social networking sites has created a great opportunity for students in the college.

"Social media has broken down something for the better and for the worse," Chambers said. "I think that it is a challenge and opportunity for us from an educational perspective. Now more than ever, it is very important that people understand the prin-

ciples of journalism and ethics."

Journalists need to keep ethics in mind when tweeting breaking news, Chambers said.

"Journalists are now having to think, 'Do we break this story on Twitter without sourcing?'" Chambers said. "So, just because you hear something, does that mean you have to tweet it? There are a lot of ethical issues that still have to be figured out."

Those issues are being addressed by Texas Tech in an ethics class, meant to further clarify journalistic norms, Chambers said.

However, according to the Lasorsa study cited previously, many journalists believe the benefits of Twitter outweigh the potential negative consequences.

Bell agrees that the benefits are great, but he disagrees that they outweigh the drawbacks.

"Journalists can really benefit from social media," he said. "But, you need to use some caution and be careful about what you consider newsworthy and what you consider credible. You can lose your credibility."

Chambers said he thinks social media is something to approach with caution, and something that is bringing other issues to the forefront.

"I think that social media is highlighting the great and desperate need that society has for responsible innovative storytelling," Chambers said. "I think that, pardon the pun, the story of the century is, 'How do you be a better and responsible, innovative storyteller?'" **mc**

(Emily de Santos is a junior electronic media and communications major from Austin, Texas.)



Trevor Bell, who recently received his bachelor's degree in public relations from Texas Tech, monitors the data being collected about people's social media usage in the Outpost Social Media Lab.

The Face Behind the Screen

BY DANIELLE COPELAND, PHOTO BY DAVID VAUGHN

Trevor Bell, originally from Lubbock, graduated from Texas Tech University in May 2012 with his undergraduate degree in public relations and is currently focused on earning his master's degree in mass communications.

After graduating from high school in 2008, Bell had all intentions of attending Texas Tech because of strong family ties.

"It's kind of always been the idea to graduate high school, go to Texas Tech, and get my degree here," Bell said. "I don't think I applied to any other school; I knew I was going to Tech."

Bell originally planned to focus on journalism and even worked for the Lubbock Avalanche-Journal from 2009-2011 as a sports reporter during the high school football and basketball seasons, but changed his mind because he said public relations allowed him to write, connect with people, and be creative and strategic in his work. After graduation, Bell moved to Dallas to work for an advertising firm for a short period of time before deciding to come back to Texas Tech in January 2013 to begin his graduate degree.

"I went out to the real world. I didn't think it was for me," Bell said. "I knew that I could do something better than what I was doing, and I knew that getting a master's degree would help me achieve that goal."

Now back at Texas Tech, Bell manages the Outpost Social Media Lab in the College of Media & Communication, which focuses on social media monitoring and engagement. He also teaches the lab for a media strategies course called Professional Communication while completing his own independent study course about adolescent diabetes.

After graduate school, Bell wants to get into the health communication field, with a particular interest in writing grants and performing health outreach initiatives. He said he enjoys the health industry because it allows him to use persuasive and effective writing in order to inspire someone to care about a certain organization or donate money to help an organization. Bell discovered his interest and talent in the field when he took a particular course, Public Relations for Nonprofits, during his undergraduate years. Bell loved the health communication and nonprofit focus the class covered, and he decided to pursue that interest.

"Probably my favorite class as an undergraduate was PR for nonprofits. It was taught by Dr. Liz Gardner," Bell said. "We had to write pitch letters; that's my favorite kind of writing. You have to establish your cause and then use persuasion and really effective writing because you need to get this person to either care about your organization or become involved in it. So with that kind of writing, you really have to be a good writer because if you're expecting somebody to donate either money or time, you have to give them a reason to."

By utilizing these skills, Bell hopes to be able to promote the research of certain medical studies, such as those dealing with diabetes, which would help organizations receive an increase in interest and donations to improve their research.

(Danielle Copeland is a junior journalism major from Minot, N.D. David Vaughn is a senior university studies major from Spur, Texas)

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To learn more about the Outpost Social Media Lab, visit mcom.ttu.edu and click Research > Outpost Social Media Lab.

NEW FACULTY

welcomed to the college

by Jonathan Gutierrez, photos by David Vaughn and Melissa Wofford

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Assistant Professor
KRISTI GILMORE

Gilmore is an assistant professor in the Department of Public Relations in the College of Media & Communication. For the past three years, she worked on her doctoral degree at Syracuse University and graduated in May 2013. She has 20 years of practical experience including working for nonprofit organizations, a hospital, a chamber of commerce, and various corporations. She is currently teaching Public Relations Campaigns, and Crisis Communications. In the past she has taught courses in Public Relations Writing, Advanced Public Relations Writing, and Media Relations for the PR Professional.



Assistant Professor
GEOFFREY GRAYBEAL

Graybeal has experience as a journalist, reporter, editor and entrepreneur. He co-founded Lede L.L.C., a social media and business model innovation consulting firm, while working on his doctorate degree at the University of Georgia. He has designed research and set up strategies for startup companies, multinational firms, and single media outlets. He currently teaches Media Economics and Entrepreneurship, Electronic Media Operations, and Mass Communications Research Methods.



Assistant Professor
LEA HELLMUELLER

Hellmueller moved to the United States in 2001 and worked at a hotel in San Francisco while trying to become more proficient in English. Prior to her current position as an assistant professor in journalism at Texas Tech, Hellmueller was a postdoctoral fellow at the University of Texas at Austin, a visiting researcher at the University of Santiago in Chile, and a Fulbright Scholar and National Science Foundation Scholar at the University of Missouri School of Journalism. She has taught courses in International Media Systems and Global Communication. In the College of Media & Communication, Hellmueller is teaching News Presentation I and Sports, Social Media, and Scandal.





Assistant Professor
JUSTIN KEENE

Keene is a Lubbock native. He earned his undergraduate degree in electronic media and communications from Texas Tech University in 2007, and went on to earn his master's degree in mass communications from Texas Tech University in 2009. He completed his dual Ph.D. in telecommunications and cognitive science at Indiana University in Bloomington. He has experience in web design, video production and photography and allows the three to guide his teaching on the undergraduate level, while his research in the areas of information processing and emotion guide his graduate teaching.



Assistant Professor
SUN-YOUNG LEE

Lee earned her Ph.D. from the University of North Carolina-Chapel Hill and taught case studies courses in public relations for over a year at North Carolina. At Texas Tech University, Lee has taught public relations strategies, crisis communications, and international & multicultural public relations. Her research includes strategic communication, agenda-building theory, corporate reputation management, corporate social responsibility, crisis communication, media relations, and integrated marketing communications. In the past, Lee has worked for magazine companies and broadcasting networks in Korea and has done public relations consulting with Hyundai, the National Multiple Sclerosis Society, and the SAS Institute Inc.



Assistant Professor
ANDY KING

King did his undergraduate work at the University of Wisconsin-Whitewater and majored in education. He earned both his master's degree and Ph.D. from the Brian Lamb School of Communication at Purdue University. His research focuses on health communication, specifically visual persuasion and strategic message design. He has taught courses as a visiting professor at the University of Illinois at Urbana-Champaign and is currently teaching Media Literacy at the undergraduate level and Visual Persuasion at the graduate level.



Assistant Professor
ERIC RASMUSSEN

Rasmussen earned both his undergraduate and master's degrees from Brigham Young University in Provo, Utah. His undergraduate degree is in public relations, and his master's degree is in communications with an emphasis on public relations. He earned his Ph.D. from the Ohio State University. He currently teaches Public Relations Graphics and Production and Principles of Public Relations. Rasmussen's research interests include media and children. Through his research, he hopes he eventually can develop campaigns to help teach parents how to interact with their children watching television and how children can most benefit from a viewing. [mc](#)

(Jonathan Gutierrez is a senior journalism major from San Antonio. David Vaughn is a senior university studies major from Spur, Texas.)

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The “post-graduation blues” did not strike three December 2012 graduates, Adam Hernandez, Cody Hale, and Mary-Alex Smith, as these Red Raiders experienced life as interns at Southwest Airlines.

Hernandez, Hale and Smith flew into new opportunities during the Spring 2013 semester, in the most creative and fun-loving environment.

MEET ADAM: This devoted Texas Rangers fan was the crew-scheduling intern during the Spring 2013 semester. He was responsible for numerous updates within the company as well as making effective Powerpoint presentations.

“It’s a lot of day-to-day stuff, and it encompasses a number of different tasks, but I am thankful to have the chance to be somewhat creative in the work I am given,” Hernandez said.

Coming from the Texas Tech University College of Media & Communication, Hernandez said he feels that he was well-prepared for the “real world.”

