

# mc

Amy Hammer:  
Alumna at  
Home in Politics

Hispanic  
Publishing  
Evolves

Cody Aufricht:  
International  
Advertising Success

*A publication for alumni and friends of the Texas Tech University College of Media & Communication • Summer 2013*



Center for  
Communication  
Research



Director of the Center for Communication Research Glenn Cummins, Ph.D., monitors a focus group from the observation room of the newly renovated Center for Communication Research facility.

# mc

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## From Dean David D. Perlmutter

Dear College of Media & Communication Red Raiders:

A few weeks ago I experienced the fourth happiest day in my life (after my marriage and the births of my two daughters): The provost of Texas Tech University offered me the position of dean of the College of Media & Communication.

My first response: Saddle up, ladies, we're going to Texas!

My joining the College of Media & Communication Red Raider family was not a surprise to me. In fact, you could say providence was in play. Almost two decades ago I started my academic career as an assistant professor at Louisiana State University. Among the people I met there was a truly remarkable gentleman who was a senior consultant and adviser to the school's dean. He hailed from West Texas and was a legend in communications program administration. He was wise, thoughtful, and carried a wagon train full of experience. He was also kind in demeanor and generous with his time to young faculty members. His name was Billy I. Ross.

Billy and I kept in touch, off and on, over the years. At the same time, I was hearing about the string of ever-more-impressive successes of his native program at Texas Tech University under the visionary and high-integrity leadership of Jerry C. Hudson: Becoming an independent college, building a highly productive faculty committed to students, growing hugely in enrollment, starting a Ph.D. program, and most recently moving into a refurbished building.

When I came to Lubbock for my campus interviews, my from-afar good impressions were confirmed. The head of the search committee, Dean Stephen Fritz of the Honors College, said, "Texas Tech is on a roll." Indeed, that was obvious. Whereas on most college campuses today the mood is hesitant, grim or defeatist, I found at Texas Tech a refreshingly bold, ambitious spirit. I love to recount meeting the chancellor for the first time; he mentioned "winning" and "conquering" and "dreaming big" so much, I thought he must be interviewing me for head football coach! (As you may know, I did not get that job.)

Well, everyone else I met—from undergraduate and graduate students to alumni to college faculty and staff to other deans and administrators (including our new president)—exuded the same can do, "let's conquer the next mountain" attitude. I became convinced that the College of Media & Communication deanship was the best job on earth for me.

So thank you, Texas Tech.

Of course, getting the job is only my entrance ticket. As we routinely tell our students, you have to prove your hire at work every day. When Charlene Stark, head of the Advisory Board, and I first talked, she asked, "What would you like me to call you?" I joked, "Why not Tex?" She paused then said, "Son, you're going to have to earn that."

I know it. There are big challenges to come. A communications school, like a shark, must keep moving forward; if we aren't innovating we are stagnating. But I believe we have the foundations to build whatever our dreams conceive—with the partnership of the university and our alumni.

I look forward to the adventure we are going to have together. Stay tuned!

### David D. Perlmutter

Starting July 1, 2013, Professor and Dean of the College of Media & Communication



David D. Perlmutter

## From Associate Dean Kevin Stoker



Kevin Stoker

During the Spring semester the college conducts annual reviews with every full-time faculty member. These reviews are based on annual reports submitted by faculty members and detail faculty performance in three areas: Teaching, research and service. Tenure-track faculty members are expected to devote 40 percent of their efforts to teaching and 40 percent to research. Service obligations are expected to take up 20 percent of a faculty member's commitment.

I sit in on all the reviews conducted by department chairpersons and also conduct reviews with each of the department chairpersons and interdisciplinary faculty. Each year, I'm impressed with the quality of the teaching that takes place in the college. With very few exceptions, students rank our faculty as outstanding teachers. They also value the quality of their learning experience in college courses. At the bottom of each evaluation, students have the option to include written comments about their experience. The department chairpersons and I review these comments. We pay special attention to student concerns and discuss these issues with faculty members. In most cases, the faculty member already has made changes to address the problem.

Evaluating faculty research generally comes down to the number of academic publications produced during the year. The process of doing research, writing and publishing can take years, so it's essential that faculty set aside time for research. In the last few years, our faculty members have consistently published in the field's top journals. They often collaborate with colleagues and graduate students.

The final part of the evaluation focuses on service to the department, college, university and profession. Although service constitutes only 20 percent of a faculty members' obligation, they often devote a much greater portion of their time and efforts to serving on committees and doing work for academic associations.

With this year's annual evaluations completed, I can confidently say that our faculty ranks among the best in the country and only will get better.

## From Associate Dean Coy Callison



Coy Callison

The College of Media & Communication graduate program continues to see evidence of a growing positive reputation at both the master's and doctoral levels. As of the end of May, we had 40 applications for the M.A. program, and I suspect we will see a few more applications before it is too late to admit any more students. While we obviously won't admit all applicants, the Fall 2013 incoming class will be our largest cohort in years.

As we continue to push toward our goal of having 80 students matriculating through the program by Fall 2014, I am encouraged by the quality of students I am now seeing among our sophomores and juniors who seem to be laying solid foundations for graduate applications in the years to come. Almost daily undergraduate students drop by my office to say that they read something about one of our recent M.A program graduates, and they want to know how they can best prepare themselves for pursuing a graduate degree.

These students are producing content for the Hub, writing for the *Daily Toreador*, assisting in putting together college television and radio news broadcasts, working for the student-run PR firm or serving on Ad Team. Just as being involved in these activities better prepare students for industry jobs following undergraduate graduation, they also give students a real-world foothold that makes them better graduate students.

At the Ph.D. level, we also are seeing signs of the positive effects of an ever-increasing positive reputation. The May and August graduates of the Ph.D. program have secured impressive academic jobs and will demonstrate to other universities and students the value of a Texas Tech University degree.

Dane Kiambi will be starting his new life as an assistant professor at the University of Nebraska-Lincoln, Clay Craig at Coastal Carolina, Patrick Merle at Florida State, Sherice Gearhart at University of Nebraska-Omaha, and Phil Poe at Mississippi State. By having such exemplary graduates navigating the roiling waters of tenure pursuit far and wide, I believe we only see an increase in the number of quality applicants to our Ph.D. program. Great doctoral graduates cultivate future great Ph.D. applicants. I already am looking forward to the students this crop sends our way.

## From Development Officer Memory Bennett

Think back to when you were in college. What was your favorite class? What did you enjoy the most? Many of you will enjoy thinking back on your college days. You'll even laugh about those tough classes you were sure you wouldn't pass; and now you turn around and it's been 5, 10, even 25 plus years since graduation.

The College of Media & Communication encourages you to visit campus and reminisce about your time in school. We have many opportunities available for alumni to visit campus and see how much Texas Tech has grown physically and academically.

I encourage you to check out our website ([www.mcom.ttu.edu](http://www.mcom.ttu.edu)) and join us when you can. Maybe you'll be able to visit with that professor who gave you such a hard time and thank him or her for a lesson well learned.

Each year I have the opportunity to visit with many alumni; whether it is at events, through phone call or email inquiries, or traveling the state and nation with the sole purpose of connecting with alumni. I have thoroughly enjoyed getting to know many of you and will continue to strive toward meeting even more alumni each year.

Throughout these visits I have realized that the college has many outstanding leaders. Each semester students graduate and go on to find careers in a variety of fields. We are proud to have alumni working to make strides that impact their communities, states, the nation and world.