“The instructors and administrators taught me the importance of interviewing well and how to stretch my creative abilities. One thing I can be thankful for is the fact that Texas Tech University College of Media & Communication students are qualified and prepared for a wide variety of jobs and internships,” Hernandez said. “So if anything, the college prepared me by making me more marketable as a potential hire.”

MEET CODY: After being on the cycling team at Texas Tech University, this graduate traded in his bicycle for a semester with Southwest Airlines wings. Hale spent his days interning for the production team of the flight operations segment at Southwest Airlines. He mostly assisted in shooting and editing video, but also fulfilled other production-related tasks.

Along with the internship, Hale studied for the GRE in anticipation for his graduate school application. Like his roommate, Hernandez, Hale loved working for Southwest Airlines and is hopeful about a future in a similar working environment. If he does not find what he is looking for, Hale said he would not mind a little more Lubbock in his life.

“I loved it there and would be excited to pursue the one year master’s program in the College of Media & Communication. After all, there’s not many cities with the rolling green hills, beautiful skies, and calm ocean breezes like Lubbock offers,” Hale joked.

Besides his knack for sarcasm, Hale said he was extremely humbled by his internship at Southwest Airlines and encourages anyone who has any interest in a “fun job” to apply.

MEET MARY-ALEX: Goal-oriented and a summertime woman, Smith said she was happy to be living in a big city like Dallas, and she loved working for Southwest Airlines. This waterskiing fanatic enjoyed the thrill of communicating with all the Southwest employees as a ground operations communication intern.

“Every Southwest employee you see, from when you enter the door at the airport, to when you step on the plane, [it was] my job to communicate with them,” Smith said.

Although she felt it is a little intimidating sending out a daily newsletter, creating daily and weekly goals, and writing for the monthly publication “From the Ground Up,” Smith said she had a lot of fun because she was able to be creative.

Smith applied for this internship as a sophomore but took some time to better prepare herself before getting the internship post-graduation. Smith said she gained a lot of knowledge from her Public Relations Graphics course, as well as her News Writing course, as daily and weekly duties included creating and writing digital slides.

MEET LINDA RUTHERFORD: A fellow Red Raider, Rutherford has made her way to vice president of communication & outreach for Southwest Airlines. Rutherford interacted with these three interns during the Spring 2013 semester—during Intern meet and greet

sessions, passing in the hallways of Southwest’s corporate headquarters, and often in project meetings. Company-wide, Southwest Airlines receives more than 10,000 applicants for internship positions, and in 2013, Rutherford said her Communication & Outreach Department hired 11 interns from that applicant pool.

“Our entire team depends on our interns to help provide supplemental staffing on our projects, event planning, and daily tasks,” Rutherford said, regarding the interns’ responsibility in the company. “We strongly believe that our interns are a critical part of our staffing; they aren’t making coffee”.

Rutherford commented on the unique work environment that Southwest Airlines thrives upon, saying the heart of the airline is the people, and they work hard to create a working environment that is welcoming. Rutherford ended her interview with a quote from Herb Kelleher, Southwest Airlines’ founder: “We take the competition seriously, but we don’t take ourselves too seriously.”

Southwest Airlines has always been a well-recognized and successful company because of convenience, flexibility, and great staff members. Rutherford, Hernandez, Hale and Smith give a little extra insight to the reason why. **mc**

(Wesley Metter is a junior public relations major from Plano, Texas.)

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— George S. CORPORATE TAX INTERN

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HISPANIC AWARENESS

by Riley Davis, photos courtesy Hispanic College Quiz

When public relations professionals are called upon to head a campaign or redress a crisis, they must act quickly and effectively.

Angela Barrera, a senior public relations major from Rio Grande City, Texas, did just that when she was nominated by her sorority, Sigma Lambda Gamma, to represent Texas Tech University in the national Hispanic College Quiz Bowl. With roughly 500 flashcards in hand and about three weeks to prepare, Barrera set out to learn about the various topics comprising Hispanic culture.

“The purpose of the entire thing is basically to promote cultural awareness in Hispanic heritage through an entertaining TV game show,” Barrera said.

The quiz bowl, a “Jeopardy!” and “Who Wants to Be a Millionaire?” mash-up, covered 13 general topics regarding Hispanic culture, from Barrera’s favorite topic, celebrities, to her most troublesome topic, maps.

From Aug. 22-25, the final 12 students from across the country gathered in Chicago to compete against each other in the bowl. The students were divided into four separate groups. A \$3,000 scholarship was awarded to the winner of each group.

Though Barrera ultimately placed second in her group, she said she was grateful for the opportunity and the experience of meeting new people in the Windy City.

Barrera said she attributed the success of the entire experience to the College of Media & Communication’s public relations curriculum and Texas Tech’s cultural outreach.

“I know some people think if you’re not good with numbers, be a communications major,” Barrera said. “It’s more like, we’re good at everything else. We can plan. We have critical thinking skills,

problem-solving. We have everything else, maybe except for being good with numbers.”

Trent Seltzer, the chairperson for the Department of Public Relations, agrees with Barrera’s sentiment.

“That’s kind of like where we hang our hat as a program is on strategy,” Seltzer said. “So most of what we focus on, most of what we do at the end of the day, if we’re going to do our job well, comes back to strategy and research.”

Seltzer said he emphasizes to all undergraduate students the importance of participating in programs and organizations outside of the classroom, and he said he was proud of Barrera for distinguishing herself from her peers and representing Texas Tech and the college.

Barrera said she is proud of Texas Tech’s efforts to celebrate the various cultures that represent the student population.

“I am a transfer student from UT,” Barrera said, “and I was there for a year and a half. Throughout the whole year and a half, I did not experience any sort of cultural pride there at that campus.

“As soon as I got to Tech, I was invited to different events. So, I think Tech really knows how to make it personal.”

For this reason, Barrera said that when she graduates she would like to apply to Texas Tech’s Cross-Cultural Academic Advancement Center. She hopes to coordinate events that would allow students to learn about and revel in their respective cultural heritages.

“Through this event and being a part of the Media & Communication college,” Barrera said, “I’ve learned so much about myself that I know what I want to do in life.” **mc**

(Riley Davis is a senior electronic media and communications major from Wylie, Texas.)



The Nurses met in 1979 working for The University Daily.

Dynamic Duo: Doug & Laura Nurse

by Emily Pellegrini., photos courtesy Doug and Laura Nurse

Some people know from the time they can crawl that they are going to be Red Raiders. They have had generations before in their families who have graduated from Texas Tech University, and they are eager to join the Matador family. But that was not the case for Doug Nurse or Laura Massingill Nurse.

Living in Lubbock, Laura figured she would attend Texas Tech but did not think much more about the situation beyond proximity, until her high school guidance counselor at Monterey High School alerted her to the fact that she qualified for a journalism scholarship. The deal was sealed. Right before graduation, Laura was awarded the scholarship and enrolled at Texas Tech for the fall semester.

Doug came to Texas Tech for a few reasons: its proximity to the mountains so he could visit on weekends and a journalism scholarship. He never achieved either one but said the positive comments he heard about the journalism program itself was the main reason he moved to Lubbock.

Right away, both Doug and Laura got involved with the school newspaper, The University Daily, where they met one another and dated for one year. As it would turn out, the two would have to take a break and wait seven years before settling down together.