We feature several alumni in this magazine each issue, and I think they give a small glimpse of the type of graduates the college is producing and the amazing endeavors in which they are working. I hope you find enlightenment and enjoyment from reading the pages within.

The college is humbled by the generosity of its alumni and friends. By giving of your time, talents and resources to support our programs, we sense the spirit of pride you have for not only the college but also Texas Tech University. Thank you for your loyal dedication to the college and our students.

I hope you continue to connect with us and stay involved with the college. Feel free to visit the college anytime and join us on campus throughout the year. Contact me at 806.834.5454 or [memory.bennett@ttu.edu](mailto:memory.bennett@ttu.edu).



Memory Bennett



# Research in Media

by Chelsea Lomprey, photo by David Vaughn

This year the Texas Tech University's College of Media & Communication held its 13th annual William S. Morris III Distinguished Lectureship Series March 4. The series is named after William S. Morris III, chairperson and chief executive of Morris Communications Company, whose contributions have helped support and advance educational excellence and innovation at the College of Media & Communication.

The Morris family has been in the newspaper industry for many decades and after Morris III purchased the *Lubbock Avalanche-Journal*, he became very involved in the Lubbock community and with Texas Tech. His commitment to the education of students in communications and his substantial contributions helped support the establishment of the College of Media & Communication. Morris's contributions also are used to make possible an annual lectureship.

"I think his original intent was to be more involved in the print journalism side, though he had broadcast properties, his passion is for the print side," said Dean Jerry C. Hudson, Ph.D. "With the change in industry, print is still a major part of what they do, but they also recognize that convergent media and the electronic visual aspect of information is very important to journalism too."

This year's keynote speaker was Professor Esther Thorson of the University of Missouri. She is associate dean for graduate studies and research in the University of Missouri School of Journalism, as well as the director of research for the Donald W. Reynolds Journalism Institute at Missouri. Thorson not only has extensive knowledge in advertising and journalism, but she also is nationally known for her work and contributions to communication research. She is the only female Fellow of the American Academy of Advertising and has been honored with numerous awards for her scholarly excellence in education and research alike.

Thorson spoke to the College of Media & Communication audience about "Journalism and the Art of Reaching Audiences: There's Nothing so Practical As Good Theory." In her speech she discussed three major projects she had previously worked on in her time with *The Seattle Times* and *Jacksonville Times* that related to the power of synergies between industry problems and academic research. With each topic she demonstrated the value of academic research and the importance of theorizing to help solve major issues in the mass media industry.

In her lecture, Thorson first talked about the importance of research in discovering how investment in newsroom, advertising,

and circulation differentially drive the revenue of newspapers, that is, revenue from print circulation and advertising, but additionally from online efforts. Being able to model return on investment in the three basic newspaper functions allows news companies to predict future financial performance and to do more effective budgeting.

Thorson also has modeled how advertisers can best combine their traditional television advertising with social media-based brand sites. Television advertising, when done well, catches the attention of the large audiences reached by the medium—and drive people to a brand site. Brand social media sites capture much smaller audiences but once a person visits, the impact on positive relating to the brand and brand loyalty are greatly strengthened. Thorson showed examples of highly effective combining of television and brand sites.

Hudson said this series is not only a benefit for the students and faculty but it is a great opportunity for the college to show off the expertise and new facilities to notable professionals in academia and to people on campus and in the community.

"One thing we really want to do is bring people from academics as our peers and also of the professional people to see our new facilities,

it is kind of a showcase for the people coming in to show what we are doing and to compare us to other programs," Hudson said. "We have such fantastic research facilities; we want to show them off."

The William S. Morris III Distinguished Lectureship series was a featured part of the "Reaching Audiences" conference at Texas Tech, which brought more than a dozen notable and established industry professionals from all over the United States to Lubbock.

"It speaks very highly of the college that we are able to attract people from around the country and it is made possible because we have alumni who care about the college and who have established endowments, research funds and lectureships," said Erik Bucy, Ph.D., coordinator of the event and Marshall and Sharleen Formby Regents Professor of Strategic Communication in the Department of Advertising. "It is really a testament to their loyalty and enthusiasm that something like this can happen." mc

(Chelsea Lomprey is a senior public relations major from Belton, Texas. David Vaughn is a junior university studies major from Spur, Texas.)

**"It speaks very highly of the college that we are able to attract people from around the country and it is made possible because we have alumni who care about the college and who have established endowments, research funds and lectureships." – Erik Bucy, Ph.D.**

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To learn more about the Morris Lectureship, visit [www.mcom.ttu.edu](http://www.mcom.ttu.edu) and click Alumni > Lectureships > Morris Lectureship.



Glenn Cummins presents in the continuous response theater.



A participant records a response.



Glenn Cummins and interviewers work in the 20-station computer-assisted telephone interview, also called CATI.



Glenn Cummins in the observation room of the focus group room.

# Improved Research Facility Brings New Opportunities

by Emily Pellegrini, photos by David Vaughn

In an effort to stay up-to-date with the most current portrayal of communication and media, the College of Media & Communication moved into a new building when it changed its name in Fall 2012. In keeping with a commitment to move forward, the college opened a new and improved Center for Communication Research facility, which is far greater than what was previously offered to faculty.

Director of the center Glenn Cummins, Ph.D., has committed his time and effort to ensuring the facility offers the most ideal space for conducting communication-based research.

Cummins said with the college and demand for research growing, the investment in the center and support of its growth only makes sense. The new facility is located on the lower level of the newly renovated Media & Communication building. The facility offers state of the art systems including two eye tracking labs, two psychophysiology labs, a dial control response room equipped with 34 response pads, a focus room with an observation station attached, a multipurpose computer lab, and soon an in-house station to observe the effects of multitasking. The center also has additional space to grow in the future.

Cummins said the eye tracking lab has been one of the busiest labs used so far, as the technology and tools it offers are effective in terms of measuring and examining a person's reaction and attention to what is shown on a specific screen.

Assistant Professor Liz Gardner, Ph.D., is currently interested in health communication research and how to design and deliver a health message in the most effective way.

One thing the eye tracking lab and psychophysiology labs have

come in handy with, Gardner said, is getting past having to ask a participant questions about what they thought, felt or saw in response to a message.

When faced with having to remember or admit to thoughts or feelings, participants can often become imperfect, Gardner said. With the use of the labs, a researcher is able to track a participant's response in real time and collect more precise data.

"Communication unfolds in real time, so it only makes sense for research to do so as well," Gardner said.

In March 2013, Gardner planned on using the focus group room with Assistant Professor Rebecca Ortiz, Ph.D., and Assistant Professor Autumn Shafer, Ph.D., to study the effects of health communication involving Hispanics with diabetes.

Gardner agrees with Cummins that the new, updated facility helps the college become more global and brands Texas Tech University College of Media & Communication as a research college with many possibilities.

Cummins said the facility enhances the university's global visibility as it reaches for Tier 1 status. Cummins also said that the facility has helped to bring in more graduate students and improve the quality of faculty within the college.

Matthew VanDyke, a graduate student and part-time instructor, said the research capability was a strong reason he chose to come to Texas Tech and to join the College of Media & Communication from Virginia Tech.

VanDyke, a first-year doctoral student, is interested in studying the content and structural features of environmental messages and

**"Communication unfolds in real time, so it only makes sense for research to do so as well."**

— Liz Gardner, Ph.D.

using media psychology to understand how different audiences process such information. VanDyke is excited about using the continuous response lab to track a person's feelings toward environmental messages – particularly, whether a person likes or dislikes specific parts of the messages.