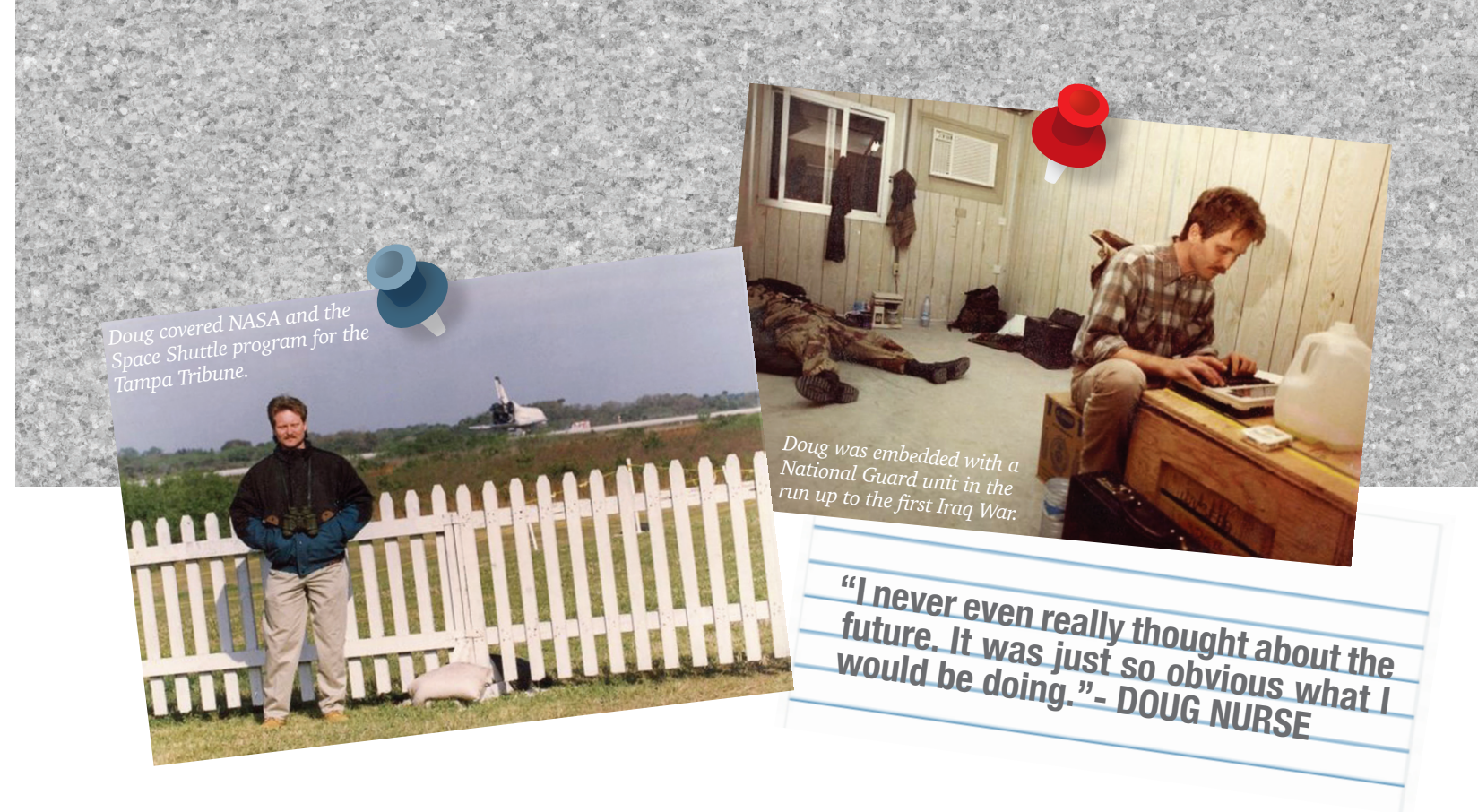
Laura's interest in journalism and news started much earlier than her first reporting job at The University Daily.

"I was an early reader and writer, influenced most by my maternal grandmother who was a reporter for the Tulsa World back in the 1920s," Laura said.

Encouraged by her grandmother to pursue journalism as a career, Laura followed in the footsteps of two generations before, taking an interest in feature writing over news.

From an early age, in the ninth grade, Doug too knew he wanted to pursue journalism and news.

"I was writing for the junior high school student paper and loved it," Doug said. "I never even really thought about the future. It was just so obvious what I would be doing."



Doug covered NASA and the Space Shuttle program for the Tampa Tribune.

Doug was embedded with a National Guard unit in the run up to the first Iraq War.

"I never even really thought about the future. It was just so obvious what I would be doing." - DOUG NURSE

Doug said starting his career at The University Daily was extremely important for helping him land his first job at the San Angelo Standard-Times, and encourages all communication students to join the newspaper's staff to develop the skills necessary to be a good writer.

"I wanted to do journalism," Doug said. "It started me on the never-ending process of practicing the innumerable aspects of being a journalist: identifying news, researching the topic, interviewing sources, mentally distilling and organizing information, writing it clearly, communicating ideas and occurrences, and mastering deadline pressure."

For Laura, the journalism program and two years on The University Daily's staff opened up an opportunity to join the magazine program at the University of Texas in Austin. Without the journalism scholarship she had at Texas Tech, Laura took a semester off to work, but never returned to college full-time.

Laura continued to take classes when and where she could, but said if she went back to school to finish a degree now, it would simply be for pleasure. Laura added that she has learned a great deal about the media field in her 30 years of experience working in it that she would take a different and more fun path if she went back to school now, one that would include a degree in creative writing, political science, or history.

While in Austin, Texas, trying to pay her way through classes, Laura found work in the political field, after working in radio advertising for a year. Laura said the position led to incredible train-

ing and really sparked her interest in politics.

"I lucked into a temporary position with the State Comptroller's Office during the Bob Bullock era," Laura said, "and parlayed that into a job as a writer in the Press Office."

Doug graduated from Texas Tech in 1981, with a degree in journalism. One week later he was at a desk in San Angelo working for the Standard-Times, covering cops, government, sports and general assignments.

After being separated for about five years, Doug and Laura ran into one another at a going-away party for a mutual friend, Inez Russell Gomez. Back at The University Daily, Doug and Laura flirted by defining words on sticks of Juicy Fruit gum wrappers, but broke up after dating a short time. Seeing each other again rekindled their old love, and the two married in 1987.

The couple started their life together in Florida, when Doug was offered a reporting job at the Tampa Tribune. At the Tribune, Doug covered politics, government, courts, weather, and a story that changed the child welfare system in Florida after a 2-year-old boy was found dead after his parents received him back from foster care. Doug said he enjoyed his work at the Tribune, and considers himself lucky enough to cover some fun NASA and Gulf War stories.

"Florida was a great news state," Doug said. "It has some absolutely bizarre crime, plenty of corruption, and some of the best public records laws in the country."

Upon moving to Florida, Laura hoped to find work similar to the political work she had in Austin, Texas, but with Doug covering

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President Obama's second Inaugural Ball

“Lacking a degree, I absolutely would not have had the career opportunities that came my way without my APR.”
- LAURA NURSE



2012 Democratic National Convention



Vacation in Maine



From left: Laura, Dylan, Ian and Doug Nurse

“The thing I like best about PR is that you get to shape events from the inside.” - DOUG NURSE

government and politics for the Tribune, Laura said there were too many conflicts of interest.

Laura found work in the communications field, learning the ins and outs of both internal and external communications, graphic design, and magazine feature writing. More importantly, however, Laura said she became an active member of the Florida Public Relations Association. With five years of experience in the field, Laura was able to work with veteran public relation colleagues while studying for her accreditation in public relations. In 1996, Laura passed the test for her public relations accreditation.

“I was fortunate that several people along the way gave me a chance, even when I didn’t have the required degree. I don’t know that that would happen today,” Laura said. “Lacking a degree, I absolutely would not have had the career opportunities that came my way without my APR.”

Laura said she had the opportunity to work with community and charitable organizations that gave her the chance to build her skills and extend her network, while giving back to the community. These opportunities, Laura said, opened professional doors later on in life.

In 1997, Doug and Laura moved to the Atlanta metropolitan area where Doug went to work for the Atlanta Journal-Constitution covering crime, politics and government. Doug said he is extremely fortunate for the opportunity to meet so many people who have influenced and shaped their communities in some way, especially in the 1990s, during a period of time when the hunger for news and information was growing.

“It was a great time to be a reporter. The economy was boom-

ing, the paper was expanding, and it was a time of great creativity,” Doug said.

Laura accepted a job as a newsletter writer for a tax firm but got a callback for a position at Gwinnett County Public Schools, a suburban school district in the Atlanta area. She accepted the offer and has since worked her way up to her current position as district leader in the superintendent’s office. On a day-to-day basis, Laura writes and edits eight district-level publications, which serve the 130 schools and 169,000 or more students enrolled in the district, supervises a writing and graphics staff, helps to develop and implement communication plans for system-wide initiatives, provides public relations counsel to local schools and district leaders, and works to extend and protect the district’s organizational brand. Outside of work, Laura is currently serving as president-elect on the Georgia School Public Relations Association board.

As the millennium turned over, the newspaper business found itself in a changing world. Newspapers were suffering monetary losses and laying off employees in an effort to make ends meet. The Atlanta Journal-Constitution, like many other newspapers, offered packages for eligible employees to avoid losing more money than they already had.

“I had always thought they’d carry my cold, stiff body out of the newsroom with a notebook in one hand and a pen in the other,” Doug said. “But then I took a steely-eyed look at the state of the industry. ... The news for newspapers was uniformly bad, and it didn’t look like it was going to get any better. So, to my own surprise, I took the severance package.”

Doug tried freelancing for a bit, but did not take much of a lik-

ing to it. While at the Journal-Constitution, he covered the births of a few cities to the north of the Atlanta metropolitan area and still had strong connections to some of the officials. A public relations communications director position opened up, and Doug was offered the job.

It took some adjusting, Doug said, to get used to public relations work after 28 years as a reporter. In his current position, there are more rules and procedures to follow because if something goes wrong, Doug said the responsibility falls on his shoulders.