The continuous response lab allows participants to rate what they are hearing and viewing on a scale of one to 10, continuously, in real time.

"For me as a researcher, I feel like collecting data in real time is more valid than asking participants questions after they've been exposed to a message," VanDyke said.

VanDyke said research is about building theory, for him, and the practical information that stems from it, which can help aid strategy in making the most effective messages possible.

In the future, VanDyke said he looks forward to exploring the center and using the facility to its full extent, especially the eye tracking and psychophysiology labs.

Sun-Young Lee, Ph.D., visiting assistant professor, has been busy in the multipurpose computer lab studying how prior knowledge about a company can affect the effectiveness and trustworthiness of a message.

Lee uses advertisements for well-known companies, such as Coca-Cola and Apple Inc., for student participants to watch and then answer survey questions about their attitude toward the companies.

Lee asked questions about the trustworthiness of the companies, as well as the likelihood of purchasing a product from the companies. "This college really supports their research," Lee said.

Lee said the convenient controlled location helps in recruiting

student research participants, which leads to more research being conducted.

In the future, Lee said she looks forward to using the eye tracking lab, as well.

The research facility is not just for faculty, Cummins said. While much of the Fall 2012 semester was taken up by presidential election research, including use of the dial control room during all three debates, Cummins said the facility is for the students to use as well.

The popular Public Relations Campaigns class has use of the focus group room when needed, which Cummins said is much more useful and well-equipped than previous focus group rooms. In Fall 2013, Cummins said the focus group room will be updated with high definition television.

Cummins said the focus group room also has been used for community-based research.

As colleges all over the world become more and more competitive, Texas Tech Media & Communication faculty can rest assured they are keeping up with the latest growth and progress of other universities with expansive research and facilities. **mc**

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

CLICK IT

To learn more about the CCR, visit [www.mcom.ttu.edu](http://www.mcom.ttu.edu) and click Research > Center for Communication Research.

# SouthwestStar

by Randi Leigh Thomas, photo courtesy of Linda Rutherford

If you type the name Linda Rutherford into any trusted search engine, you are bound to come across one of Texas Tech University's very own. A 1988 graduate, Rutherford is now vice president of communication and strategic outreach for Southwest Airlines based in Dallas. She has become a successful business person through hard work and determination.

Rutherford is a mother of two, and she will be the first to tell you that getting to the top of her game was never easy. Rutherford and her sister were raised by their single mother, and she often says one of her biggest accomplishments was going to college in the first place.

Rutherford said her family had access to everything they really needed, but college was a luxury. Finding herself \$1,000 short as tuition was due, Rutherford was named a Dallas Rotary Club Walter Smauder Scholar and granted the saving scholarship at the very last minute. Throughout her years in the college, she wrote for the *University Daily*, working her way up to editor her senior year, and she later joined the *Newsweek* crew as a correspondent.

Rutherford graduated with a major in journalism and a minor in Spanish. She said Texas Tech's journalism department taught her three things: to be naturally inquisitive, to nurture a love of writing, and to be a lifelong learner. Rutherford said she still uses the lessons on a daily basis.

"If you are a strong writer," she said, "you will be able to do anything you want to do."

After graduation, Rutherford went to work for the *Dallas Times Herald* as a reporter until the paper closed in December 1991. Rutherford then did freelance assignments for both the *Dallas Observer* and the *Fort Worth Star Telegram*.

During her time at the *Herald*, Rutherford had worked with Southwest Airlines on several occasions, and she became interested in their work.

"I was always intrigued by the airline industry," she said. "There was always something different about Southwest."

Southwest Airlines' hiring department called Rutherford in June 1992 for a permanent job. Shortly thereafter, Rutherford became the fifth member of the public relations team, and she has worked her way up through the company in the past 20 years.

Rutherford said her original duties included event planning, news releases, and media relations. Rutherford is now in charge of media and strategic public relations, employee communications, emergency response and business continuity planning, philanthropy and community relations, graphic design and multimedia, and community affairs and grassroots.

In layman's terms, Rutherford covers everything from media interaction to making sure the company is prepared for emergencies, and recruiting employees to volunteer for a multitude of nonprofit organizations.

"In the last 20 years, we've grown all those practices," Rutherford said.

Rutherford said that her elevator speech is all about "surround sound," making sure good conversations are happening about Southwest. She said Southwest wants to develop and nurture mutually beneficial relationships and strategic partnerships within the community.

Outside of work, Rutherford serves on a plethora of committees and has held executive positions in each organization.

Rutherford said Texas Tech has some of the proudest alumni and encourages students to reach out to the network of people they are lucky to have. When alumni visit the campus and classrooms, students can connect what they learn in class to actual experience and that is invaluable.

Rutherford said students can spend an hour with the alumni in class and form no connections, or they can use the opportunity to start a relationship.

Rutherford gave plenty of tips on how to spark up a conversation but also said students have to be looking for those opportunities.

"Certainly any alum would be open to a phone call or coffee," she said.

Rutherford said she uses her degree every day, and she urges media and communication majors to practice writing and get experience. She stresses the importance of being an observer and always knowing you can use your writing skills in whatever field you choose.

At her main Southwest Airlines office in Dallas, Rutherford oversees a team of about 90 employees and her department works to serve tens of thousands of people both inside and outside the organization. Southwest Airlines helps out notable organizations like Ronald McDonald House Charities, awards nonprofits where employees volunteer through a "Tickets for Time" program, and manages its own education program, called Adopt-A-Pilot, which was launched in 1997.

Rutherford is happily married and has raised both of her families, at home and at Southwest Airlines. She enjoys learning new things every day and meeting new people, especially fellow Red Raiders. **mc**

(Randi Leigh Thomas is a junior journalism major from Big Spring, Texas.)



"There was always something different about Southwest."  
- Linda Rutherford

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“The world has changed in radical ways; there is no going back to anything that resembles the old ways.”

—Arturo Villar

## Hispanic Publishing Evolves

by Kate Westfall, photo by David Vaughn

The College of Media & Communication met at the McKenzie-Merket Alumni Center to host guest speaker Arturo Villar at the annual Buesseler Lectureship luncheon March 4.

The Cathryn Anne Hansen Buesseler Distinguished Lectureship in Print Media was established to allow students and faculty the chance to meet nationally known print media professionals, and give them the chance to learn about current social, cultural and political issues.

Villar, who has been in the Hispanic publishing business for 28 years, was selected as this year’s guest speaker. He discussed his experience in the journalism field and the adaptations his publications have been making to adjust to the new era of news.

Currently serving as *Hispanic Market Weekly*’s publisher, Villar said he started his career with *Vista Magazine* in 1984. In 1997, he created *Hispanic Market Weekly*, and five years later he launched [hispanicmarketweekly.com](http://hispanicmarketweekly.com).

When making the transition from *Vista Magazine* to *Hispanic Market Weekly*, Villar said he learned valuable lessons, such as the need for multiple access points, exclusivity, and full access to consumers. He said the publication was successful because its readers were provided with the right kind of content that no one else had.

Villar said his publication tries to find exclusive stories and to offer insightful information.

*Hispanic Market Weekly* does not offer content for free and charges a yearly subscription fee.

Villar’s different outlook on publishing has come from the realization that young people do not read newspapers and magazines. “The world has changed in radical ways; there is no going back to anything that resembles the old ways,” Villar said.