“PR is harder than people think. When I was a reporter, it was like I was a guerrilla fighter behind enemy lines, picking my targets, moving fast, operating with minimal contact with the guys at headquarters. You call it the way you see it and let the chips fall where they may,” Doug said. “When you’re in PR, it’s like you’re a part of Big Army. There are protocols that must be followed, chains of command to be respected, everybody has to be in the loop. Everything slows way down.”

Working on the other side, Doug said he sees the media in a whole new light. Understanding that journalists are often contacting officials at inconvenient times, Doug joked that he has a few public information officers to apologize to, but said his media and press background can be used to his advantage.

“The thing I like best about PR is that you get to shape events from the inside. I always admired doers, but I was an observer; any influence I had was indirect. Now, I can say to the powers-that-be, if we do this, this is how we’re going to be perceived (for good or ill), and this is how it’s going to play in the press.”

Doug and Laura both said they enjoy their current jobs very

much. Laura said she hopes to stay with the school district for at least the next 10 years before retiring. When they both do retire, they said they would like to explore their hobbies more and spend time with family. The couple has two boys: Dylan is an officer in the Army Reserves as well as a political consultant who has done work from policy and strategy to staffing the Georgia delegation at the Democratic National Convention in 2012; and Ian, a triple major graduate from The University of Georgia in religion, linguistics, and Latin, who is now working on his master’s degree in Second Temple Judaism at Yale Divinity School.

Doug and Laura both enjoy the outdoors: gardening, hiking and kayaking. Doug said he would like to hike the Appalachian Trail and travel during retirement, and Laura said she would love to do more photography-focused hiking and traveling and explore more music and film festivals.

The two are still very interested in the political scene and Laura said they would love to move to a “Blue State” one day and form a group that would actively work for candidates whose beliefs align with their own. Once there, Laura said she would love to build a home on land that overlooks mountains, has a large garden, and is a relaxing sanctuary to read and enjoy time with family.

“Call it a commune or a retreat,” Laura said. “Sounds like heaven to me.” mc

(Emily Pellegrini is a senior journalism major from Cincinnati.)



Glenn Cummins, Ph.D., works with students Blake Silverthorn and Cody Hale in the psychophysiology lab.

Stepping Up: Making Connections

by Emily Pellegrini, photo by David Vaughn

IN KEEPING WITH HIS OUTREACH GOAL, DEAN DAVID PERLMUTTER, PH.D., CREATED AN ASSOCIATE DEAN OF RESEARCH POSITION IN THE COLLEGE OF MEDIA & COMMUNICATION.

Perlmutter appointed Glenn Cummins, Ph.D., to the position, which is intended to “identify and solidify research teams within the College of Media & Communication to focus on topical or methodological specializations,” and “partner with other associate deans of research and support staff on collaborative research opportunities,” according to the job description sent out to the college announcing Cummins’ position.

“The position is pretty common elsewhere,” Perlmutter said. “It’s pretty common elsewhere at other colleges at Texas Tech. It’s pretty common elsewhere in our field. And so it’s something I felt we needed to have: a leader for our research efforts.”

Cummins said he is very fortunate to serve as the associate dean of research, and is grateful for the opportunity to work with

the talented faculty in the college.

“What I’m doing is serving as a middleman between the researchers in our college and people who may want to work with them,” Cummins said. “So a lot of what I’ve done in the last few weeks since I’ve stepped into this position is simply networking: developing relationships with other associate deans of research across different colleges, meeting with people from the Health Sciences Center to talk about potential collaborations we could pursue; again, how we could better utilize all the resources we have within the college.”

While the College of Media & Communication reached out to other colleges on campus to some extent before the position was created, Perlmutter made it his mission to go to the different colleges and offer the College of Media & Communication’s skills and expertise to them.

“We feel our discipline of communication is one that has a role everywhere. There’s nothing, whether it’s medicine, engineer-

ing, or stem cell research that doesn’t have a communication component,” Perlmutter said, “and what we’re saying is, ‘You don’t necessarily have to go and hire an outside consulting firm, or you don’t have to necessarily find partners outside the State of Texas; first take a look at the people next door who might be able to help advance your own research.’”

After reaching out to the other colleges, Perlmutter said the next step is collaborating with the faculty of the other colleges, as well as companies and foundations around the world. Cummins said getting the College of Media & Communication’s mission out there and letting people know what is going on in the college is the purpose of the position.

“There’s no point in having a great college if nobody knows about it,” Cummins said, “so working with other units is one way we can help people know just how special this place is.”

Cummins said one focus of President M.

Duane Nellis’, Ph.D., is cluster hires, where the university hires groups of faculty who have the same area of interest, across disciplines, to work together in order to further research, whatever the topic: health, sports, politics, etc.

“Units across the campus were asked to collaborate, to put forth specific proposals for these cluster-hires,” Cummins said. “It wasn’t simply the College of Media & Communication going and saying ‘We need a faculty member’; it was us working with business, working with agriculture, to bring together faculty from different units.”

Perlmutter mentioned that the college’s research also is reaching out to more undergraduates, as more companies, especially media companies, hire college graduates and begin to conduct more of their own research. Other colleges on campus are encouraging professor and undergraduate collaborative research, and Perlmutter said he would like to emulate the same model.

Perlmutter said a short-term goal in-

cludes the college doing an assessment to see what it is capable of, what projects the college can and cannot do at this time. The collective idea is that the research facilities can be used as a mechanism to grow the college’s profile, both on campus and off.

“My primary goals are again helping the college reach its potential in terms of its research mission,” Cummins said. “That could mean several things; that could mean reaching its potential in terms of helping our faculty become productive scholars, reaching its potential in terms of using the top-notch facilities we have here, to produce research.

“I want to see our research profile elevated, both on campus and among our peer institutions,” Cummins said. **mc**

(Emily Pellegrini is a senior journalism major from Cincinnati. David Vaughn is a senior university studies major from Spur, Texas.)

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Ryan Johnson advises a student.

Q&A Academic Adviser Ryan Johnson

Q: WHAT WAS YOUR PRIOR POSITION?

RJ: “I taught three years in the theater department. I taught two years in integrative studies. Now I am teaching a Mass Communications 1100 class and a Programs for Academic Development and Retention class.”

Q: WHAT IS YOUR BACKGROUND?

RJ: “I have a B.A. in journalism from Ball State University in Muncie, Ind. I have a Bachelor of Fine Arts in theatre directing from Minnesota State -- Mankato, and I am finishing my dissertation here in theater.”

Q: HAS THE CHANGE BEEN GOOD OR BAD, AND WHY?

RJ: “It’s good. It’s always good to be able to help the students, which I think is one of our main jobs regardless of the capacity we’re in. The faculty, staff, adviser, professor—we’re here because of the students.”

Q: WHAT HAS BEEN THE BIGGEST CHANGE SINCE TAKING YOUR JOB AS THE JOURNALISM ADVISER?

RJ: “Getting used to advising because I’ve been faculty and I’ve been a teaching assistant. I am used to being on the teaching end of everything. I’m still teaching here, but it’s getting used to hearing about the classes from the advising perspective as opposed to the faculty perspective.”

Q: WHAT WOULD YOU SAY ARE SOME CHALLENGES OF YOUR NEW JOB BOTH PERSONALLY AND PROFESSIONALLY?

RJ: “Time management, because I’m also finishing my dissertation for my Ph.D. I have a 1-year-old son and another on the way, so there’s that, but also finding the time between meeting with students to update and run all their paperwork. It’s a constant back and forth between running the paperwork, meeting with students, and teaching.”

Q: WHAT DO YOU ENJOY THE MOST ABOUT YOUR JOB AS THE JOURNALISM ADVISER?

RJ: “Probably helping the students. It’s showing them that I’ve been there; I understand what you’re going through. I have multiple journalism degrees; here are the pitfalls I encountered, here’s how we get you around those pitfalls.” *mc*

(Madison Romig is a freshman journalism major from Waco, Texas. David Vaughn is a senior university studies major from Spur, Texas.)

Old Fashioned Form: New Mexican Newspaper

by Jenna Dunn, photos courtesy Inez Russell



Inez Russell Gomez of New Mexico graduated from Texas Tech in 1982 with a degree in journalism and a minor in political science to begin a life full of reporting and earning awards.

Gomez's family loved the university; they are a big part of why she attended Texas Tech.

"My stepfather told me that I could go wherever I wanted for school but the only place he was sending his money to was Texas Tech," Gomez said, "so I chose to be a Red Raider."

The only thing Gomez said she ever wanted to be was a political reporter.

Gomez said she wanted to get involved in the journalistic world as much as she possibly could and as soon as she possibly could. As she started her freshman year, Gomez joined The University Daily team at Texas Tech, as a scholarship student typing up the events calendar each day on a manual typewriter. After gaining some ex-



Inez Russell Gomez and Mother Teresa. Photo by 1980's New Mexican staff photographer Sydney Brink.

perience, many other opportunities began to unfold. Gomez became entertainment editor her sophomore year and was offered the political reporting beat her junior year, but became editor her junior and senior years.

Outside of the college, Gomez gained journalistic experience at Lubbock television channel KLBK-13 as a reporter her senior year. Between her junior and senior years, Gomez interned at The San Angelo Standard-Times and returned after graduation to become a reporter. She worked her way up from covering education to assistant night city editor in the three years she was at the Standard Times, from 1982 to 1985.

After 1985, Gomez's career took off and an incredible journey began. She worked at the Santa Fe New Mexican under Gannett ownership, but felt her articles were not improving, simply because she had gotten so used to writing them. As a result, Gomez decided to go back to school and get her master's degree in communications and public affairs from American University in Washington, D.C.

There, she interned at The Dallas Morning News in the Washington Bureau in 1988 before becoming the assistant city editor for The Bradenton Herald, named one of 1990s best small newspapers in America.

"At American University I had the opportunity to study and cover Washington, D.C.," Gomez said, "so I got to combine my love of politics and journalism."

Gomez said after receiving her master's she went straight back into newspapers, moving to Florida before returning to The Albuquerque Tribune where she was an assistant city editor. Later she was discovered by the Santa Fe New Mexican and was hired as city editor in 1994 to supervise a staff of 12 reporters. The New York Times, NBC, the Los Angeles Times, and numerous other national publications began picking up New Mexican stories.

Gomez worked her way up to editor at The Taos News in 1998, directing news coverage at an award-winning weekly newspaper.

As the new millennium rolled over and she was raising her first child, Gomez said she wanted a job that would allow her to stay home with her son. Fortunately, freelance opportunities for People Magazine, New Mexico newspapers, New Mexico Magazine, and The Dallas Morning News came up, and Gomez took advantage of them.

"I just wanted to spend more time with my son and teach him what I wanted him to know," Gomez said. "I wanted more quality time with him."

Five years later, as her son went off to school, Gomez returned to the daily life of a journalist and to the Santa Fe New Mexican, as special sections editor, where she edited award-winning visitor guides, developed new magazines, and wrote a political column. In 2011, she was named editorial page editor, writing the daily editorials and choosing syndicated columns and cartoons for a 25,000-plus independent daily.

"My main feeling when I was home was that I was much better at being a reporter than a stay-at-home mom," Gomez said.

Gomez said she is thankful for Texas Tech giving her the opportunity to work at The University Daily and learn journalism firsthand, as well as for her great professors. She said in journalism specifically, she learned to work hard, ask questions, and never be afraid to pitch a story.

Her advice for today's media and communication students is to get as much experience as possible, make videos, learn to take photos, write, write, write, and get internships.

"Journalism is the best job in the world," Gomez said. "I am so blessed to do what I love." **mc**

(Jenna Dunn is a sophomore public relations major from Deer Park, Texas.)

Inez Russell Gomez Awards ▶▶▶

- Inland Press Association, Editorial Excellence, second place nationally, 2013
- New Mexico Press Association-APME Better Newspapers Contest, Special Sections, first and second place, 2011
- New Mexico Press Association-APME Better Newspapers Contest, Columns, first place, 2010
- National Federation of Press Women, Indian Market magazine, first place nationally, 2009
- New Mexico Press Association-APME Better Newspapers Contest, Bienvenidos, first place, 2009
- Inland Press Association, Folk Art magazine and Ideas: Home & Garden, first place nationally, 2008
- Inland Press Association, Native Treasures and Ideas: Home & Garden, Indian Market magazine, first place nationally, 2007
- Associated Press Managing Editors, Editorial Writing, first place, 2006
- New Mexico Press Association, Editorial Writing, first place, 2006
- Associated Press Managing Editors, Column Writing, first place, 2005
- New Mexico Press Association, Column Writing, first place, 2005
- New Mexico Press Women, General Column, first place, 2007
- New Mexico Press Women, Indian Market magazine, first place, 2007
- New Mexico Press Women, Indian Market magazine, first place, 2006
- New Mexico Press Women, Editorial Writing, first place, 2006
- Inland Press Association, Indian Market and Ideas: Home & Gardens magazines, Bienvenidos, first place nationally, 2006
- International Society of Weekly Newspaper Editors Gold Dozen Award for Outstanding Editorial Writing, 2000
- National Newspaper Association, The Taos News, Best weekly in the nation, 2000
- New Mexico Press Association, The Taos News, General Excellence, 1999
- New Mexico Press Association, The Taos News, Public Service, 1998, 1999
- Inland Press Association, The Taos News Summer Guide, first place nationally, 1998
- Albuquerque Tribune Employee of the Year, 1993
- The American University, Crawford Award, Outstanding Print Graduate, 1988
- Texas Tech University, Outstanding Journalism Graduate, 1982
- Who's Who in American Colleges and Universities, 1982
- Texas Tech University, Five-Star All-American newspaper, Editor, 1982
- Region 8 Society of Professional Journalists, Sigma Delta Chi, Editorial Writing, first place, 1982
- Rocky Mountain Collegiate Press Association, Journalist of the Year, 1980

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Research Crosses Boundaries

by Nicole Burnett, illustration by Clara Vaughn

Coy Callison, Ph.D., has been a part of the Texas Tech family for 13 years working under different titles, including graduate director and department chairperson of public relations. Callison has been working on his current research for eight years, along with his team of Patrick F. Merle, Curtis B. Mathews and Ed Youngblood. The team is interested in how people perceive online content, primarily on whether audiences find online news credible compared to hard copy news. Callison goes a bit further, researching the difference between what audiences find credible or not credible based on the publisher of the news -- a news agency or a public relations agency -- and whether the location of the released news influences an audience's reaction to its credibility.

"What I've been interested in is what combination of those things makes them the most believable and what combination makes those things least believable," Callison said.

The team performed studies and crafted hypotheses to find out if college-aged students could determine the difference between messages coming from different outlets, he explained.

"You can imagine that, to some extent, PR information that is viewed online is looked at to be less credible," Callison said.

Callison stated that within society people distinguish the information they read from a newspaper as having more credibility than the same information or different information coming from a public relations practitioner. He also noticed the transition from his generation to today's generation.

"We weren't trained to be critical consumers yet," Callison said regarding reading news online in 1996.

The generation of college students today has evolved with technology and computers, and Callison said after eight years his team came to a conclusion that hard copy news is

looked at by audiences to be more credible.

In December 2012, Callison and his team submitted their piece to ICA and in June 2013, Callison presented his research at the conference.

Callison was not the only one in the college to have his eye on ICA. Assistant Professor of Public Relations Liz Gardner, Ph.D., also submitted research to ICA.

Gardner submitted two papers to the conference, and both were selected to be presented in London. Gardner's first paper was a nonprofit public relations piece she researched with Public Relations Department Chair Trent Seltzer, Ph.D., and master's student Rachel Page. The piece looked at how nonprofits cultivate and maintain relationships with their key publics, guided by relationship management theory and the organization-public model.

"Nonprofits don't just want donors to give them money," Gardner said. "Modern,

Within the College of Media & Communication, professors are constantly conducting projects and research in the different fields of mass communication to submit work for conference presentations and journal publications.

One main conference many faculty have submitted their papers to is International Communication Association (ICA) Conference, held in various cities around the world each year, including a new city in the United States every other year.



smart PR practitioners recognize it's a two-way, symmetrical relationship."

Gardner and her colleagues examined two cultivation strategies within the organization public relations model to explain relationship management theory: transparency and message origin.

"The more transparent you are, the more people will respect your organization," Gardner said. "People will be more willing to keep engaging in your organization, like buying products and liking you on Facebook."

The findings for the first strategy proved that transparent nonprofit messages garner more trust and a more positive attitude toward the message. For example, Gardner said when donors were told specifically rather than vaguely where their money was going, they were more trusting of the organization and more responsive to the messages.

Gardner also examined whether a message's origin had any effect on the message's effectiveness. She compared whether a message was more or less effective coming from an organization itself versus a message coming from a news source.

In order to test her two strategies, Gardner selected a nationwide sample of adults through Amazon Mechanical Turk and created hypothetical stories from nonprofit organizations and communication directors to measure an audience's response to the messages.

Gardner and her team found that stories coming from the organization itself were more credible. The results suggested that

nonprofit organizations may not always have to take extra time and resources for media relations to communicate information.

"It was a bit surprising," Gardner said. "Nonprofits have some degree of built-in credibility and people are okay with the information coming straight from the organization itself."