Smartphones and tablets are the way of the future, Villar said, and giving young people the opportunity to read and be informed of any amount of information through different outlets is essential.

In order for this to work, Villar said information must move seamlessly from one access point to another. He said his staff constantly redesigns the website to provide a flexible platform and social interaction. Villar said not being limited by a publication that comes out weekly or daily is a joy.

Villar said he currently is working on having links to videos on the website.

Aside from technological advancements, Villar said he ultimately wants to continue being authoritative, premium and relevant in the publication world. **mc**

*(Kate Westfall is a junior journalism major from Dallas. David Vaughn is a junior university studies major from Spur, Texas.)*

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To learn more about the Buesseler Lectureship, visit [www.mcom.ttu.edu](http://www.mcom.ttu.edu) and click Alumni > Lectureships > Buesseler Lectureship.

# SPORTS SHOW

arrives in

Midland, Tx.

by Dalila Kettrey, photo by David Vaughn

The Double-T Insider, a weekly, student-produced show featuring Texas Tech sports news, is new to the College of Media & Communication this year. The show airs on YouTube, the Texas Tech athletic website and the Media & Communication website. The show has expanded its audience to Midland, Texas, as it airs each Sunday on KWES-TV. The show gives graduates and undergraduates an opportunity to learn and exercise a variety of skills through broadcasting.

Joshua Koch, a senior journalism major from Fredericksburg, Texas, said he became involved with the Double-T Insider when Todd Chambers, journalism and electronic media department chairperson, approached him with an idea of doing a sports television show. Koch said it was an interesting and challenging task and something that no one in the college had ever done before.

"We contacted David Houglund over at Tech Athletics, and we had meetings with faculty and staff here in the building," Koch said. "We came up with the kind of framework of what we thought the show should look like."

Two weeks after the meeting, the pilot episode premiered. Koch said it started out with students who wanted to have a neat experience and get involved in the college. The pilot episode was successful, and the show has continued to produce weekly episodes.

Koch said the show steers away from the typical sports newscast filled with highlights, and instead focuses more on profiles and one-on-one interviews with coaches and players. Segments can run anywhere from four to five minutes, a bit longer than a typical newscast sports story.

"With this kind of show it gives us the freedom and liberty to tell the story in its entirety instead of taking a story and slamming it into a minute and a half segment," Koch said. "I think sometimes you lose some of the details when you try to do that."

Initially the show focused on highlights and small segments, but later transitioned into a magazine-style type of show for television.

Students have the opportunity to learn through hands-on experience the crafts of interviewing, putting together stories, creating graphics, and editing.

"This is as real world as you're gonna get. It's your responsibility to put together packages and stories, shoot stories for a show that goes on television," Koch said.

Students can put all of the knowledge they have learned in classes on projects that are used for the Double-T Insider, Koch said, and the experience is priceless. He guarantees that putting the Double-T Insider on a resume will stick out to employers.

Erica Taylor, a first-year graduate student specializing in sports



Erica Taylor and Joshua Koch earn real-world experience in their work with the Double-T Insider.

media from Houston, said that as the program has grown, more students have wanted to become involved. Taylor started school in the college in the Fall of 2012 and was looking for some type of sports broadcasting to get involved with.

"I ran across Dr. Chambers and was constantly hounding him about what can I do to get my hands on some broadcasting opportunities," Taylor said. "He sent me an email about the Double-T Insider, which kicked off like early September, and I was able to track down Joshua Koch and by the third episode, I started hosting."

Taylor said she had been a sports editor for the newspaper at Rogers State University and wanted to dive into more broadcasting and on-air experience.

"I wanted to be a part of the D1 athletic experience and things just moving at a faster pace and so that's what made me want to join the Double-T Insider," Taylor said.

Although it took a while to get the word out about the project, The Double-T Insider has had many positive responses from the Texas Tech community. Taylor said that as each episode has premiered, she has heard good things about how an athlete or team was featured.

"All around we've seen a lot of good things so the goal is just to keep moving forward," Taylor said. "Hopefully everyone that's a part of the Double-T Insider will be able to have a job opportunity once they're done with school."

As the show has continued to progress, Taylor said the show wants to set a good foundation for the future and continue to get more students involved in the production of the show. A goal is

to get more viewers as well. "Our goal is to try to put out the best content we know how to and still make it a fun environment for people to be a part of and to watch," Taylor said. [mc](#)

## What the Double-T Insider Offers Students:

### EXPERIENCE:

Student positions include: working on camera; off camera; editing; graphics; public relations.

### FLEXIBILITY:

Students choose to work 5-15 hours per week, depending on their schedule.

*Students who are interested in working with the Double-T Insider can get involved by contacting Joshua Koch or Erica Taylor at [joshua.koch@ttu.edu](mailto:joshua.koch@ttu.edu) or [erica.taylor@ttu.edu](mailto:erica.taylor@ttu.edu)*

*(Dalila Kettrey is a junior electronic media and communication major from Grand Prairie, Texas. David Vaughn is a junior university studies major from Spur, Texas.)*

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To learn more about the Double-T Insider, visit [www.mcom.ttu.edu](http://www.mcom.ttu.edu) and click Publications > Double-T Insider.



# Houston Career Conference

by Jenna Dunn, illustration by Clara Vaughn

Over winter break Texas Tech University juniors, seniors and recent graduates had the opportunity to attend a career conference organized by Texas Tech alumni in the Houston area. The inaugural Houston Shadowing and Advertising Professional Development Day was held Jan. 10. The vice chairperson for the National Professional Advisory Board and 1987 graduate of Texas Tech, Mark deTranalties, was the main coordinator for the event.

This was the first year Houston has had an event of this kind. deTranalties said two years ago Dallas alumni hosted an event similar to this, however the alumni wanted to open the doors to agencies around town, versus hosting a seminar style event. Houston is laid out differently than Dallas and asking professionals to give up a few hours for a conference translates into half a day when you factor in travel, so the event had to be thought about a little differently.

“Our purpose was two-fold,” deTranalties said. “First we wanted to give students the opportunity to meet with other graduates in the area and the other is to help them with the materials and methodologies used in getting a job.”

Those materials included portfolios and resumes. Part of the day was reserved for a resume critique where students were welcomed and encouraged to show professionals in various fields their resumes, and the professional would provide feedback.

For the first two hours of the conference students were allowed to tour an agency or firm, shadowing a Texas Tech professional, deTranalties said. The variety of agencies made available to students ranged from public relations, to a production studio, to traditional advertising agencies.

Some of the agencies also gave students the opportunity to have a mock interview.

After visiting the various sites, students met in a central location for lunch and a presentation by Rick Gillis. Gillis’ website promotes his experience as an author, public speaker, guest consultant on National Public Radio, Public Broadcasting Services, and other television and radio programs.

“He is a how-to-get-a-job authority; that’s what he does,” deTranalties said. “He’s hosted radio shows, he’s published four or five books. He is a real expert on the job search process.”

Gillis spoke to the students about keeping up with the advancing technology in regards to job searching and staying current on the correct way to communicate with possible employers.

All the professionals who attended the conference and the initial contacts at the agencies the students visited were Texas Tech University alumni.

“We wanted to do something in our hometowns for our home-grown Tech students,” deTranalties said.

About 20 students participated in the event and many have kept in touch with deTranalties. He said one of the main hopes for the event was to strengthen the relationship between students and alumni and for alumni to feel connected as well.