The second piece of research Gardner presented to ICA she researched with Brandon Nutting, a Ph.D. graduate of the college and current assistant professor at University of South Dakota, and Glenn Leshner, Ph.D., a professor at the University of Missouri. The research focuses on the psychological reactance one has when viewing a health-related media message and which messages are most effective. Gardner used controlling and non-controlling media messages to study the differences between both types. Controlling media messages only offer one solution and tell an audience the one solution. A non-controlling media message focuses on suggestions rather than a single solution.

"In general, telling people what to do is not the best idea," Gardner said. "People are reactive to it and react to it."

Gardner explained that psychological reactance is also known as the "boomerang effect." For example, if a public service announcement states "Don't do Drugs!" one may react with feelings of, "Don't tell me what to do." This "boomerang effect" is not the media's intention.

In order to determine what makes a message most effective, Gardner tested which

messages, controlling or non-controlling, received the most positive reactions. Gardner chose to use psychophysiology testing in addition to self-report measures, because psychophysiology testing automatically records a person's heart rate for attention, muscle movement, emotional response, and arousal, instead of only having the person complete a self report after exposure to the messages.

"We don't have to rely only on self-report," Gardner said. "We may not always be the best judges of our thoughts or feelings."

During the testing, each person listened to four messages, either controlling or non-controlling, and their reactions were recorded. The testing served as a second-by-second documentation of how each person reacted to each message.

"We not only get explicit measures, but implicit measures of how one is feeling," Gardner said.

Preliminary results of the testing suggest that controlling messages are least effective and often cause anger and the boomerang effect, but non-controlling messages are greeted with more open and positive responses.

The conference helped Callison and Gardner showcase and present their research to an educational audience. Future plans include the two publishing their research. **mc**

(Nicole Burnett is a sophomore journalism major from San Angelo, Texas. Clara Vaughn is a senior communication design major from Lubbock.)



Rebecca Ortiz, Ph.D., engages with a class.

the facts of life

by Kaitlin Bain, photo by David Vaughn

Rebecca Ortiz, Ph.D., an advertising assistant professor in the College of Media & Communication, first became interested in how people develop sexually, how the development influences future relationships, and how the media relates to all of it, as a teenager. While working in marketing research, her interest grew, and it solidified her decision to attend graduate school. She said the topic is one she would never grow tired of and always could relate to.

Ortiz was interested in learning to understand the “hyper-sexualized” media environment, and she hoped to put a positive spin on sex that could help teens and adults alike. She said her overarching goal is to find “the best ways that we can provide information through media we’re already engaging in ... but promote more sex-positive messages.”

At the University of North Carolina, Ortiz was able to work under her mentor, Jane Brown, and manage a project in North Carolina whose headquarters were in Washington, D.C.: The National Campaign to Prevent Teen and Unplanned Pregnancy. The project examined how the MTV show “16 and Pregnant” influences teens’ sexual intentions.

Ortiz said she stumbled upon research on the Human papillomavirus (HPV) vaccine when the vaccine was still a rather new issue and not many projects addressed how to provide information about the vaccine to parents and kids. Along with several colleagues, Ortiz has begun working on an HPV social media study aimed at finding out how to better expose pre-teens to information about both their own sexuality and the HPV vaccine.

The study is aimed at helping kids and parents make a better, more informed decision about getting the vaccine after exposing the pre-teens to sexually related health information. The study questionnaire asks teens how they would best receive information about the HPV vaccine.

The study was set up in a focus group setting and researchers found social media to be the best way to get kids to listen and gain knowledge about sexual health information, as long as the information was presented in a non-threatening and positive way. The same focus group study found that students would not receive HPV vaccine messages positively if they attracted negative attention from friends or classmates.

The preliminary research led to the main study Ortiz and her colleagues are currently conducting. The research involves a group of pre-teens who “like” a specific Facebook page run by the researchers and that deals with daily health facts. Not every fact is about sexual health; some are fun facts such as, “chewing gum boosts your brain power.” The pre-teens then give feedback on each daily post, showing which facts are interesting or helpful. The results from the survey will be compared to groups that are not exposed to the daily health facts to study the differences in pre-teens’ intentions and feelings toward the vaccine and their likelihood of receiving the vaccine.

The ultimate purpose of the study is to discover better methods of exposing pre-teens to sexual health information in an interesting way. The study is still underway and data are being collected, but the researchers hope their work will help to inform more pre-teens about the risks of HPV and increase the number of vaccinations in pre-teens. [mc](#)

(Kaitlin Bain is a freshman journalism and political science double major from Houston. David Vaughn is a senior university studies major from Spur, Texas.)

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From left: President Nellis, Pete Brewton and Roger Saathoff



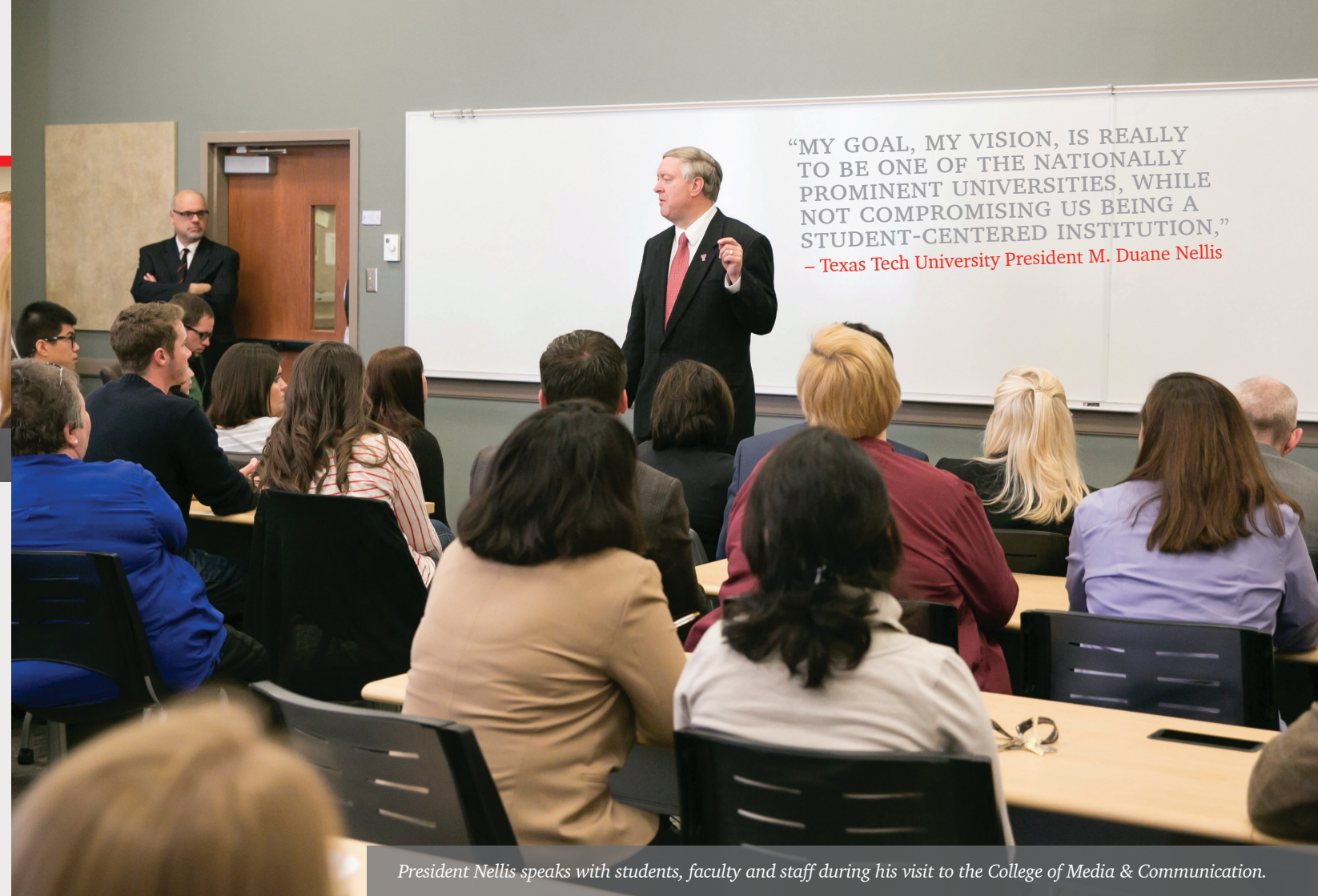
From left: Kevin Stoker, Lawrence Schovanec, Erik Bucy and Glenn Cummins



From left: Liz Gardner, Melissa Gotlieb, Dean Perlmutter, President Nellis, Eric Rasmussen

Warm Welcome *for* President Nellis

by Emily Pellegrini, photos by David Vaughn and Ashley Rogers



President Nellis speaks with students, faculty and staff during his visit to the College of Media & Communication.

The College of Media & Communication hosted a very special guest the morning of Nov. 18: Texas Tech University President M. Duane Nellis.

“It’s been great to get out on campus and interact with faculty, staff and students to see facilities,” Nellis said. “I feel like I can represent you better, as I articulate our message nationally and internationally, but also across the state.”

Nellis has spent his first academic semester at Texas Tech visiting each college, as well as traveling the state and country, spreading the mission of Texas Tech and bringing visibility to the university’s accomplishments.

“The president’s visit was a huge triumph,” Dean David Perlmutter, Ph.D., said. “He recognized how successful our college is because of faculty and student talents, enthusiasm, energy, hard work, and positive vision of the future.”

While at Texas Tech, Nellis has a list of goals he believes will grow the university as a whole and bring recognition to the outstanding work being completed on the campus.

“My goal, my vision, is really to be one of the nationally prominent universities, while not compromising us being a student-centered institution,” Nellis said.

In the United States, 60 universities are members of the Association of American Universities. While aspiring to be included in the highly selective list may be out of reach currently, Nellis said he would like to see Texas Tech endorsing the same characteristics as the 60 U.S. universities.

One of Nellis’ main visions for Texas Tech is growing the research on campus to becoming nationally recognized without losing sight of the students and finding a way to complement the two.

Nellis’ plans to grow the university and college include increasing enrollment numbers, in numbers of non-traditional academics, such as online learning, as well as in the graduate, Ph.D., and post-doctoral programs.

Creating a more diverse university is important to Nellis as well, as he pushes the university to increase Hispanic enrollment from 19 percent to 25 percent, making the university a “Hispanic-serving institution,” while also increasing African-American enrollment to become a more inclusive university, and one that sees and uses diversity as a strength.

Nellis said becoming more diverse will help build global connections and increase the university’s visibility internationally. Nellis said he wants a more engaged and entrepreneurial university that

can expand to become more interdisciplinary.

Nellis spent the morning touring the college building, and he said he was impressed by the technology and top-notch facilities the college houses.

“I think you have an outstanding infrastructure here to support the great work you all do, and I’m excited to see this space -- really first-class,” Nellis said.

Along with the college, Nellis said he is proud to work with the great faculty, staff and students both at Texas Tech and within the college. He called Texas Tech “a big family,” and one that is positive to work with. Nellis hopes to bring more recognition to the faculty and staff and promote the great family, with more nominations and awards, such as “Professor of the Year” awards and Fulbright Scholars.

Ultimately, Nellis hopes to reach each of his goals: increasing research, enrollment and diversity to become more nationally recognized, while raising the university’s revenue in more creative ways. As the university grows, so should the revenue, Nellis said, from corporations and individuals.

Nellis and Perlmutter discussed how the cluster-hire idea will break down the barriers between different colleges on campus and

open up more communication and collaborative research. Perlmutter said the college has been involved with cluster-hires in the areas of wind hazard, obesity, and Hispanic media and culture.

Nellis closed his visit by thanking the College of Media & Communication faculty and staff for the opportunity to visit with the college, and he urged the college to continually push to improve.

“I want to make sure I represent you as strongly as I can,” Nellis said. “I need your support. I feel your support in a very positive way. Again, I’m excited to be at Texas Tech University and appreciate all that you do.”

The Texas Tech University community and Perlmutter have high hopes for President Nellis’ visions, and welcome him with open arms.

“This is a very special place, where ideas can find a nurturing gestation and excitement,” Perlmutter said. “I’m very excited to be at a place where we have a new leader who is trying to say, ‘What can we do better, bigger and newer?’ and that’s definitely President Nellis.” **mc**

(Emily Pellegrini is a senior journalism major from Cincinnati. David Vaughn is a senior university studies major from Spur, Texas.)

A Model Student

by Haley Britzky, photos courtesy Claudia Tristán



As a senior journalism and marketing double major, the last thing Claudia Tristán expected was to be called upon to participate in the annual Miss Hispanic Lubbock Pageant.

Just four days before the pageant, Tristán was asked to participate because of the low number of participants in the 2013 competition.



2013 Miss Hispanic Lubbock Claudia Tristán

Sponsored by the Thomas Jay Harris Institute of Hispanic and International Communication and the Cross-Cultural Academic Advancement Center at Texas Tech, Tristán agreed to compete. Tristán has worked closely with both organizations in the past, and both organizations were quick to sponsor Tristán, along with her platform, which concerned health and fitness.

Tristán said more than 30 percent of Hispanics suffer from obesity, and more than 10 percent suffer from diabetes. Tristán has taken it upon herself to step up and do something about these health problems and is working toward making free Zumba classes available to both the Hispanic community and to Texas Tech students. In the future, she hopes to give out gift cards that would promote healthier eating habits in the Hispanic community.

Tristán's work in the Hispanic community does not end with health and fitness. She has promoted different educational opportunities for the Hispanic community including organizations that help make college education possible for Hispanic students. Other causes she supports include the Hispanic Scholarship Fund to ease the cost of a college education for Hispanic students and internship opportunities she believes could be valuable to the community.

As the winner of the competition with the title of Miss Hispanic Lubbock, Tristán has been given the opportunity to support her platform and to attend events within the Hispanic community. She has been invited to movie screenings, has been a part of a parade for Hispanic Heritage Month, and even has taken on a few modeling jobs. Tristán said she sees these responsibilities as a priority.

"If there's something in the Hispanic community that people think I should be at, and they call me," Tristán said, "I'll be there if I can." **mc**

(Haley Britzky is a freshman journalism major from Trophy Club, Texas.)

Scholars Converge in Lubbock to Discuss 'Biopolitics'

by Regents Professor Erik Bucy, Ph.D., photos by David Vaughn

Over a two-day period in late October, some three dozen faculty and student researchers converged on campus to present innovative new research and debate current advances in the increasingly recognized field of biopolitics at the annual meeting of the Association for Politics and the Life Sciences (APLS), organized by Erik Bucy, Marshall and Sharleen Formby Regents Professor of Strategic Communication.

Bucy said this year's meeting was the 30th time the association has met but the first time the meeting has been held at Texas Tech. Bucy co-organized the conference with Gregg Murray, an associate professor of political science and executive director of APLS. The conference took place in the Student Union Building on campus Oct. 25-26.

"With the focus here at Tech on interdisciplinarity, the campus provided an ideal setting for the conference," Bucy said. "Similar to campus priorities, the association emphasizes the interconnections between different fields of research rather than strict boundaries."

Bucy said he first learned about the association in the late 1990s while conducting research for his dissertation on the emotional appropriateness of televised leader displays.

"As I read deeper into the literature on political communication and nonverbal behavior, I kept coming across the same group of researchers who did pioneering work in this area and who were pub-

lishing in Politics and the Life Sciences," Bucy said. "As it turns out, they were founders of the association, so I attended a few meetings and became fascinated with the nexus between media, politics, and nonverbal behavior."

Fast-forward to today: Bucy is now into his fifth year as editor of the journal and has organized three meetings of the association, once in 2006, 2010, and again this year. "Organizing a conference is a lot of work," Bucy said, "but in the end it's very satisfying to see it all come together. It's also a great opportunity for graduate students and faculty to get involved and hear the latest thinking and findings on critical social and political issues."

Researchers from as far away as Concordia University in Montreal and VU. University in Amsterdam participated in the meeting. More than a dozen faculty and graduate students from Texas Tech, most from the college, presented their work as well. The conference featured nine different panels and two plenary talks on topics ranging from "Public Policy and the Environment" to "Evolution, Complexity and Economics."

An entertaining workshop on "Politics, Emotions, and Coding Facial Display Behavior," in which participants were asked to hold up a mirror and mimic different facial expressions, was also given by Patrick Stewart of the University of Arkansas.

Bucy presented some of his own research at the meeting—a visual analysis of the 2012 presidential debates, with graduate students Harrison Gong and Desiree Markham, and an experimental study, with Gregg Murray and Patrick Stewart, that uses viewer



Faculty of the College of Media & Communication listen as a guest speaker lectures during the conference of the Association for Politics and the Life Sciences.



responses to disaster news and televised leader displays to develop a new measure of candidate viability.

The theme of this year's meeting, "Evolution, Consumption, and the Political," provided the context for keynote speaker Gad Saad, who presented a compelling overview of his research on "The Consuming Instinct," or the tendency of consumers to follow evolutionary impulses when making purchasing decisions and even mating choices.

A noted evolutionary researcher, science writer, and Psychology Today blogger, Saad reviewed the surprising effects of evolutionary and biological forces on consumer behavior. He focused his talk on the subtitle of his book, "What Juicy Burgers, Ferraris, Pornography and Gift Giving Reveal About Human Nature."