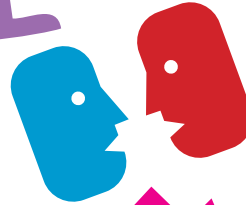
deTranalties plans on having another career conference in Houston next year and expects student and alumni attendance to increase.

“We wanted to keep it really really informal because we didn’t want to be imposing in any way. We’re here to help. So what if I have 25 years of experience?” said deTranalties. “You know what? I remember sitting in their chair like it was 25 days ago.” mc

(Jenna Dunn is a freshman journalism major from Deer Park, Texas.)



“hello”



# Dallas Career Conference

by Karina Rodriguez, illustration by Clara Vaughn

The second annual College of Media & Communication Career Development Conference Jan. 10 in Dallas was presented by the Dallas/Fort Worth (DFW) alumni and sponsored by the Texas Tech University College of Media & Communication.

The conference was designed for juniors and seniors in the college who are in search of internship and job opportunities. It included panels, speakers and face-time with area professionals to give students the knowledge and tools they need when they graduate and enter the work force.

Coordinated by a DFW alumni committee, the conference also offered opportunities for students to take a communication and media tour, participate in resume critiques and schedule interviews on-site the day of the event. Students were advised to bring copies of their resume, portfolio, and business card to present during interaction with alumni and recruiters. Seniors were given the chance to have their portfolios reviewed by area communications professionals.

The committee added a new event this year on Jan. 9, giving a limited number of students the chance to tour some of the most high-powered advertising agencies, public relations firms, production houses, and media in the DFW area.

Forty-nine students and recent graduates came out to the conference to take advantage of the great opportunities it provided. They met with alumni, recruiters, and career experts from across the region who were on hand to provide information about media-related professions and employment opportunities.

On stage at the conference, chairperson Kim Rice recognized and expressed her appreciation for the 39 alumni and recruits who dedicated their hard work and time to make the conference a useful tool for students. Rice also said that 20 of those 39 alumni were providing job and internship interviews to the students at the event. Some Texas Tech students even credit the conference with helping them obtain full-time employment, saying that they were better prepared because of what they learned there.

Texas Tech College of Media & Communication graduates Tim Loecker and Brice Beard were recently named chairpersons for the 2014 conference. Plans already have begun for next year’s event to ensure that it is as successful as those in years past. mc

(Karina Rodriguez is a junior journalism major from Dallas.)

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# INTERNATIONAL ADVERTISING SUCCESS

by Sarah Harlan, photo courtesy Cody Aufricht



## AWARDS AT TEXAS TECH UNIVERSITY:

### ADVERTISING

- American Advertising Federation Team and later Finalist - District Champs and National Finalist for Coors campaign

### SWIMMING

- Texas Tech University Swimming Most Valuable Player in 1977 and 1979
- Four-year letterman and Texas Tech University Team Captain in 1980
- Four-year All Southwest Conference

- Holds Texas Tech University records in four events: 100 meter breaststroke; 200 breaststroke; 200 individual medley; 200 individual medley relay

## AWARDS AFTER GRADUATING:

- Microsoft Distinction in Marketing Award: Four time winner for top U.S. Microsoft Campaign: 2001, 2005, 2010, 2011
- Davey Award: International Marketing Communications Winner: 2006

Can you imagine waking up at 3 a.m. for a conference call with your fellow coworkers across the world in Denmark? Well, Cody Aufricht, a Texas Tech University Media & Communication alumnus, does, and quite often.

Since graduating in 1981, Aufricht has become the vice president of marketing for Columbus, a Danish software developer and consultancy headquartered in Copenhagen. Previously he headed up the United States marketing division, but when Columbus wanted to go global, Aufricht stayed put, and the situation turned out well.

Aufricht now operates worldwide marketing from an office in Grapevine, Texas. This is the perfect example of globalization enabled through technology. Columbus has embraced a business model where they employ “the best person for the job,” regardless of where they live. Through a unified communications platform, Aufricht can see all 1,000 Columbus employees, so that he knows who is on the phone and who is in a meeting. With a single click, Aufricht can collaborate with colleagues worldwide, sharing screens, video conferencing, and accelerating the pace of the business decision making.

Aufricht, a Canadian native, came to Texas Tech on a full-ride, four-year swimming scholarship. He traveled to West Texas where swimming as a Red Raider became a way of life. The team would train hours on end every day, including university holidays. Although the swimming program ended 10 years after Aufricht graduated, his advertising major and art minor have served him well and have led him to an enormous amount of success.

Aufricht was on the American Advertising Federation team during his time at Texas Tech, under the direction of faculty member Jim Marra, Ph.D. During his senior year, the AAF team went to nationals for its campaign that team members designed for Coors. The advertisement went on to be used years later by Coors. However, this was not the biggest accomplishment for Aufricht during his time with AAF. While participating on the team, he met his wife because of lofty matchmaking by mutual friends. Jennifer Aufricht was also an advertising major and is now a trial lawyer and partner at Thomp-

son, Coe, Cousins & Irons Law Firm. Cody and Jennifer have three children together, two in college, and one who recently graduated.

Shortly after graduating from Texas Tech, Aufricht started his first job at Snelson Advertising in Midland, Texas, for former Texas Sen. Pete Snelson. During his short time with Snelson, he met coworker and now lifelong friend, David Fowler, a 1979 Texas Tech University Media & Communication graduate in advertising. Snelson could not choose between the two applicants, so he hired both men and split the salary between them. Although the gentlemen did not make a large salary, they learned a lot.

After his time at Snelson, Aufricht moved to Dallas where he earned his MBA from the University of Dallas, while continuing to climb the corporate ladder, until he ended up at Columbus. The software company works with manufacturers from more than 40 offices throughout the Americas, Europe, Asia, the Middle East, and India. In his current position, Aufricht has coordinated the entire rebranding of Columbus across the globe, a massive undertaking considering all of the different countries, languages and cultures. Aufricht develops global marketing campaigns that are translated, localized and executed by 20+ of Columbus’s country-level marketing managers, keeping in mind all of the cultural ethnic issues and how things can be perceived in another country.

His mantra to success, he said, is that he loves the quote, “The harder I work, the luckier I get.” Aufricht’s advice to students is, “Out work the guy in the next cubicle. Take anything to go the extra mile that you can, and have a good attitude toward your work.”

Aufricht attributes finding the right balance between your work and personal life as the key to leading a truly happy life. Aufricht said some of his best friends to this day are people he met at Texas Tech.

Running, cycling and fitness are still a large part of Aufricht’s life. He paints because he said he finds the art very relaxing. Aufricht also said he enjoys watching Red Raider football each season. **mc**

(Sarah Harlan is a senior public relations major from Giddings, Texas.)

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# SOCIAL MEDIA LAB SPARKS INTEREST

by Courtney Coombes, photo by David Vaughn

In the past decade, social media and advances in communication technology have completely changed the way media and communication practitioners do their jobs. Students in media and communication are being introduced to new innovations daily.

In response to these developments, Department of Public Relations Chairperson Trent Seltzer, Ph.D., said the College of Media & Communication has launched a new social media lab at Texas Tech University called the Outpost.

The lab launched in Spring 2013 and includes a social media command center located on the second floor of the College of Media & Communication. Seltzer said the command center can be used to monitor social media conversations and to provide real-time social media support, monitoring, and engagement for strategic communication campaigns, and live events.