"Gad is the trailblazer in the field of evolutionary consumption," Murray said, "and he pointed out how evolutionary forces can affect our decisions about what we eat, the gifts we give, the entertainment we consume, even the ways we make ourselves more attractive to mates."

Among the findings Saad shared in his talk were the results of an experimental study that placed young males in either a beat-up clunker or brand new Porsche. First, he found that levels of testosterone (associated with achievement and dominance) rose when driving the Porsche, regardless of rural or urban location.

"You put the young males in the Porsche, irrespective of whether it's downtown or on the highway, and their testosterone level explodes," Saad said.

Second, he discovered that, at least for guys, what you drive matters: young women evaluated the same male driver to be sig-

nificantly more attractive when pictured in the Porsche than when pictured in an economy car. For guys, what car women were depicted in did not influence judgments of beauty.

As part of the conference, students from a variety of classes within the college, including Public Relations, Advertising, Journalism/Electronic Media & Communications, and the graduate program, live-tweeted conference panels, talks, and workshops. Bucy said he required the students in his graduate-level Research Methods seminar to attend at least one panel and write a report critiquing the methods used by researchers on the panels.

"The conference provided a great opportunity for students to either present their own work or to closely observe the level of methodological rigor followed by other researchers," Bucy said. "The goal of the conference report assignment was to have students reflect on the substance of individual talks and engage with the methods and findings presented."

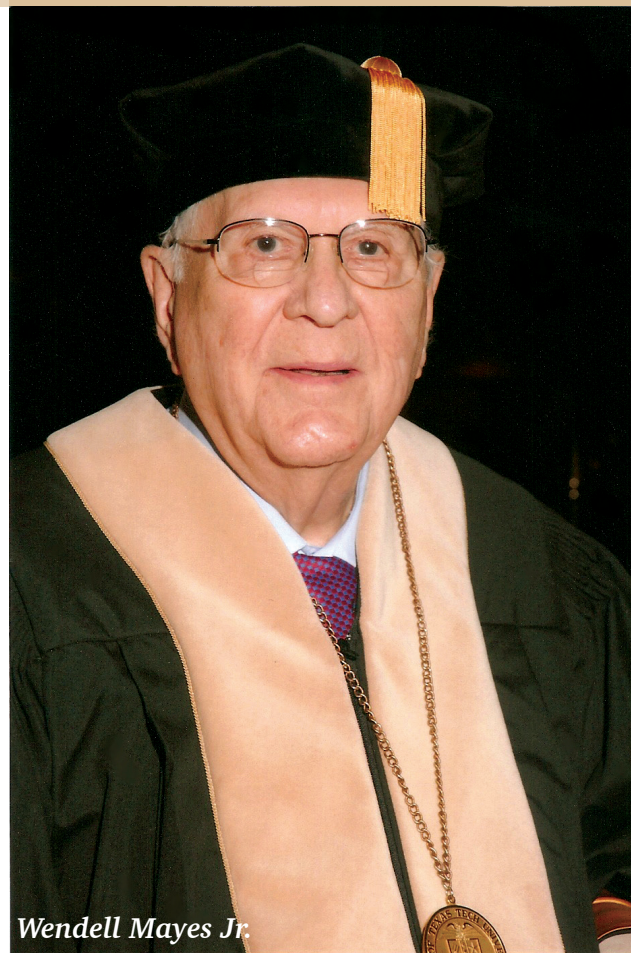
Overall, Bucy said, the conference was successful for students and faculty alike. "All conferences have some sessions that are more exciting than others, but we accomplished what we set out to do," Bucy said, "which was to bring together leading scholars in the field of biopolitics to discuss their research and bring greater awareness of the association and the journal to Texas Tech."

For more information about the association, visit the APLS Facebook page, AssnPoliticsLifeSciences, and follow APLS on Twitter @AsnPLS. [mc](#)

(Erik Bucy is the Marshall and Sharleen Formby Regents Professor of Strategic Communication in the department of advertising. David Vaughn is a senior university studies major from Spur, Texas.)

Learning for a Lifetime

At almost 90 years old, most people can be found taking up a relaxing hobby to pass the time. However, one Texas Tech alumnus has sought a more fruitful activity.



Wendell Mayes Jr.

Wendell Mayes Jr., Texas Tech University alumnus, recently earned a doctorate in finance from Walden University at 89 years old. Mayes received his degree on May 26, 2013.

Mayes has always been a non-traditional student. He began his academic career after serving in the Navy during World War II and getting married.

“My naval career was not unusual at the time,” Mayes said. “Every boy from my high school also served in the military.”

Mayes decided to attend college after completing his Naval service in 1946. He decided to study at Texas Tech because the electrical engineering program offered courses over material that Mayes became interested in while serving in the Navy.

“I learned how to maintain the radars on airplanes in the Navy,” Mayes said. “I enjoyed it and I decided to attend a university that taught electronics as opposed to generating power. Texas Tech and Rice were the only two universities that I found that offered such a program. I decided that I would rather attend Texas Tech.”

Mayes graduated from Texas Tech in 1949 with a Bachelor of Science in Electrical Engineering. Mayes then began working at a chain of radio stations for his father after graduating. It was during this time that he became interested in the field of mass communications.

“My father asked me to come back home to Brownwood and work for him at the radio station after I graduated,” Mayes said. “When your father calls, that is what you do. I have no regrets.”

Mayes spent 50 years involved in mass communications while working at and owning multiple radio stations across Texas and Oklahoma. Mayes retired after he sold his last radio station in 1999. Once Mayes had retired, he had some free time on his hands. He decided to go back to school and further his education.

“I did not want to sit around and twiddle my thumbs,” Mayes said. “I wanted to go back to school and learn something.”

Mayes decided that electrical engineering had changed so much since he had graduated from Texas Tech that he needed to study another subject. Mayes decided to study computer science. He chose to study at St. Edwards University because the university offered a program called New College, which had an emphasis on older students.

Mayes began studying at St. Edwards University in 1999. During this time, Mayes decided that he wanted to take a few finance classes but was told that he needed an MBA for that. So, Mayes decided to take MBA classes as well. Mayes graduated from St. Edwards University in 2006 with a Bachelor of Arts, Master of Liberal Arts and a Master of Business Administration.

Memory Bennett, director of development for the Texas Tech University College of Media & Communication, has known Mayes for several years. Bennett thinks Mayes can be a source of inspiration for every student.

“I think it is great that Mayes went back to school after so many years,” Bennett said. “Education is important, even if it is just for personal fulfillment. Some people are apprehensive about coming back to school after so many years. Mayes shows that anyone can come back to school and earn a degree.”

Mayes has been involved with the College of Media & Communication since graduating from Texas Tech. He has served as the chairman of Mass Communications Advisory Committee. He also served on the Texas Tech University Board of Regents from 1985-1991 and served as chairman for two years. Mayes spoke at the founding of the original Mass Communications building in 1976 and again at the dedication of the new building in 2012.

“Mayes has been involved with the college for many years,” Bennett said. “He most recently spoke at the new building dedication and still keeps in touch with the college. He has a great working relationship with the college and is interested in everything that we do.”

After graduating from St. Edwards University, Mayes decided that he still wanted to continue his education and began studying at Walden University in 2008. Mayes was attracted to Walden University due to the ease of taking online classes. Bennett said the College of Media & Communication might begin to offer online courses.

“I think the graduate program is looking to offer some online classes,” Bennett said. “I think this would be good for college growth and to attract potential students back to education after taking some time off.”

eventually elected chairman of the national affiliate.”

Dean David Perlmutter agrees that Mayes has been greatly involved with the College of Media & Communication. He also said Mayes could be used as an inspiration for all students.

“Older students can look directly to Mayes as a source of inspiration for completing their education,” Perlmutter said. “However, Dr. Mayes’ story is also important for our 22-year-old students to hear.”

Dean Perlmutter said there is a common



Wendell Mayes Jr. walking the stage to receive his graduate degree.

Apart from furthering his education, Mayes has also been involved in various charity organizations. Mayes has been significantly involved in national diabetes organizations, including the American Diabetes Association. Mayes also worked as the interim executive director for the Texas Diabetes Council in 1999.

“My son was diagnosed with Type I diabetes when he was 10,” Mayes said. “His doctor asked me to participate in the American Diabetes Association and one thing led to another. I was asked to be chairman of the local affiliate. I was then asked to be on the board of the national affiliate, and I was

trait that links all people involved in the field of mass communications and that Mayes perfectly exemplifies this certain trait.

“Dr. Mayes is a ‘self-propelled life-long learner’,” Perlmutter said. “Our students all have a universal trait: curiosity. You can look at the greats in the field of mass communications. Those people just want to learn more and more. Dr. Mayes has been a prime example of that.” **mc**

(Preston Redden is a mass communications graduate student from Coppell, Texas.)

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