For example, in March, the Outpost provided social media support for the “Reaching Audiences” conference hosted by the College of Media & Communication’s Institute for Hispanic and International Communication. In April, the lab implemented social media strategy and conducted live monitoring during the campus Relay for Life event at Texas Tech.

For both events, student volunteers staffed the command center and additional volunteers were in the field covering the events using social media. “You have people at an event who are generating content: taking pictures, shooting videos, or posting information,” Seltzer said. “Meanwhile, other members will be in the lab monitoring the conversations, by using hashtags and keyword searches. Your team in the command center is listening to those conversations to curate and amplify the best, most engaging and useful content.”

Seltzer explained how the command center at the college is modeled after those used in real-world public relations practice. He said that the command centers operated during the Republican National Convention and the Super Bowl are some examples of

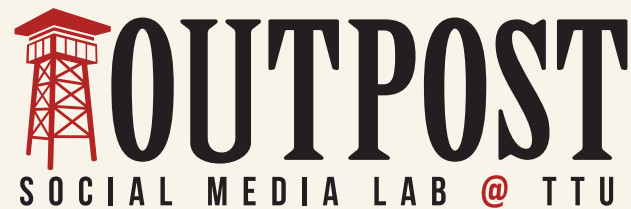
command centers used to support live events. In addition, many companies – such as Dell, Gatorade, and Southwest Airlines – are utilizing command centers to conduct ongoing monitoring of conversations about their brands across the social web.

Seltzer said many people deserve credit for helping to develop the college’s social media lab.

“First of all Dean Hudson, for giving us space and resources to build the lab, and for encouraging us to do it,” Seltzer said, “the advisory board members, particularly Linda Rutherford and Tim Loecker, for encouraging and supporting this idea, and Josh Robinson and some of the student assistants have put in a tremendous amount of work.”

Seltzer said he hopes that the lab will provide a good learning and mentoring environment for undergraduate and graduate students that are interested in getting involved given the importance of social media skills in the media and communication field. **mc**

*(Courtney Coombes is a junior public relations major from Odessa, Texas. David Vaughn is a junior university studies major from Spur, Texas.)*



Students and faculty member Trent Seltzer, Ph.D., monitor social media in the Outpost.

The Outpost Social Media Lab @ TTU will focus on the study of social media and online communication. Trent Seltzer, Ph.D., chairperson of the Department of Public Relations, said he believes students involved in the lab will have an engaging experience, as they will work hands-on with faculty of the College of Media & Communication while utilizing leading-edge social media tools.

Seltzer said beginning in Fall 2013, an online and digital public relations class will become part of the core curriculum for public relations majors, but students of all other media and communication majors are encouraged to take the class as an elective.

“The public relations faculty have decided that social media is almost inseparable from modern public relations,” Seltzer said. “You can’t practice PR and not be involved with social and digital media.”

The class will be integrated with the social media lab and conduct projects utilizing the Outpost’s social media command center. Seltzer said HootSuite Enterprise will be one of the main social media tools used in the command center and the course. He is working to secure access to Radian6.

## What is HootSuite all about?

A social media management system for businesses and organizations to collaboratively execute campaigns across multiple social networks from one secure, web-based dashboard.

HootSuite enables users to launch marketing campaigns and is well known for helping to grow audiences.

Facebook, LinkedIn and Twitter are a few examples of social media tools that can be integrated and managed with HootSuite.

## What’s all the talk about Radian6?

Radian6 has multiple products including: social listening, social content, engagement ads, and measurement.

Resources of Radian6 include: videos, e-books, case studies, and blogs.

Users can benefit from Radian6 by reaching desired markets, tracking social campaign performances, scheduling times, measuring performances, and adjusting advertisement spending automatically.



# “Reaching Audiences” Conference

by Emily Pellegrini, photos by David Vaughn



Clockwise from top left: Welcome Meeting, IHIC Advisory Board Meeting, Panel Session on Researching the Media Industries, Presentation and Discussion with Students, Roundtable Discussion, Career Strategies.

National experts in market research and Hispanic media converged in Lubbock March 4-5 at a unique conference hosted by the College of Media & Communication called “Reaching Audiences: Exploring Opportunities in Hispanic Media and Market Research.” Organized by Regents Professors Erik Bucy and Kent Wilkinson, the two-day conference brought together industry and academic experts from New York to Los Angeles for a series of interactive panels that discussed current trends and shifting demographics in the media industries.

Speakers included the chief research and insights officer for Time Inc.; a senior consultant for SmithGeiger, a media consultancy and market research firm; the head of PlayScience, a market research company dedicated to entertainment media and children; the president of Research Narrative, a media consulting firm with clients including Netflix and Viacom; representatives of the Mercury Mambo and López Negrete ad agencies; the publisher of *Hispanic Market Weekly*; and the director of business development for *El Tiempo Latino/The Washington Post*, among others.

The two-day conference hosted numerous panels, as well as two special events, the Buessler and Morris lectures (See pp. 4 & 10). The conference was well-attended by college faculty and students, whose “tweets” regarding the sessions were managed and analyzed by students in a new social media lab directed by Trent Seltzer.

Panel presentations, roundtable discussions and keynote addresses on day one of the conference examined trends and opportunities in media industry research, Hispanic advertising, Hispanics and social media, and the changing motives and preferences of media audiences.

“The panelists discussed more seamless integration of messages across different platforms/screens,” said Professor Wilkinson, who also serves as director of the college’s Institute for Hispanic and International Communication (IHIC). “There was also emphasis on

tailoring messages more closely to individual interests and preferences. Language was discussed at length because it is so closely tied to identity and media preferences. To their credit, media companies have acknowledged language difference issues by lowering the strict barriers between languages that governed the industry for so long.”

As examples of initiatives that are lowering language barriers and bridging the cultural divide, Wilkinson cited a joint venture between Univision and ABC called “Fusion” — a new English-language cable network directed at Hispanics. English subtitles are now being offered on Spanish-language telenovelas in the United States, Wilkinson said.

With estimated spending power of more than \$1.2 trillion, Hispanics are more than 50 million strong and represent 17 percent of the total population in the United States, a number projected to nearly double by 2050. “The Hispanic audience is the youngest and fastest-growing demographic in the U.S.,” Wilkinson said. “This is an important trend the media industries can no longer afford to ignore.”

Sessions on day two of the conference included panels on the growth of Hispanic media and markets, the use of market research by media managers, understanding multiple-screen media users, and career strategies in market research and Hispanic media. In the last session of the conference, Professors Bucy and Wilkinson hosted a roundtable discussion on the benefits of greater industry-academic collaboration.

“‘Reaching Audiences’ was designed to bring together experts in market research and the Hispanic-oriented media sector to discuss the contours of today’s media landscape — and we succeeded,” said Bucy, who is the Marshall and Sharleen Formby Regents Professor of Strategic Communication in the college. “Throughout two days of productive dialog, we also explored the potential synergies, challenges, and mutual benefits of enhanced dialog between industry and academic researchers.”

One idea to come out of the conference is the establishment of a media research data archive that could be mined by scholars for new insights. “So many media decisions are based on findings

from market research,” said Bucy, who before coming to Texas Tech worked as vice president of research for SmithGeiger, LLC. “But most of these results never see the light of day beyond a boardroom presentation. An archive of ‘old’ market research data would allow academic researchers to re-analyze industry findings and broaden our understanding of media processes and effects.”

An archive of this type could have great value to graduate students in media communication, who could develop theoretical models valued within the academy and applied analytical skills valued by industry, Bucy said.

Showing the relevance of media research to industry practice, keynote speaker Esther Thorson delivered the William S. Morris III Distinguished Lecture Series on the relevance of academic research to industry practice. Her talk, titled “Journalism and the Art of Reaching Audiences,” highlighted her research for the Morris newspaper group. She showed how sophisticated modeling techniques can be used to determine how much newspapers should charge for online, print and mobile content bundling.

Wilkinson said the conference helped him gain a “new understanding about how media practitioners value partnerships with universities.”

“The panelists were universally impressed with our facilities in the College of Media & Communication and seemed genuinely interested in the research and teaching we do here,” he said. “Of course, the access that academic researchers enjoy to a ‘valued demographic’ (18- to 24-year-olds) is also attractive. I think we made solid progress in identifying and discussing key similarities and differences between academic and market research and have begun laying the groundwork for effective collaboration in the future.”

Both Wilkinson and Bucy credited Dean Jerry C. Hudson with providing the support and encouragement to make the conference a reality.

“Dean Hudson really appreciates two things: the importance of industry partnerships and outreach, and the importance of research to building a strong academic reputation,” Bucy said. “By focusing the conference on market research and the relationship

between academic and industry approaches to media research and audience dynamics, and we were able to address both of these vital interests.”

During the conference, Wilkinson also convened the inaugural meeting of the IHIC Advisory Board, which brought together college alumni and other experts in Hispanic media from around the country to provide guidance and advice on IHIC initiatives. Wilkinson announced that IHIC will now be sponsoring the *Journal of Spanish Language Media*, and he will be serving as the journal’s new editor. The first issue to be published under the auspices of IHIC, volume 7 of the journal, will appear next January.

In addition to Arturo Villar, members of the IHIC advisory board are: Becky Arreaga, president and co-founder of Mercury Mambo, a distinguished alumna and National Board Member for the College of Media & Communication; Alberto Avendaño, director of business development for El Tiempo Latino and Magna Cum Laude graduate of College of Media & Communication; Juan Faura, expert in Hispanic culture and author of “The Whole Enchilada: Hispanic Marketing 101” and “Hispanic Marketing Grows Up”; Isabella Sanchez, vice president of Media Integration at Zubi Advertising; and Lionel Sosa, independent marketing consultant and portrait artist, founder of Sosa, Brawley, Aguilar, and Associates, and author or co-author of five books. **mc**

*(Students Britney Reynolds and Hayden Adcock contributed research for this article. Britney Reynolds is a junior public relations major from Lubbock. Hayden Adcock is a sophomore public relations major from Clifton, Texas. Emily Pellegrini is a junior journalism major from Cincinnati, Ohio. David Vaughn is a junior university studies major from Spur, Texas.)*

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To learn more about the conference, please visit [mcom.ttu.edu](http://mcom.ttu.edu) and click > Research > IHIC > Recent Events > Reaching Audiences.

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To learn more about the IHIC, visit [mcom.ttu.edu](http://mcom.ttu.edu) and click Research > Institute for Hispanic and International Communication.



# Alumna at Home in Politics

by Kaylie Meadows, photo courtesy Amy Hammer

Amy Hammer, a Texas Tech University College of Media & Communication alumna, was born and raised in Lubbock and graduated with a journalism degree in May 1972. Shortly after graduation, Hammer moved to Houston to begin her new life as a college graduate and newlywed.

"I was planning on sitting at home by the pool all summer," Hammer said, "but within a week I was bored out of my mind and went job hunting."

Houston, at the time, was in boomtown mode, and within a week Hammer received two job offers.

"The one I took was with this little man who had a montage of pictures from the 1972 Chicago Democratic Convention hanging behind his desk," Hammer said. "I guess it's where I first got the political bug."

Hammer began working for the Houston Bank and Trust, later the First International Bancshares, the first bank holding company in Texas. During those several years she worked in public relations and edited the newsletter for the bank where she won national awards with the International Association of Business Communicators.

After leaving First International Bancshares, Hammer went on to pursue her next opportunity at Exxon USA, which later became ExxonMobil Corp. This was her first print job. Hammer also was one of the very first women to be hired in the department as the turn toward women working in writing positions became more accepted.

"I was a corporate journalist," Hammer said. "I won a number of awards at the Houston level and was privileged to be Houston's Business Communicator of the Year, way back in 1976, I believe."

As things continued to go well with Exxon USA, Hammer moved to Memphis, Tenn., where she began working with state lobbying and media for a 13-state region. Hammer remembers her spike in political interests in her first job at the bank, after seeing the convention photos hang behind her boss's desk. She stayed only for 22 months before being called back to headquarters to set up and staff a political action committee and to create a political education program.

Hammer was asked in 1981 to transfer to Washington, D.C., to fill a backup lobbying position. Her manager did not want to send her and feared the move could ruin her career, as two previous women had difficulty completing their requirements in the D.C. office, and there were fears that the same thing would happen with Hammer. The fear turned out to be far from true.

"Within a year I was promoted to the lead lobbying job for the House of Representatives where I served until the Exxon and Mobil merger," Hammer said. "I then went to the U.S. Senate and led our Senate lobbying, after the merger, for three years."

During her last two years at ExxonMobil Corp., Hammer managed environmental issues in ExxonMobil Downstream Headquarters in Fairfax, Va.

After serving a long and successful career at Houston Bank and Trust and ExxonMobil Corp., Hammer decided to retire from corporate life in 2005. Hammer began her own consulting business, Hammer Associates L.L.C. The company consists of Hammer only with no other employees, as she wanted to keep the business simple after working with complicated, major corporations for 30 years.

"Right now, it is probably better to be a small company in D.C. than a big one with the legislative stalemate that is going on here right now," Hammer said.

Hammer comes from a strong Red Raider family. Her father Allen O. "Tack" Hammer graduated from Texas Tech after World War II, after serving as the *Daily Toreador* editor in the late 1940s. Hammer spent some of her time at Texas Tech as the *La Ventana* editor. Hammer's daughter, Amy Catherine Cushing, graduated from Texas Tech in December 2011 with a degree in conservation of natural resources. Cushing spent her time as a member and officer of the Goin' Band and now works in the family political business on the Hill.

Currently Hammer resides in Falls Church, Va., where she works out of her home office doing what she loves.

"It's the policy side that has more depth, interest and possibility for change," Hammer said. **mc**

(Kaylie Meadows is a sophomore journalism major from McKinney, Texas.)

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# Entrepreneur Gives Back

by Kerri Hatcher, photo courtesy Telea Johnson Stafford

Telea Johnson Stafford was always focused. As the first-generation college graduate in her immediate family, and with limited financial resources, Stafford did not spend a lot of time making mistakes. She always knew what she wanted to do.

Texas Tech University was Stafford's first and only choice of colleges to attend, and she knew she wanted to major in advertising.

"I was always drawn to writing and creative, I enjoy being creative," Stafford said. "So I knew what I wanted to do when I came in, which now I realize is rare."

Throughout college, Stafford tried her hand in many activities. She worked in production at the yearbook *La Ventana* and at the newspaper the *University Daily* before she switched over and became a disc jockey for the radio station KTXT-FM.

After graduating from Texas Tech with a degree in advertising and a minor in marketing, Stafford got her first job at Regian Wilson and Gray where she was media coordinator.

Several years after college, Stafford had the opportunity to participate in an advertising agency pitch for the Dallas Area Rapid Transit; she ended up winning the pitch as a partner with a large agency, which prompted the start of Phenixx Marketing & Media in 1998.

Five years after managing her own company and clients, Stafford decided to go back into the corporate world.

During the time away from Phenixx Marketing & Media, Stafford worked for Match.com, Dr Pepper, and Frito Lay and earned a master's degree in management and marketing. Her goal was to learn and to stay prepared for the next opportunity.

"You have to be ready for big moments or they will never happen," she said. "Each degree and experience took me down a different path, first learning about the fast-paced world of advertising agencies and then the intense demands of corporate marketing. The final chapter is the learning that taught me how to run a company."

True to the origin of the company name, Phenixx Marketing has evolved and for the past four years has been on the fast track earning clients that include the North Texas Tollway, Applebee's Texas, and Dallas Area Rapid Transit. Stafford's company focuses

on working with Texas brands and is a go-to company for people who want to understand the Texas market and create a local voice for their brands.

"The one area that is pretty unique is we have a licensing side, which is consumer licensing," Stafford said.

Besides being involved in her company, Stafford makes time to be involved with Texas Tech University. The College of Media & Communication has named a classroom in the name of Stafford and her husband Paul. She has served on the College of Media & Communication National Board and the Texas Tech Alumni Association Board.

"I created the Black Alumni Council 10 years ago, and that started my passion for giving back. I endowed scholarships early in my career and encourage anyone who can give to see the benefits of giving funds for scholarships. These things are important to me because people did them for me," Stafford said. "I wouldn't have been able to go to school had those scholarships not existed. So I felt that before I got too far down the road, I wanted to take money that I had and give it back to the school right away."

Stafford's husband, Paul, also is involved at Texas Tech. A 1994 Texas Tech University Law School graduate, he has been an adjunct professor at the law school for 10 years.

Outside of donating her time to Texas Tech and her job, Stafford likes to do yoga, journal, and spend time with her children.

"I'm a dance mom," Stafford said, laughing. "I spend a lot of time with all my kids' activities. I have some talented girls, and future Red Raiders, that need my time."

In the media industry, Stafford offers the tip to not take a job in another field that you do not want to do in five years.

"There is a temptation to take to a job that you don't want to do," Stafford said. "I would say, stay on your course and everything will really come. Money will come, opportunities will come, and don't get discouraged by what happens short-term." **mc**

*(Kerri Hatcher is a senior electronic media and communications major from McKinney, Texas.)*



"You have to be ready for big moments or they will never happen." – Telea Johnson Stafford

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Randy Reddick, Kelly Kaufold, and Todd Chambers work with students involved with MCTV.

**THE MCTV DAILY NEWSCAST OFFERS:**

Opportunities to volunteer Monday - Thursday  
**Positions available 10 a.m. - 2 p.m. include campus work**

Producing, reporting and videography

**Positions available 2 p.m. - 5 p.m. include studio work**

Anchoring, cameras, audio, video, graphics, teleprompter

# STUDENT-PRODUCED DAILY NEWS

by Sasha Wilson, photo by David Vaughn

The College of Media & Communication has set a new standard for ambition. In February, it launched a daily student television newscast, something most universities have yet to attempt.

The College of Media & Communication's MCTV Weekday Update is set a world apart from the majority of the country's programs by combining cutting-edge equipment with faculty who are ready, willing and armed to the teeth in expertise.

The newscasts also have made Texas Tech University one of the best in the Big 12 – Texas Tech is one of only two universities in the Big 12 producing newscasts on a daily basis, along with the University of Oklahoma. The goal of the newscasts is to provide students with a unique, multi-platform, hands-on experience.

Media production manager Josh Robinson has years of experience working at a local news station and said that while taking a week to produce one 30-minute newscast is great, and something many other schools do, a daily newscast is a whole different experience. Nine different positions must be filled per day, and all with students: reporter, videographer, producer, video playback, graphics, audio, teleprompter, studio cameras and anchor.

"What we do adds up to about 30 minutes for a week but doing it on a daily basis is a lot more work because you've got to have people every day," Robinson said, "you've got to have somebody scripting it out."

Randy Reddick, Ph.D., is one of the pioneers responsible for integrating multi-media based education into the curriculum.

"If you get a degree from Texas Tech, you're also going to have some web experience and you're going to have some video experience, because the reality is there are very few companies that are strictly magazines or newspapers or TV news," Reddick said. "So what we want you to do is we want you to know what your story is and then know how to tell it in different platforms and be able to gather all of the assets: the images, the video, the audio, all of the things that are required to put that story out there in multiple environments."

Kelly Kaufhold, assistant professor of journalism and electronic media, worked for more than 20 years in television news and was part of the original crew that generated six newscasts per semester several years ago.

"Our students will be uniquely qualified," Kaufhold said, "not just in TV news, but in web design, in print media, in photography, in audio, all of these different ways to tell stories."

Kaufhold said that Dean Jerry C. Hudson, Ph.D., was the inspirational push behind taking the newscast from biweekly status to daily, calling for a newscast with more aggressive frequency. Hudson, however, was quietly modest about his motivational piece of the pie.

"Well, I can't take credit for it. I think the journalism and electronic media faculty are the ones really responsible for that. It's just that we provided some financing for it and I was in support of it," Hudson said. "Our goal and motivation is to get students experience so that they can compete in the job market when they graduate. It's extremely important. If you don't have the technical and the applied practical experience when you leave here, then we've done something wrong."

There are a few different platforms within the college that work together in a symbiotic relationship to provide content to "feed the beast," or Texas Tech's collective multimedia outlets. The Hub is an online, multimedia, student-produced website. It shares content with both the newscasts and the Double-T Insider, which is a weekly sports television show also produced entirely by students. The Double-T Insider shares content with both the newscasts and the Hub.

"In terms of the amount of content," Reddick said, "we are doing comparable to what most of the TV stations around town are doing and we're doing it with students. If you go to local TV stations you will find they've got a payroll of a whole bunch of people feeding that beast every day. Now, they're not just doing newscasts, they're doing other things as well, but the idea is that we're doing a newscast that in terms of its content and quantity, is equivalent to newscasts on air here at one of the network stations." **mc**

(Sasha Wilson is a junior broadcast journalism major from Lubbock. David Vaughn is a junior university studies major from Spur, Texas.)

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A 6-foot-3-inch bronze sculpture of the Texas Tech official class ring replicates the official class ring that was introduced in 1999. The ring sits upon a cast stone plaza with pavers purchased by alumni and friends of the university, and each stone is engraved with the donor's name, honors, and achievements. Touted as "Two Tons of Tradition," the sculpture is the centerpiece of the new Texas Tech Leaders Plaza, southeast of the Market Alumni Center. *Photo by David Vaughn.*

**Welcome to our new faculty:**

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- Kristi Gilmore, Ph.D. – Syracuse University
- Sun-Young Lee, Ph.D. – University of North Carolina – Chapel Hill
- Eric Rasmussen, Ph.D. – The Ohio State University
- Andy King, Ph.D. – Purdue University

**Journalism and Electronic Media**

- Lea Hellmueller, Ph.D. – University of Fribourg, Switzerland
- Justin Keene, Ph.D. – Indiana University

**Congratulations to our faculty who recently were tenured and promoted to associate professor:**

- Glenn Cummins, Ph.D.,  
*Assistant Department Chairperson, Electronic Media & Communications, Director of the Center for Communication Research*
- Weiwu Zhang, Ph.D.,  
*Assistant Graduate Director*